

BIRMINGHAM INTERNATIONAL DANCE FESTIVAL

From 2008 to 2022 our biennial festival delivered:

- **3218 Performances and Events**
- **674,723 Engagements (Audiences and Participant experiences)**
- **Almost 14,000 volunteer hours**
- **Over £20million economic activity**

For our last festival in 2022 our audience survey revealed

A positive, enthusiastic experience

- 🕒 98% rated the quality of BIDS events as 'very good' or 'good'
- 🕒 82% felt BIDS had a positive impact on their physical health and mental wellbeing
- 🕒 79% of respondents found BIDS programmes reflected a broad and inclusive range of voices
- 🕒 63% agreed that BIDS events changed their perceptions of what dance/dancers are
- 🕒 57% agreed they saw dancers and performers who reflect who they are
- 🕒 Of those who used access provisions, 97% rated the BIDS offer as 'very good' or 'good'

Improved perceptions of Birmingham

- 🕒 63% of audiences were more likely to visit Birmingham in the future, as a result of BIDS
- 🕒 83% agreed that BIDS makes Birmingham a world class cultural city
- 🕒 85% felt that BIDS makes Birmingham a great place to live, work, study or visit

Economic impact

- 🕒 For every pound invested/spent on BIDS 2022, £4.79 of spend was generated for the wider economy.
- 🕒 £5.3million of economic activity in Birmingham.
- 🕒 Total economic impact £1,009,770

BIDS reached new dance audiences

- 🕒 51% attenders came from less culturally engaged audience segments (free events)
- 🕒 52% attenders at free events were aged 16-34
- 🕒 49% free event attenders attended a dance event for the first time
- 🕒 75% said they were more likely to attend dance events in the future