

Noise of Art submits the following report to Felixstowe Town Council in acknowledgment of, and gratitude to, Felixstowe Town Council's support of the 2025 Felixstowe Loves Festivals.

Here is what Felixstowe Town Council's grant helped make possible.

In May 2025 Noise of Art was engaged on a three year agreement as the freelance events team to create and run Felixstowe Loves Festivals for Felixstowe BID and the benefit of the wider town.

Noise of Art created two Felixstowe Loves events in August and September.

The aim of the new events included bringing more visitors into Felixstowe, with the aim of attracting more regional visitors in the first year, building to a London audience and a whole UK target for year three. In year one we exceeded all these aims, attracting ticket buyers from London, The North, Scotland, Northern Ireland and France.

Both events attracted overnight visitors, with the Orwell Hotel being fully booked with event customers. Overnight visitors bring particularly positive benefits to the town in expenditure, including meals, drinks and other purchases.

The name of the events, Felixstowe Loves, was also designed by Noise of Art to appeal to a wider national audience and bring people into the town and region.

The events were also designed to encourage the local creative community and economy.

There was significant engagement with local schools and community groups. Noise of Art held nine in-person Wall of Hearts community workshops in schools and community groups across Felixstowe.

In under four months we collected 800 plus hand drawn and printed hearts through in person tutored workshops, meeting specific needs of the groups. All participating groups received flyers and posters which they circulated in their regular mailing lists.

Visitors to both events found the hearts they had created on the festival wall. Fourteen community groups designed wooden hearts for a heart trail that was displayed in 14 shop fronts across the town. All participants benefited from publicity with the accompanying map - of which 1000 of were distributed during the festival weekends.

To attract new audiences and bring diversity into the town, internationally recognised acts, Aswad, the UK's biggest reggae act, and Jazzie B, the double grammy winner, were booked to headline, alongside a number of local acts well-known to the Felixstowe audiences. Genres covered everything from folk to brass bands and rock 'n' roll.

Alongside Free events, ticket prices were kept to minimum to make all events as accessible as possible. This meant local audiences could see international acts at a fraction of the usual prices.

Over 30 Art and community stalls were busy for the duration of both festival weekends. Participants screen printed their own festival merchandise and made spin paintings, clay objects, badges, pedal powered smoothies, painted stones, had skateboard lessons and bounced.

A media campaign resulted in press, radio and TV coverage.

Both festival weekends exceeded expectations at attracting new audiences into Felixstowe. Hotels reported being fully booked, with festival goers coming from destinations such as London, Birmingham, Northern Ireland, Maidenhead, Worcester, Cheshire, Stratford-upon-Avon, Leicester, Whitstable, Preston, Doncaster, Yorkshire, Leicestershire, Glasgow, Peterborough. Cambridge, Ely, Norwich and and cities in France.

#### Some Key Facts and Figures

Audience members 6067

Musicians/ DJs 83

Art practitioners / Workshop leaders 34

Community, Art, Catering Stalls 44

People engaged in Noise of Art community art projects 1597

Locations around Felixstowe involved 37

Community Groups Engaged 47

Businesses engaged as venues 14

Increase in Footfall 10%

Increase in New Visitors 23% (highest figure seen 27%)

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