



IDEAS  
TEST

# LUTON LIGHTS

Impact Report 2025

# Success for Luton Lights

Partnerships were instrumental in this success, including collaborations with Luton Library, Luton Primary School, Invicta Social Club, Bowen Moto Shop, and 24 resident houses along Luton Road

Luton Lights 2025 successfully united the community, showcased Luton's positive aspects, and enhanced safety and excitement. The event fostered well-being by encouraging belonging, connection, and ownership through active participation.



LUTON LIGHTS

# What we achieved

## We delivered:

4 free workshops

2 free night light walks hosted by our very own pirate

Provided free access to a new bespoke AR experience

Provided free access to VR experiences

1 Light Night

2 Performance opportunities for local youth theatre group



# What we achieved

## We collaborated with:

- 1 Library
- 1 Primary school, reaching 90 students
- 24 Residents along Luton Road
- 1 Social Club
- 37 community members in open workshops
- 9 Medway base artists
- 1 motorbike shop
- 1 Medway based Youth Theatre Company
- 3 Kent based companies and artists
- 2 Artists from outside Kent

## We co-created:

- 1 stop animation video with community members
- 24 brand new light installation with community members and students
- 1 new augmented reality experience
- 1 Immersive underwater sensory sea world





# The Finale

We had 234 people attend the finale evening

62% rated their overall experience as "excellent,"

23% were first-time participants of arts activities

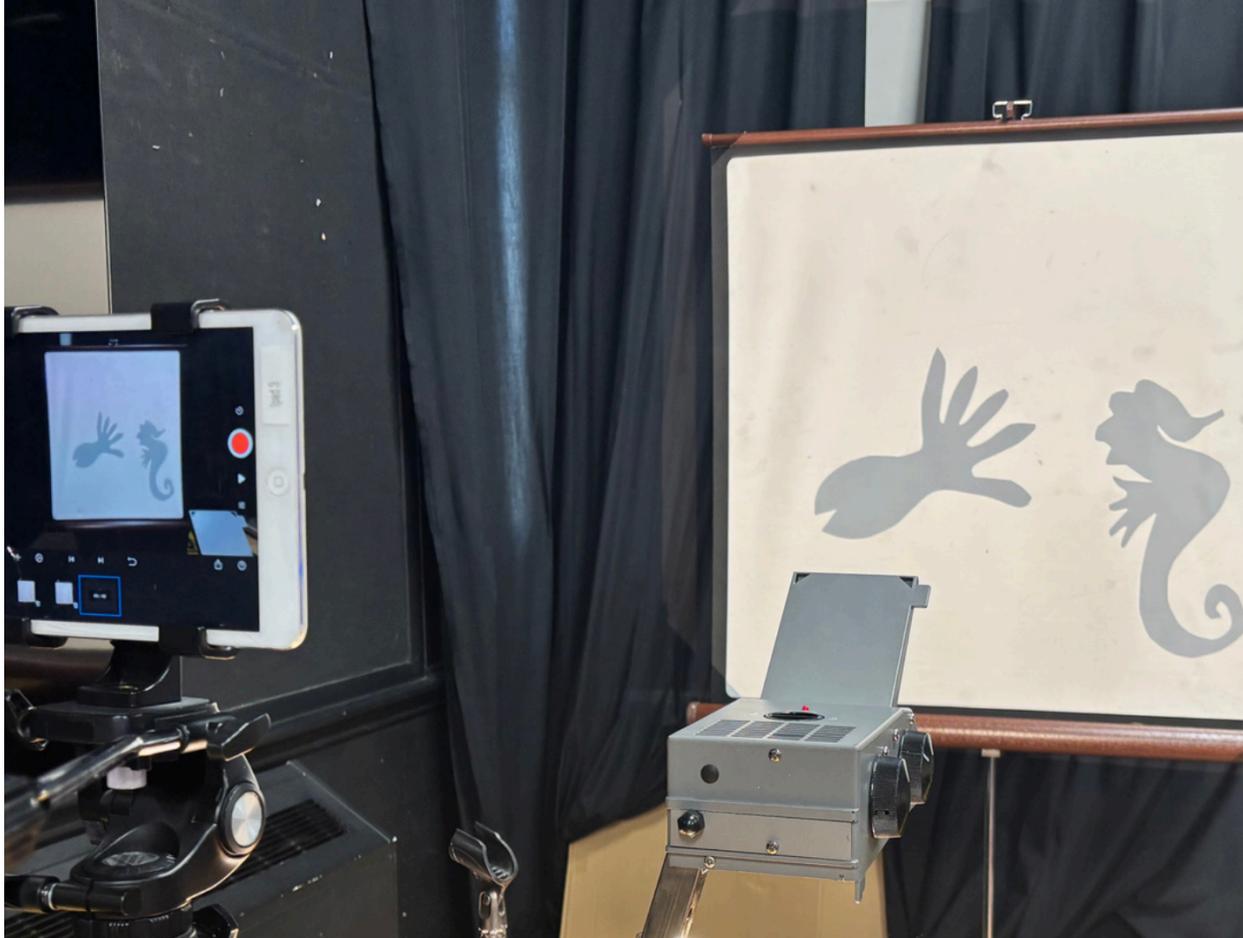
64% of participant postcodes were from Luton

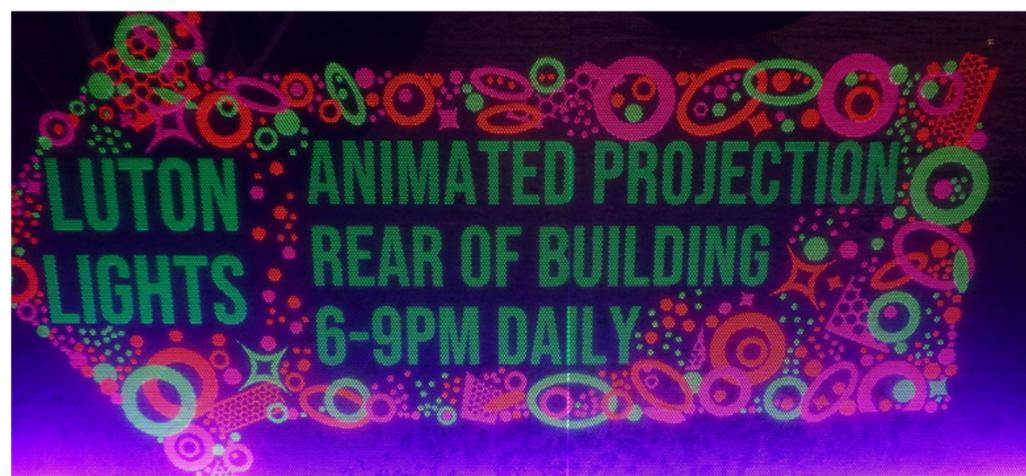
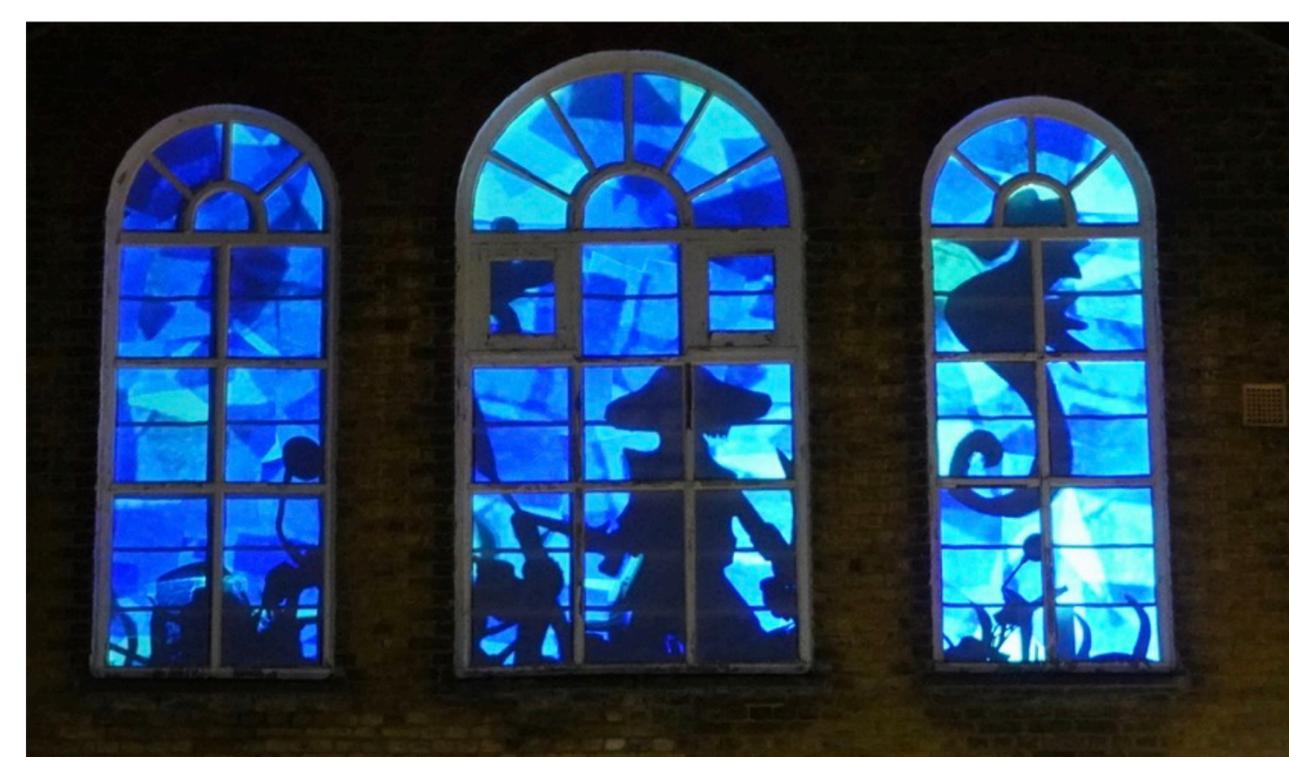
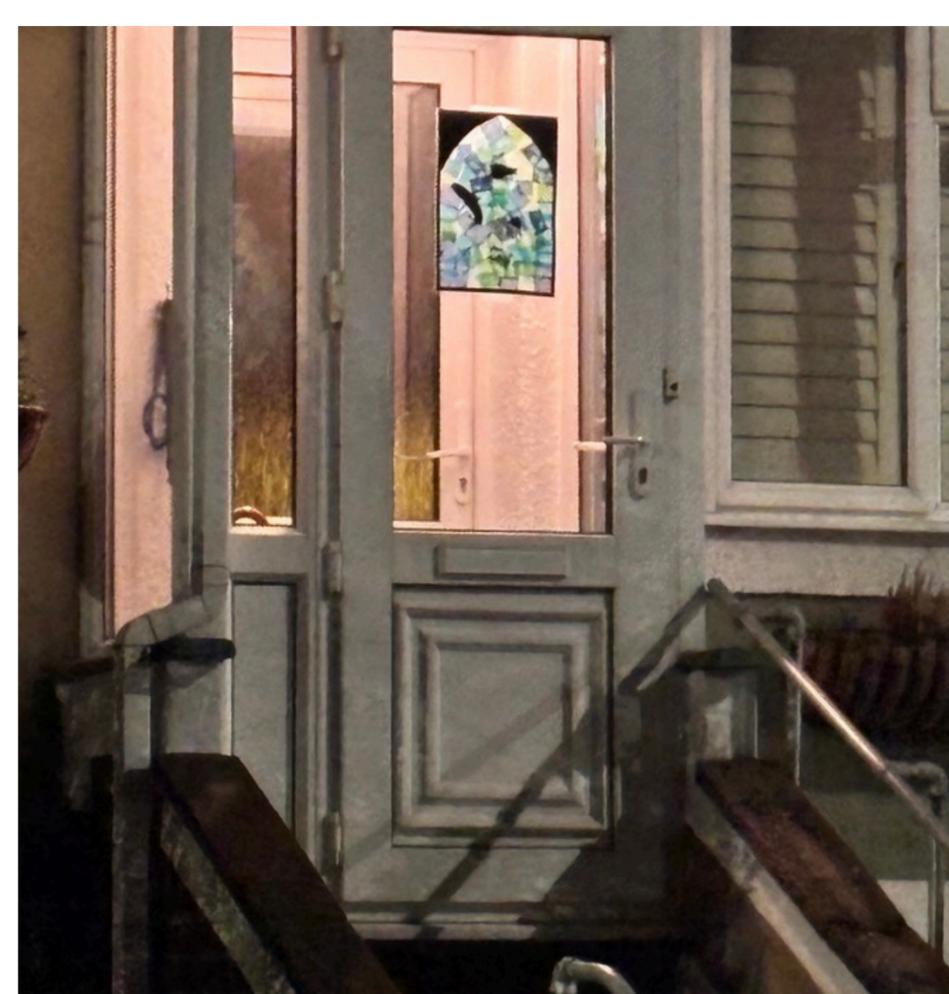
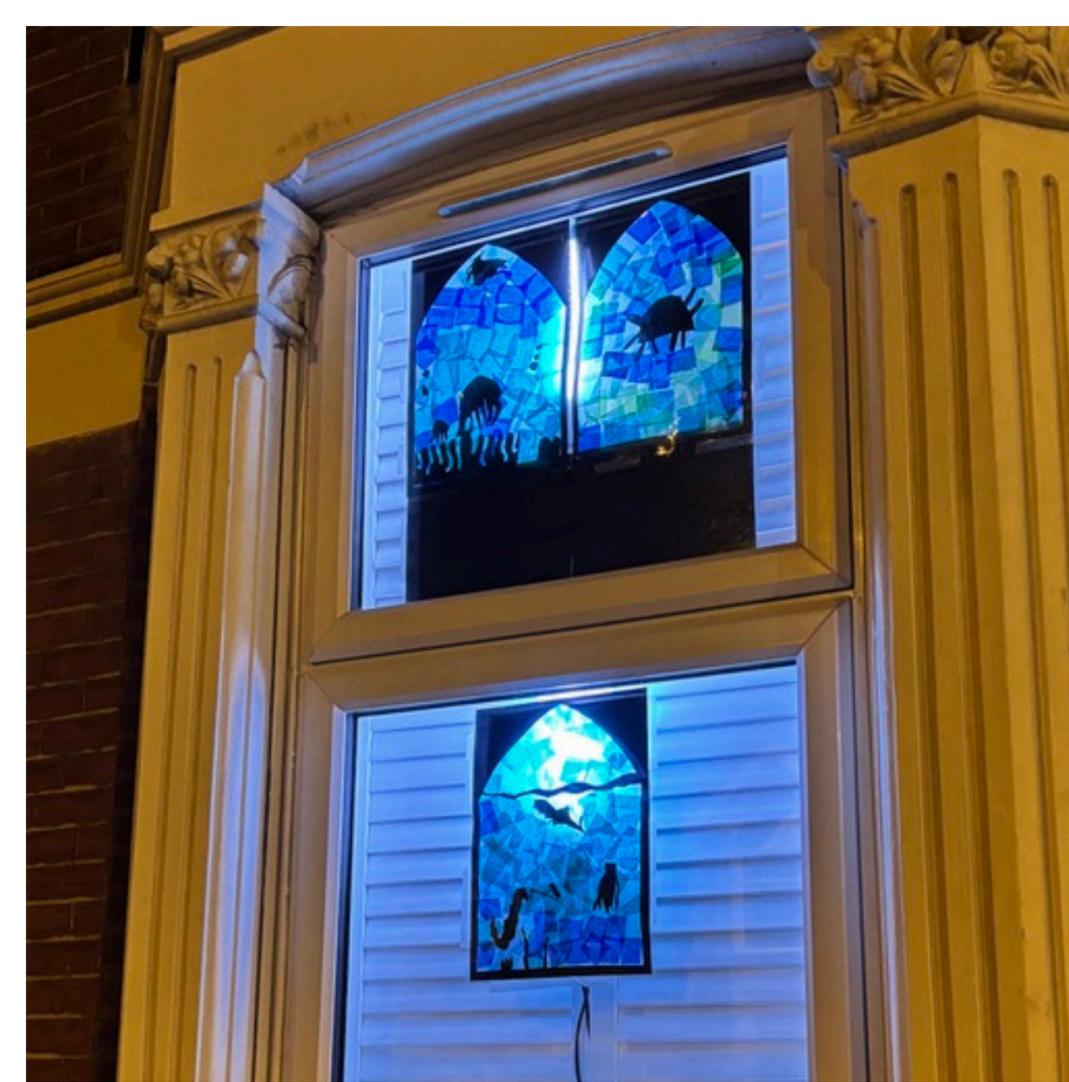
47% agreed the event broadened horizons by offering opportunities to try new things

41% agreed the event united residents and created a feeling of closeness to other people

40% expressed feeling optimism for the future, supporting the aim to foster community pride







# What People said

"Going forward people need this. We need to be out and about. It helped, me get out"

"Thoroughly enjoyed the performances and the feeling of community

It was a brilliant night. To get the community to attend an outdoor event in February is no mean achievement and the atmosphere was great, people were very friendly and sociable."

"It was a fantastic evening for both adults and children"

"Absolutely brilliant night great performance from Spark drummers, loved the popcorn, toddler was mesmerised by the Pixel performer."

"My wife and I spent a lovely evening with our granddaughter at the light festival. We all enjoyed the very friendly professional evening and can't wait for next time. Thank you.

# Enhancing Local Life and Wellbeing

88% was the public average score for "Pride in Place"

90% was the public average score for "Positivity"

47% of attendees reported an increase in cheerfulness.

41% of attendees reported an increase in feeling of relaxation.

50% of respondents stated the event had a positive impact on their wellbeing.

50% of respondents felt more proud of Medway and Swale

33% of respondents felt more connected to Medway and Swale

