



SO

Festival  
2016

HIGHLIGHTS

Nine days of explosive  
outdoor entertainment

## ABOUT US

SO Festival is an innovative and ambitious outdoor arts festival that introduces new arts and cultural experiences to local communities. SO Festival brings art to culturally isolated locations within East Lindsey, Lincolnshire for audiences who do not always have the opportunity to see or experience similar work.

The overall aims of the Festival are:

- Bring new, ambitious and vibrant cultural experiences to the area and to people who have little arts and cultural engagement
- Support the local economy by attracting both local residents and visitors to the locations

The Festival is managed by Magna Vitae and supported by East Lindsey District Council and Arts Council of England as a National Portfolio Organisation.

In 2016, the Festival took place from 25 June – 3 July across 9 days and within 7 market towns in East Lindsey. It launched for the first time at the coastal seaside town of Mablethorpe followed by visits to Horncastle, Alford, Louth, Spilsby and Woodhall Spa, finishing with a final weekend in Skegness.

LOVE IT  
SO MUCH



## SO FESTIVAL IN NUMBERS

- 94% of visitors rated the festival as excellent/good
- 90% would return again
- 75% of attendees surveyed were local residents or day visitors, with 25% staying overnight
- 22% of audiences were visiting SO Festival for the first time
- 69% of groups who attended brought children aged 0-15
- Opportunities for participation in the Festival grew by 317%
- There were 7 new commissions created specifically for SO Festival
- SO Festival presented over 70 shows

## QUOTES

“There is a buzz of activity, people smiling and everyone being very helpful”

“Everything is a highlight – the whole thing is excellent”

“Was great to see underused spaces like Marine Lake being brought back to life”

“SO Festival brings the community together – thank you”



## Partners & Supporters we would like to thank

Arts Council England, East Lindsey District Council, Visit East Lincolnshire, Without Walls, Opera For All, Centrica, The Royal Hotel Skegness, Woodthorpe Hall Garden Centre Ltd, Louth Independent Traders, B&B Wristbands, Paul Dixon Fire & Safety, The Co-operative Mablethorpe, The Dunes Complex, Jacksons Amusements, Jubilee Park Woodhall Spa and County Linx Radio.

## Save the date 24 June-2 July 2017

### Support Us

We remain passionate about improving the festival and what we offer. We have ambitious plans to fulfil and we want to have an impact on more people than ever before, regardless of their location, age or background.

As Magna Vitae is a registered charity, YOU can help us provide great access to the arts for everyone.

To support SO Festival text SOMV16  
and the amount you wish to give to 70070

You can also contact Matthew Archer,  
Development & Partnership Manager on  
01507 613451 or [matthew.archer@mvtlc.org](mailto:matthew.archer@mvtlc.org)  
to discuss making a bespoke donation and to  
understand the difference your donation will make.

*Photo © Alan Fletcher – SO Festival 2016*



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ENGLAND**

The logo for Visit East Lincolnshire, featuring a stylized sun and waves above the text 'Visit EastLincolnshire'.



Delivered by:  
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