



# **Art in the Park Audience Development 2026**

Audience Development Report for Art in the Park 2026



## Introduction

In 2025, Art in the Park (AitP) again demonstrated its impact as a leading cultural event, welcoming approximately 55,000 visitors to Jephson Gardens in Leamington Spa. The festival showcased over 450+ artists, musicians, and performers, generating an estimated **£10.5 million** in economic activity. Feedback from attendees, artists, and performers emphasised the festival's success while highlighting opportunities for growth and inclusivity.

## Key Insights

### Visitors

- **Net Promoter Score (NPS):** Visitors rated AitP highly, with an NPS of 79. Over 96% of visitors rated their experience as "very good" or "good."
- **Activities:** Browsing and buying art, Eating, drinking, listening to music. Workshops and dance/theatre performances also attracted significant interest.
- **Demographics:** Most visitors were local, with 46% from Leamington Spa and 39% from nearby Coventry and Warwickshire.
- **Motivations:** 57% attended due to positive experiences in previous years, while 53% sought inspiration and to buy art.

### Artists

- **Satisfaction:** 96% of artists rated their AitP experience positively, with an NPS of 76.10
- **Sales:** Artists achieved sales of £1037.69 nearly doubling 2023, and 2022.

### Performers

- **Engagement:** All performers expressed interest in returning, with an NPS of 100.
- **Highlights:** Performers appreciated the organisation, audience engagement, and festival atmosphere.
- **Recommendations:** Suggested improvements included backstage storage, more efficient parking.

## Strategic Goals for 2026

### 1. Expanding Audience Reach

- **Local and Regional Growth:** Strengthen outreach in Coventry and the Midlands to attract more regional visitors. We would like to draw a bigger audience from rugby and nuneaton who are areas that are desired audience for our event and engagement.
- **National Recognition:** Enhance marketing efforts to position AitP as a nationally recognised festival. In 2024 AitP festival director was voted Freelancer of the year for her work on Art in the park and other local festivals. This highlighted Art in the park on a national platform. We are investing more marketing in further afield locations to ensure our national platform continues.

### 2. Promoting Diversity and Inclusion

- **People of the Global Majority Representation:** Increase programming and outreach to diverse communities through collaborations with groups like Vital Moves, New Futures Creatives, and much more. This is a key consideration in our programming and curation of the festival.
- **Low-Income Accessibility:** Expand free 7 food voucher programs to reduce attendance barriers. For the last 4 years we have offered the food vouchers with continue success. We also maintain free admission and keep 99% of all our children's activities as free.

### 3. Engaging Young Audiences

- **Youth Involvement:** We will continue our collaborations, such as SPLAT, to encourage young people to contribute artwork and assist in festival planning. Additionally, we are partnering with Motionhouse Youth Dance Production to provide them with opportunities to experience programming and to create a festival-specific piece. We will maintain our work with Warwickshire College to offer volunteer opportunities. we are also working with local youth community groups to ensure attendance and participation in the festival. We are bringing back the successful LAMP Youth music stage at the festival. All of these projects require varying levels of mentorship from the AitP team to help shape the plans and aspirations of youth in the Midlands.
- **Social Media Outreach:** Utilise platforms like TikTok to connect with younger audiences. Our most successful marketing strategies have involved various social media channels. Therefore, our social media team will explore TikTok as a new tool to engage this demographic. Last year our social media engagement doubled in reach and we hope to continue this.

### 4. Improving Accessibility

- **SEND-Friendly Features:** We plan to double the number of quiet areas. Our offerings include a variety of SEND-friendly workshops, and BSL interpretation. Our Inclusion Officer, Karen, will be meeting with local families and community groups to ensure we are providing the necessary resources and support that these visitors need and want.
- **Enhanced Communication:** Provide clear SEND Friendly digital maps and advance information tailored for SEND families well in advance of the festival.

### Conclusion

Art in the Park 2026 has set a strong foundation for growth and innovation. By focusing on inclusivity, diversity, and accessibility, we aim to broaden our audience while maintaining the festival's core values of creativity and community spirit.

