

Art on the Prom 2025 - Report April 2026

Art on The Prom 2025 took place again and was a great success. The sun was shining as always and the event welcomed 107 artists in total, including 3 young artists from Felixstowe who were given free half pitches - Matthew Edwards, Maddy Sandham, and Owyn Ward. The event also attracted two food vendors, an ice cream van and a food seller. More food sellers could have been useful as the provision of food in the area is limited for the number of visitors at the site at any one time. There was space for another 6 artists but not all pitches were sold.

What is the value of AOTP

In feedback we received, last year 55 artists collectively recorded over £40,000 worth of direct sales. Considering that is just half of the traders we can estimate that total sales could easily reach over £60,000. These sales go directly into the local creative economy to artists and creatives across East Anglia.

Considering the total cost of the event comes in at under £30,000 this is a great ROI in terms of income and does not take into account the additional spend to the local economy on the day from the footfall which ranges from 8,000 to 10,000 visitors in one day.

A conservative estimate if 8000 people spend £5 each this is an additional £40,000 going directly into the local economy.

These figures also do not account for additional spend on transport, accommodation, additional shopping and dining experiences. All of which I imagine see a boost in numbers on the day of the event every year. Nor do they account for the high percentage of event costs going to local professionals and services, all locally sourced.

Value to the community

In terms of community value, some of the additional things we do are:

- Offer free pitches to artists under 25 with an IP11 address
- Offer free pitches to local charities to showcase their work
- Offer space to local musicians to busk
- Now the event is led by professionals and the vast majority of the event spend goes back into the local and regional economy, strengthening vital skills and experience and generating employment.
- A free day out full of colour and community connections for all the family.
- A continued legacy of a wonderful art event in the Felixstowe Cultural calendar.

Finances

This event is made possible through generous subsidies from Felixstowe Town Council (£3k yearly grant), East Suffolk Council (free provision of Heras fencing and event radios worth £7500). The rest of the event costs are covered by the income from pitch fees.

Unfortunately due to the increasing costs, a proven need for additional marketing the project is currently under budget. As is every year this financial risk that sits firmly on my shoulders, as a freelance creative producer, it is not a risk I can afford to take.

Report conclusion

Events held by the BID on the same day as AOTP take footfall away from the event and footfall has decreased from 10,000 to 8,000 people in two years. That means we have had to increase the marketing spend for 2026 which means the cost of the event has increased. This means we will be spending over £5000 on marketing as part of the event.

Time to organise the event has been closely measured and sits at 22 full days for an experienced producer whose day rate has increased and still sits significantly below the recommended minimum rate of pay according to the artists union of England.

<https://www.artistsunionengland.org.uk/rates-of-pay/>

Volunteer numbers are greatly reduced, last year we had only two. Freelance producers on the day are 4 and their fee has also gone up.

We hope to make the event happen again this year in 2026 but we will be increasing the pitch costs significantly to cover the shortfall as we have been unsuccessful with all additional grant applications and no longer have support from the BID or local sponsors.

Thanks to the Town Council for our grant! The grant keeps the fees for participation down slightly and allows us to offer spaces to charities and young artist for free.