



Evaluation Report

WOVEN

**A CELEBRATION OF
INNOVATION IN TEXTILES**



WOVEN tour at
Camira Fabrics, Meltham

AN OVERVIEW OF WOVEN FESTIVAL

Background

The first WOVEN festival took place between Saturday 8th and Sunday 16th June. It was initiated by Kirklees Council but was owned by everyone, from community groups, to industry, cultural organisations, artists, businesses and heritage sites across the district.

WOVEN's theme is generations of innovators connecting a strong heritage with today's innovative developments in the industry, university research, a strong arts and crafts scene and the creative expression of the district's rich and diverse communities.

157

Volunteering Hours

15

Schools involved

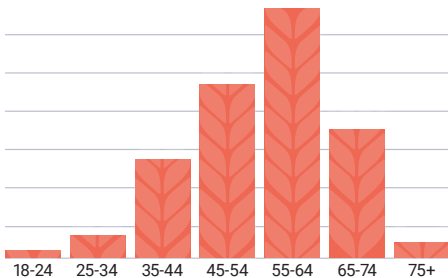
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Events & Activities

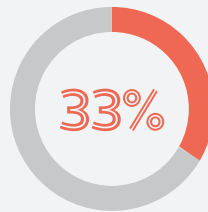
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Days full of activities

Age of participants



50+ LOCATIONS



1/3 of WOVEN events and activities were new commissions, 1/3 were industry led and 1/3 were delivered by VCOs

Total Audience

18,695

Due to the small sample size, the findings presented here should be treated with caution. However, they will provide a useful benchmark to measure ongoing progress against the festival's core objectives.

MEETING FESTIVAL OBJECTIVES

OBJECTIVE 1

TO RAISE
AWARENESS
AND PRIDE IN
THE TEXTILE
HERITAGE OF
THE KIRKLEES
DISTRICT

OUTCOME = MOSTLY SUCCESSFUL

60% said they felt more proud of Kirklees' textile heritage as a result of attending the festival.

OBJECTIVE 2

TO RAISE
AWARENESS &
UNDERSTAND
TEXTILES AS A
MODERN-DAY
INDUSTRY

OUTCOME = MOSTLY SUCCESSFUL

- Education partnerships were crucial in achieving this objective.
- Events helped to raise awareness of both vocational and academic routes into the industry.



Councillor Rob Walker,
portfolio holder
for Culture and
Environment.

“68% agreed that the festival has shown that there is potential for employment within the textiles sector”

OBJECTIVE 3

TO IMPROVE PERCEPTIONS OF KIRKLEES AS A PLACE TO LIVE, WORK, STUDY & VISIT

OUTCOME = PARTIALLY SUCCESSFUL

- While most people appeared to be from the local area, the events shone a light on regional and community assets.
- 67% of visitors to the area said the festival had made them more likely to return in the future.



Made Beautifully
Here Makers Market,
Slaithwaite

OBJECTIVE 4

TO STRENGTHEN KIRKLEES' COMMUNITY BASED TOURISM

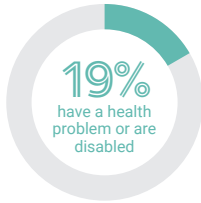
PARTIALLY SUCCESSFUL

- Good attendance at markets supporting local and independent artists and makers.
- Shone a light on voluntary and community organisations across the region and added a further dimension to established and emerging events and market.

“71% of visitors had come mainly for the festival”

“It brought people into the town centre who wouldn't have necessarily come in. We had people from outside Kirklees come to our events and workshops”

AUDIENCE PROFILE



Gender of participants



Average age

53 YEARS

HIGHLIGHTS

Fashion Show

Learning something new

Made Beautifully Here

Participation

Woven into Song

Networking/ meeting new people

Knitting & Crochet Guild

Craftism

Heritage

Wild About Wool



Agreed that the festival has shown them there is potential for employment within the textile sector.



Stated that the main reason for their visit to Kirklees during WOVEN was due to the festival



Of participants took part in 3-5 events throughout the festival



Stated that their festival experience had made them more proud of living in Kirklees.



Costume made for Future Fashion Challenge schools programme

WEBSITE ENGAGEMENT

37K

Page Views

13K

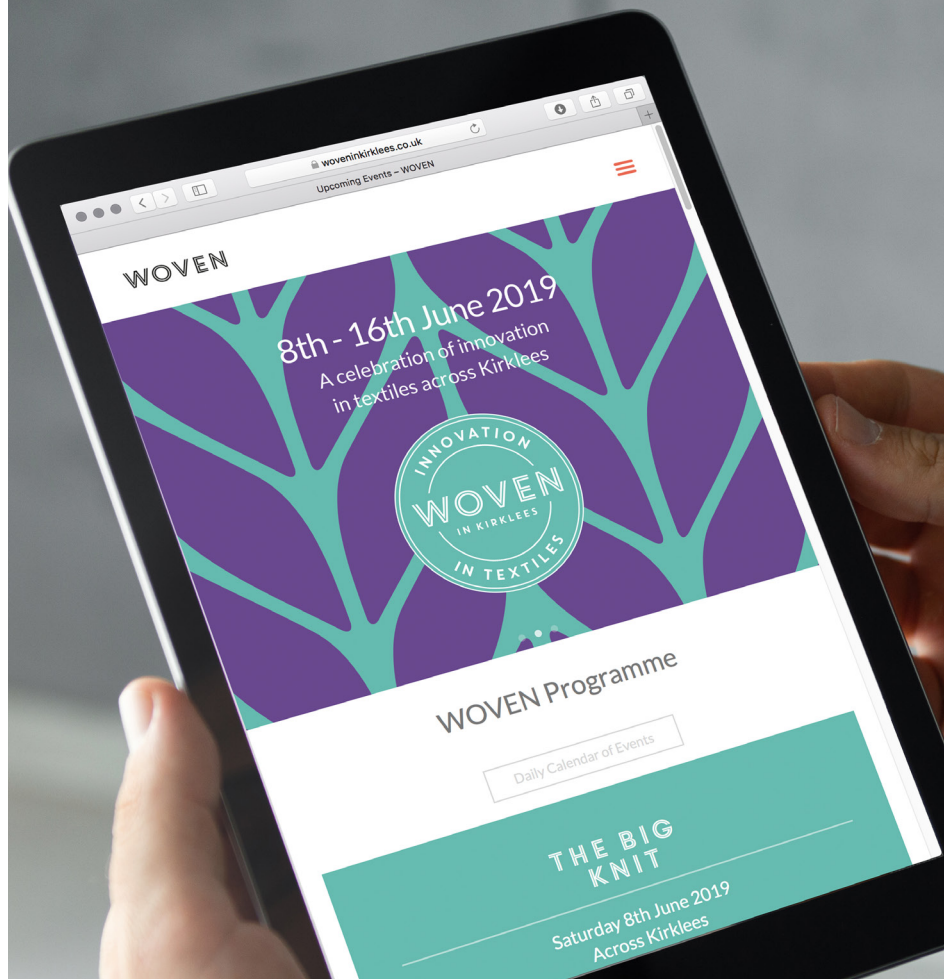
Sessions

8K

Users

95%

Visual Appeal

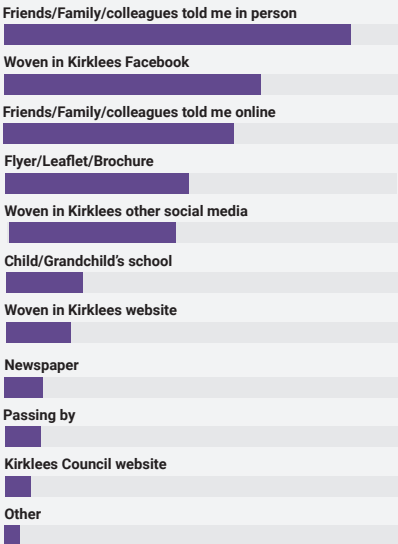


DIGITAL ENGAGEMENT

SOCIAL MEDIA INFLUENCE



How did you find out about Woven in Kirklees?



f FACEBOOK

280K
Impressions

3K
Likes & Shares

447
Page likes

92%
Female followers

🐦 TWITTER

173K
Organic Impressions

3K
Likes & Shares

566
Followers

59%
Female followers

📷 INSTAGRAM

41.5K
Impressions

2.8K
Likes & Shares

125
Profile clicks

84%
Female followers



ly Makin
Sales Manager

091 435 454
tailors.co.uk
y-antich.com

Station Road,
Wetherfield,

“EXCELLENT
CRAFTS MADE
BY TALENTED
PEOPLE”



Made Beautifully Here
Makers Market, Slaithwaite

HIGHLIGHTS

The Big Knit

A community focused event on the 8th June to yarn bomb hubs in Kirklees. It was an opportunity for us all to share skills, get creative and have a cuppa.



Exhibitions

Ranging from small shop window displays to commissions in Queensgate Market such as Temporary Contemporary.

The Future Fashion Challenge

The grand finale was a fashion show at the University of Huddersfield, featuring 150 children and their future fashion designs.

Guided Walks & Textile Trail

From technical textile walks in the Marsden landscape to a city digital heritage app. Industry and independent makers opened their studios and workspaces to the public for special events.

Holmfirth Arts Festival Banner Parade

Created by Edgelands Arts across the Holme Valley, we filled the streets of Holmfirth with a riotous carnival of colour and music.



Makers Market

Both high end makers and craft specialists; Made Beautifully Here in Slaithwaite, Wild About Wool and Crafty Baggage at Byram Arcade and Lawrence Batley Theatre.

Spectacular Showcase of Textile Innovations

An opportunity to showcase industry, research science and technology innovation to young people and teachers in Kirklees.

Talks, Workshops & Performances

Specialist talks across the district from craftism and social media innovators to poetry.

YARN (Young Ambassadors Right Now)

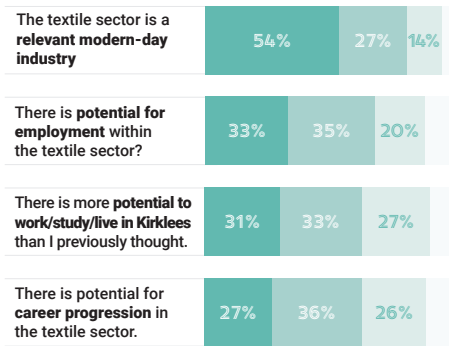
A Youth Ambassador Scheme to involve young people in decision making and activity across the festival.



UNDERSTANDING & PRIDE

How much would you agree that Woven in Kirklees has shown the following:

- Strongly Agree
- Neither Agree or Disagree
- Agree
- Disagree



ECONOMIC IMPACT

Total Spend

£2,572



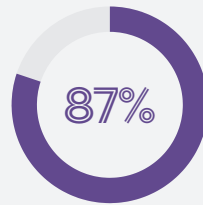
Based on 65 visitors (number of responses). The most significant spend categories were food and drinks (33% of total spend) and textiles products (32%).

Average spend

£40

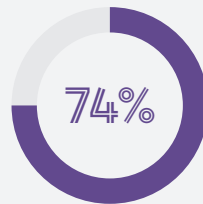
58% spent £20 or more during their visit.

ENHANCING THE PRIDE OF KIRKLEES



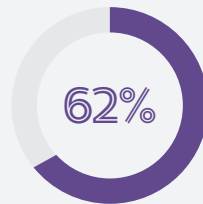
Are proud of Kirklees' textile heritage

It was a positive thing happening in the community with a lot of people giving time and goodwill."



Are proud of living in Kirklees

"I didn't realise that textiles was still a thriving industry in Kirklees".



Agreed that WOVEN made them more proud to live in Kirklees

Most indicated that it has helped to remind them of the areas rich cultural heritage, thriving textiles sector, community spirit and natural beauty.

"I didn't realise that textiles was still a thriving industry in Kirklees"



“IT REMINDED
ME OF THE
AREA’S
COMMUNITY
SPIRIT”

Penistone Line
Big Knit Train



As a visitor to the area, how satisfied were you with the following?

- Very Satisfied
- Fairly Satisfied
- Neither
- Dissatisfied

Wayfinding & city centre signposting	21%	26%	
Places to eat and drink	26%	26%	42%
Public transport	31%	38%	31%
Visitor welcome	42%	37%	16%
Quality of accommodation	50%	33%	17%
Overall value for money	37%	53%	11%

Dugdale Bros & Co,
Huddersfield

VISITOR FEEDBACK

RECOMMENDATIONS

With regard to the planning of the next Woven festival in 2021, stakeholders made the following suggestions:

- **Start preparations asap**, thereby increasing the lead-in-time for partners.
- **Improve clarity** on the role and responsibilities of partners.
- **Secure greater industry involvement** across the board.
- **Engage more schools and FE institutions** in pre-festival workshops/activities, leading to increased family involvement. Explore ways to celebrate the multiculturalism of the region and the impact this has had on textiles manufacturing heritage.
- **Conduct user-testing of the Woven in Kirklees website** to ensure it is fit for purpose.
- **Consider producing a festival brochure** to accompany the online resources.
- **Increase marketing activity and spend more generally**, focusing on media coverage, SEO and PR (identifying key influencers)
- **Work with partners** to ensure mutually beneficial cross-promotion of events, activities and organisations
- **Explore ways to generate revenue**, e.g. sponsorship programme.
- **Consider promoting travel and parking options** to support visitors and low-income/vulnerable audience members in particular to access more of the festival.

PROJECT MANAGEMENT

Stakeholders generally agreed that WOVEN had been well-managed by HATCH, the company commissioned company to curate and project manage the festival, despite the challenging time-frame.

HATCH is Natalie Walton, Alison McIntyre and associates. HATCH was founded with a shared ethos around hosting safe spaces for communities to create, make and debate and a collective interest in how art, through good facilitation, can make a real difference to people's lives.

The team were described as hard-working and enthusiastic, and were praised for their efforts to establish and co-ordinate a project of this scale involving so many partner organisations.

Areas in which project management might have been improved included:

- Providing more notice/lead-in time
- Clearly outlining roles and responsibilities
- Communication (particularly during and after the festival)

THANKS TO OUR FESTIVAL PARTNERS

PARTNERS/COMMISSIONS

- Textile Centre of Excellence
- University of Huddersfield
- Satellite Arts
- Made Beautifully Here
- Crafty Baggage
- Creative Scene
- Impossible Arts
- Wild About Wool
- West Yorkshire Print Workshop
- Parley
- WOVEN Walk App
- Woven Into Song
- Temporary Contemporary
- Future Fashion Challenge
- Nicola Twynham
- Holmfirth Arts Festival
- Huddersfield Contemporary Music Festival
- HOOT
- Upcycle Fashion
- Callaloo Carnival Arts

COMMUNITY PARTNERS

- Batley Library
- Unravel and the Denby Dale knitting and stitching community
- The Mirfield knitting and stitching community
- Oakwell Hall Knit and Natter Group
- The Marsden knitting and stitching community
- Flockton Women's Institute
- Lepton Church
- Shepley community members
- Embroiderer's Guild
- Knitting and Crochet Guild
- Friends of Skelmanthorpe Library

INDUSTRY / HERITAGE

- Britannia Mills, Colne Valley Museum
- Radiant Works
- African Fabric Shop
- Tolson Museum
- Penistone Line Railway
- Skelmanthorpe Textile Heritage Centre
- The Old Printworks
- Bagshaw Museum and Wilton Park
- Camira
- Creative Craft Centre
- Unravel
- Dugdale Bros and Co
- Banana Moon

SEE YOU IN 2021

woveninkirklees.co.uk

   [@woveninkirklees](https://www.instagram.com/woveninkirklees)