

Lichfield
Arts

FUSE festival

KEY 2025 INSIGHTS



Overview

Fuse Festival 2025 marked the 25th anniversary of Lichfield Arts' flagship cultural event, celebrating a quarter-century of free, high-quality, and inclusive live music and arts in the heart of Lichfield. Held over three days in Beacon Park, the festival continued its founding mission to welcome audiences of all ages and backgrounds.

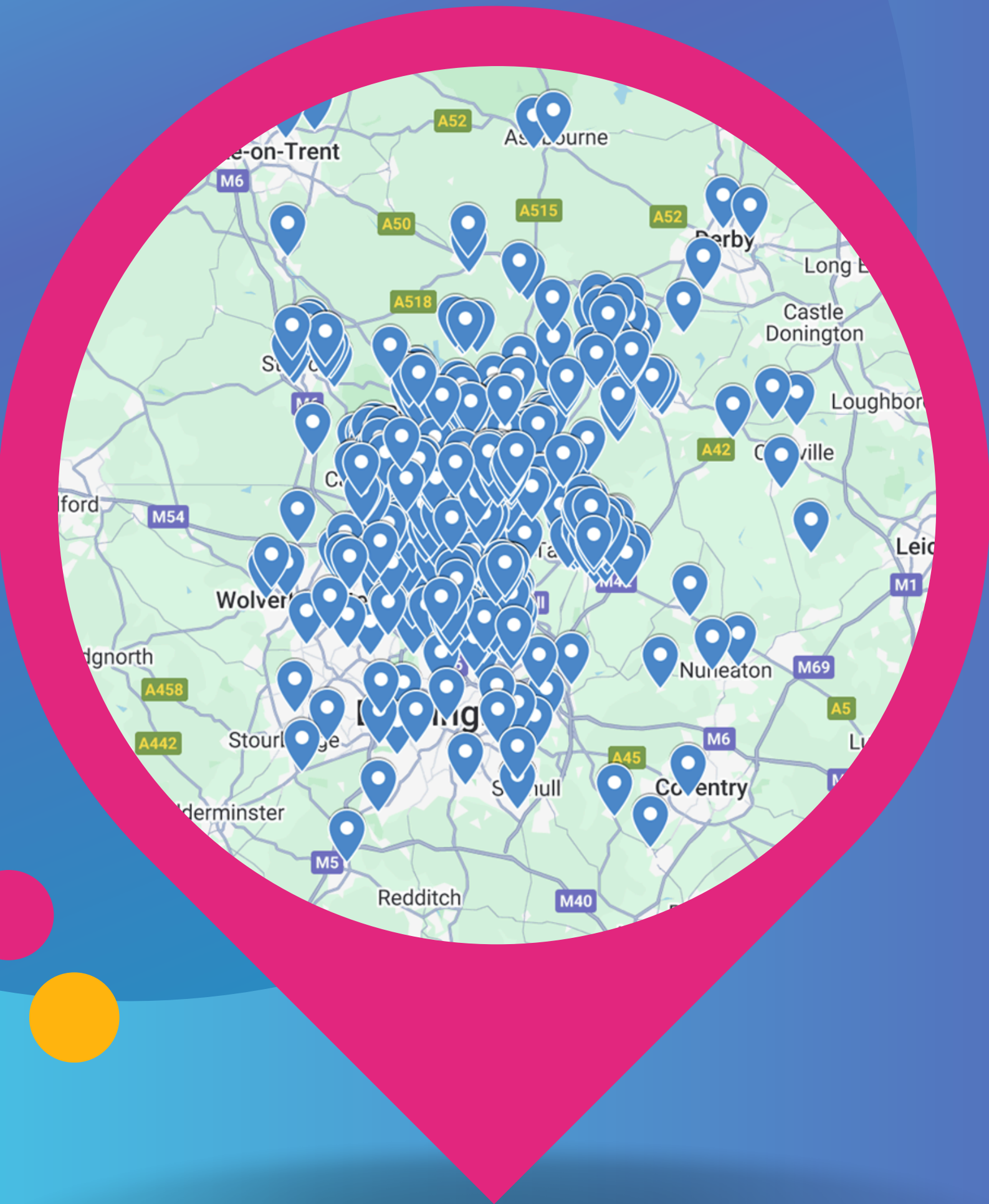
NB: The 2025 edition took place during a sustained heatwave, with measured temperatures peaking at 35°C on the Saturday afternoon. These conditions significantly shaped the experience for audiences, volunteers, and crew, influencing footfall patterns, welfare provision, and operational decision-making on site.



2025 at a Glance

Ticket bookings grew by 17,500 compared to previous years, reflecting a strong upward trend in demand.





Reach

GEOGRAPHIC SPREAD

Fuse Festival's data shows that audience is expanding across the central Midlands, anchored by loyal support in Lichfield District and growing engagement from underserved communities.

Reach

TRENDS AND OPPORTUNITIES

WS13 & WS14

remain the Fuse superstars—covering every estate with loyalty and frequency.

WS7

(Burntwood) & B75–B79 (Sutton/Tamworth) are now highly competitive secondary zones.

WV11–WV12 (Wolverhampton NE) stand out among non-WS areas—great for strategic outreach.

Other B and WV codes offer targeted growth areas based on vibe: artsy (Moseley), grassroots (Bilston), suburban (Fordhouses), and student crossover (Tettenhall).

Area Spotlight

BURNTWOOD

Loyalty is Strong:



WS7 postcodes show solid year-on-year engagement, with multiple areas appearing in both 2024 and 2025 datasets. This suggests a dependable core of attendees who are coming back — Fuse is part of their summer rhythm.

Growth is Happening:

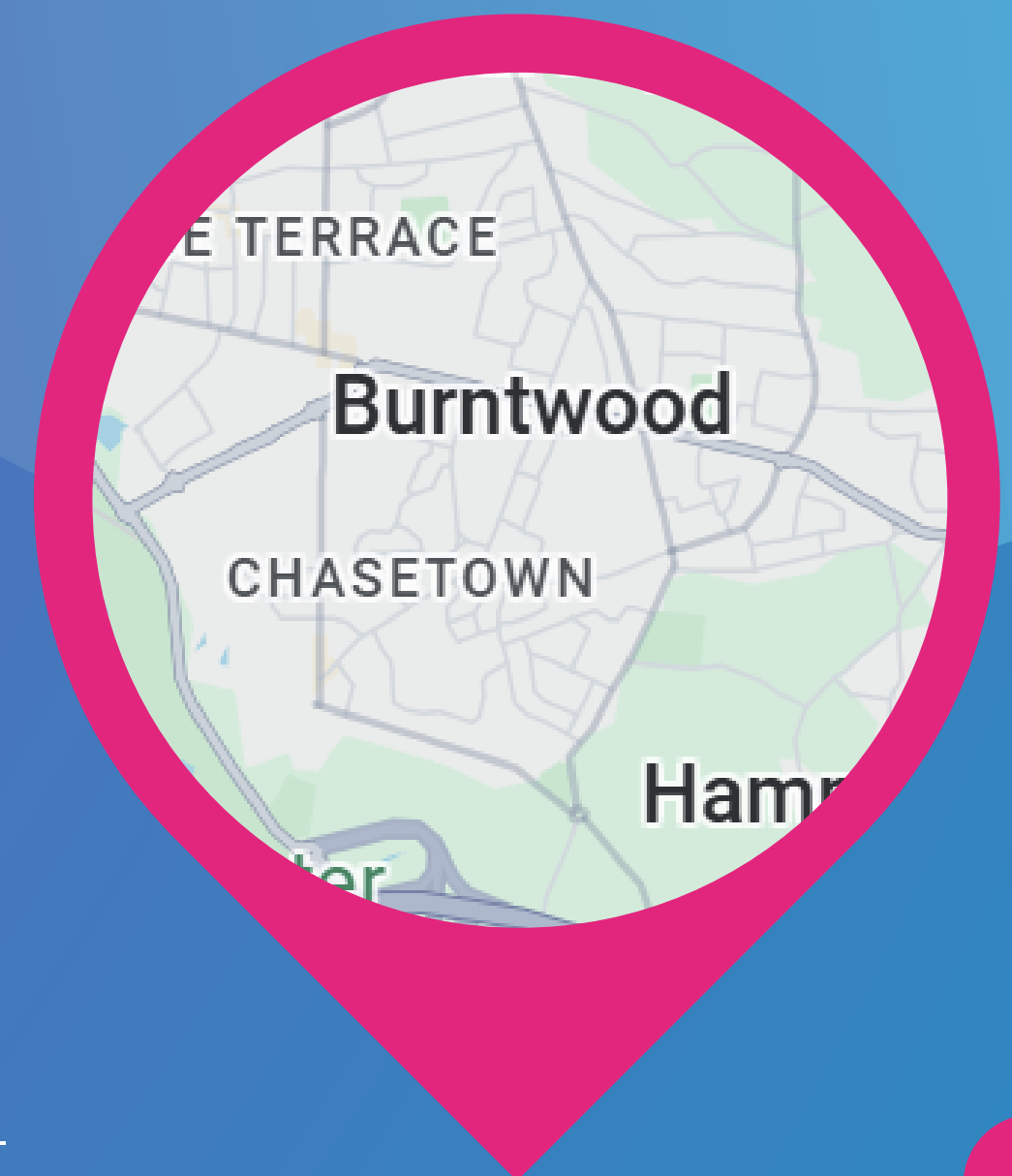


Booking volumes across WS7 increased in 2025, with some neighborhoods seeing meaningful upticks. The district's overall footprint is expanding, and Fuse's name recognition is deepening.

Engagement is Spreading:



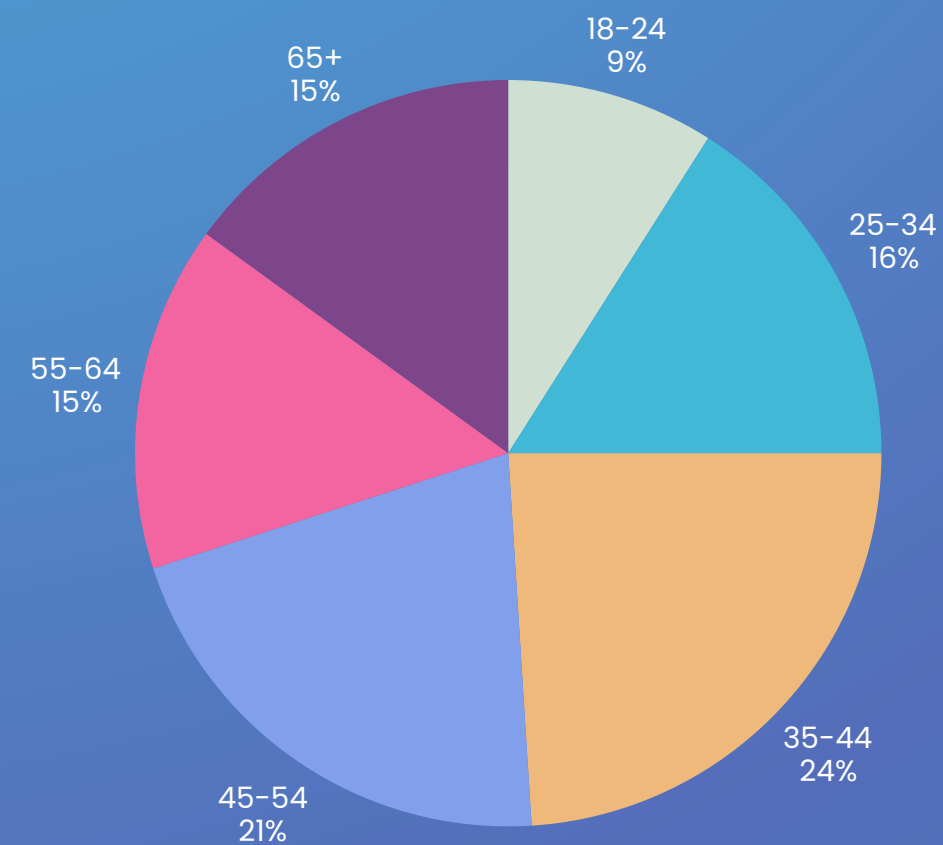
In 2024, bookings were scattered across the area. By 2025, more concentrated clusters began forming, hinting at growing word-of-mouth and the potential of estate-level buzz. The Fuse community here isn't static — it's starting to connect.



Customer Insights

In 2025, Fuse Festival welcomed its broadest-ever range of ages. Families and intergenerational groups enjoyed something for everyone, proving the festival is truly accessible to all.

ADULT AGE RANGE

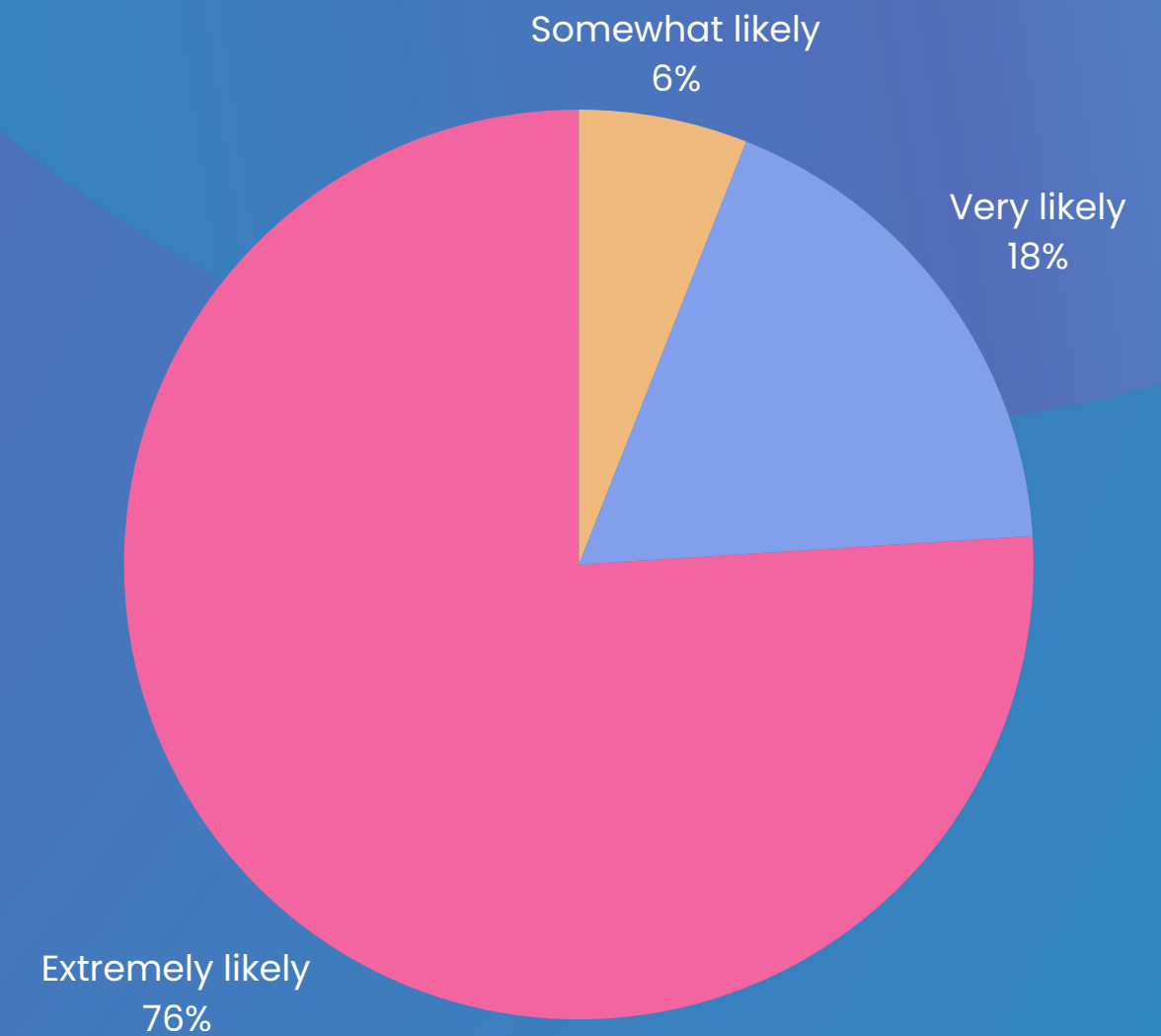


Customer Insights

VISITOR MOTIVATIONS

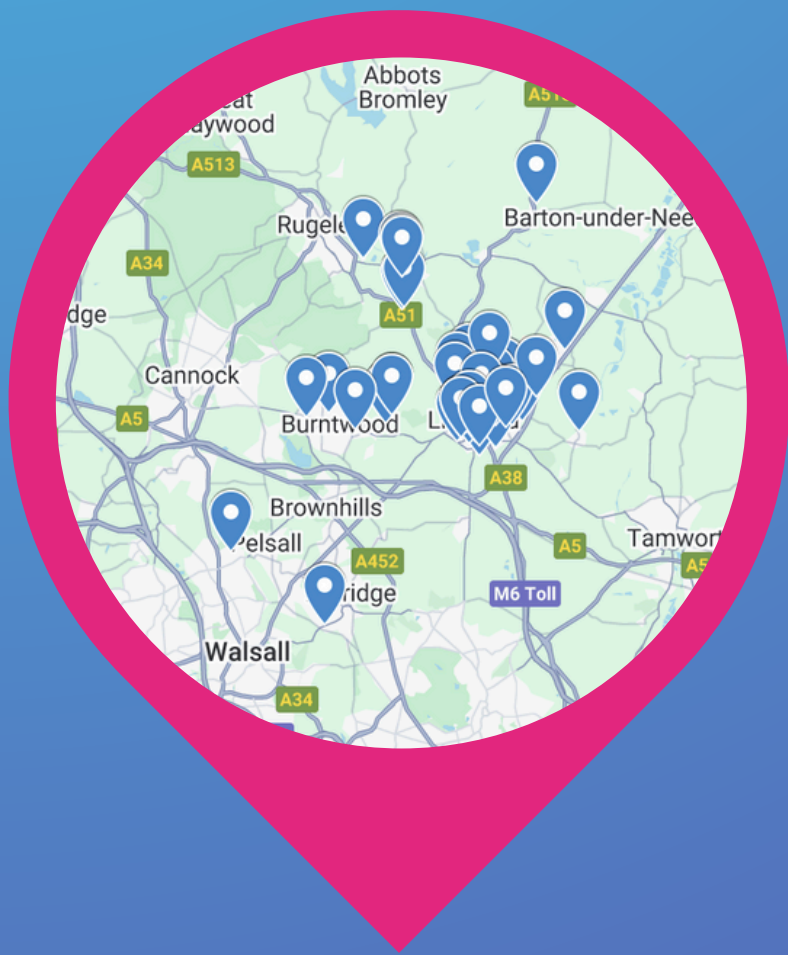


HOW LIKELY IS IT YOU WOULD RECOMMEND FUSE?

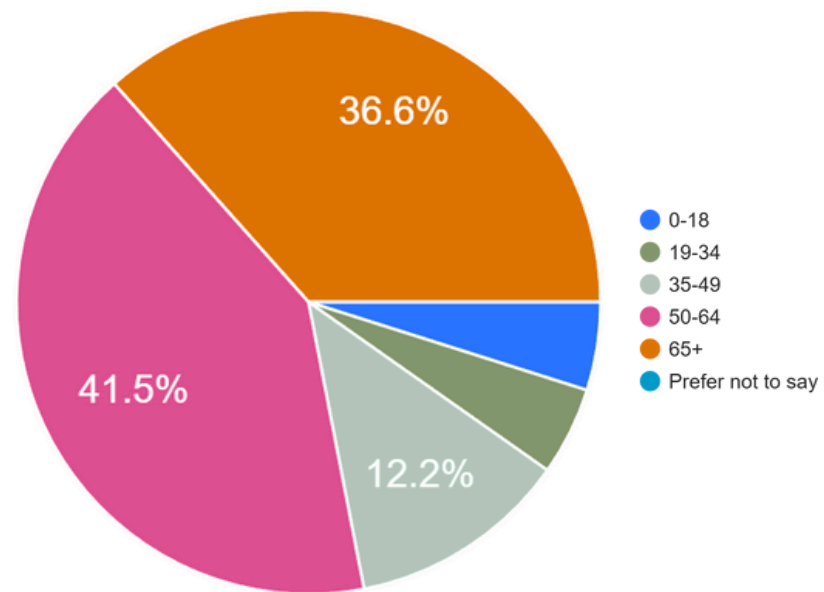


Volunteer Insights

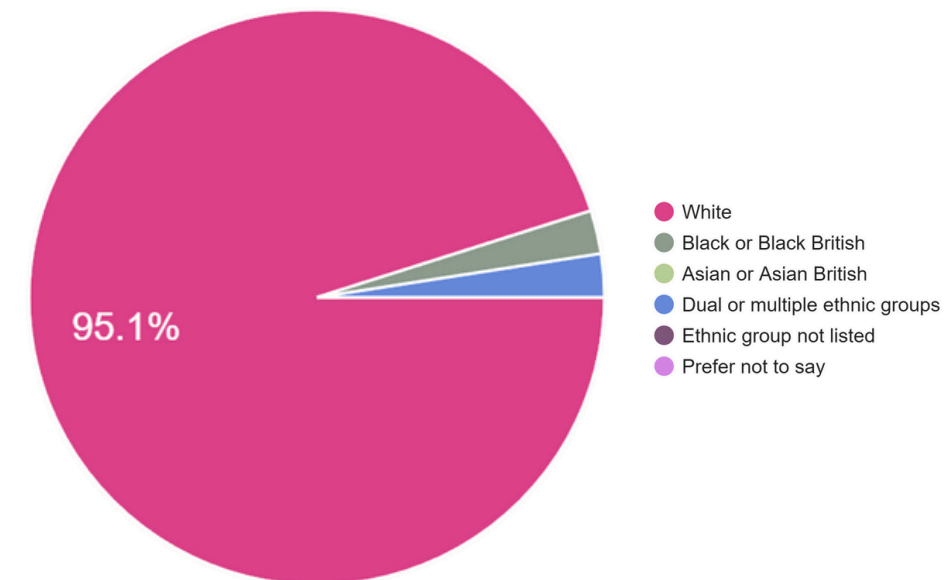
150 VOLUNTEERS



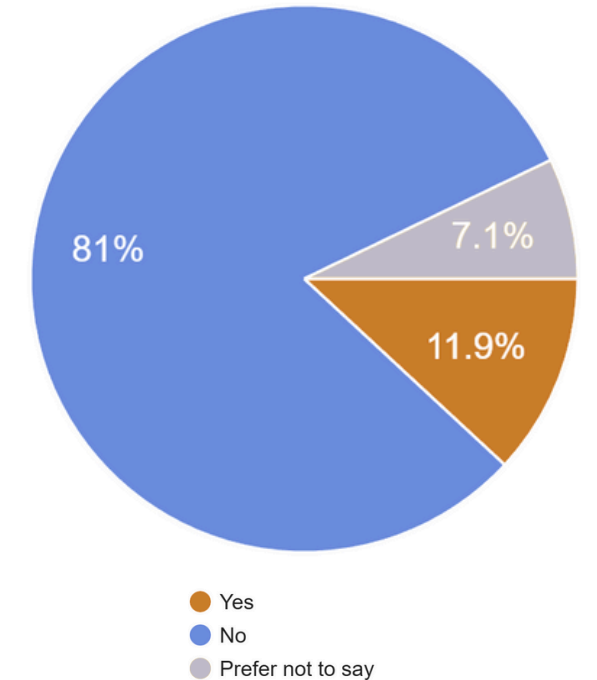
What is your age range?



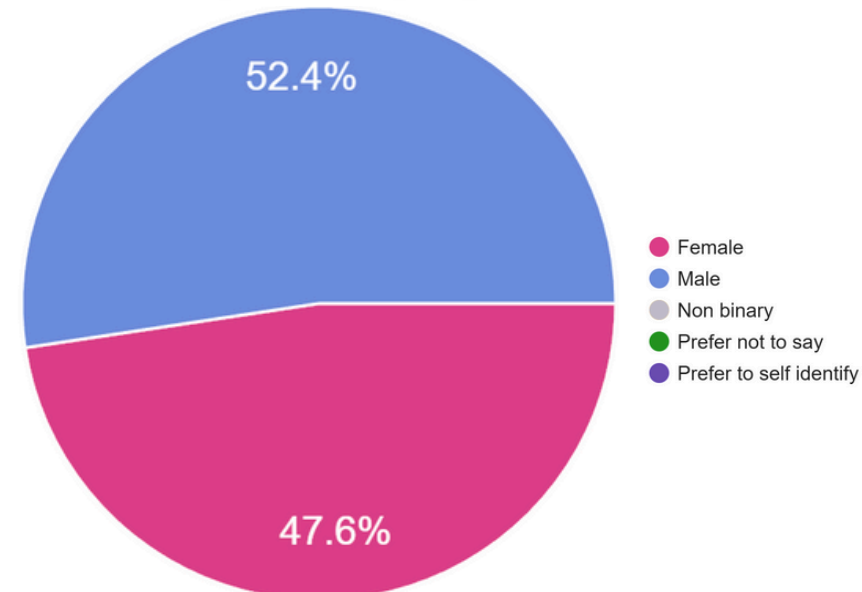
How would you describe your ethnicity?



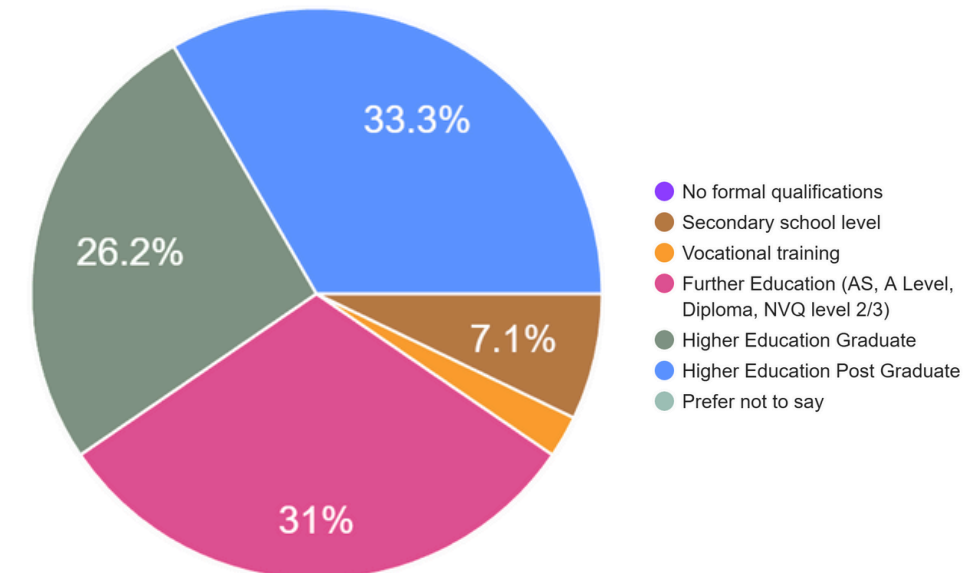
Do you identify as disabled or do you have a long term health condition?



How would you describe your gender?



What is your highest educational qualification?



Social Impact

It was really heart warming to witness the emergence of and be part of a really brilliant team whose camaraderie, good humour and hard work combined to make the festival such a great success

Honestly don't know how you guys do it! Thank you for the tireless efforts. Fuse is brilliant and we are so lucky to have it and you!

Me and my family have never been to a festival before because we could never afford it. It was brilliant! The kids loved it!

Thank you so much for the opportunities you gave me to gain real world experience of event safety. You guys have been so welcoming & supportive!

Massive thanks to the Fuse crew—seriously some of the hardest-working, most professional people we've met. They made the day a dream for us!

Thank you a million times over for all the opportunities you have given Logan. We are blown away by it all. No matter what happens in his music career, what a thing to look back on to be involved in!

Best Fuse we've been to yet—just gets better every year! Felt safe, had brilliant fun, and the music was absolutely top class.

'It has been an absolute gem working with you guys this year and we continue to send our appreciation for your time, effort and love!

"The fact that you can see a band for free who are currently getting airtime on Radio1 is amazing"

Had no idea what to expect from Fuse, but the live music blew me away—easily one of the best weekends I've had!

"So much to see and do, and so much for free which makes it so accessible to a wide range of people"



“Fuse is special because it's from the heart — passionate people providing a platform for local artists, community groups, musicians and merry makers.

As a charity it's from the ground up, organic, and meaningful. When many music venues have unfortunately disappeared and the arts in general has been on the back burner, Fuse continues to provide an energetic and professional festival opportunity for so many local artists, especially musicians. This inspires them to form local bands, write songs, to express themselves creatively, and to form lifelong connections in their community.

No wonder there are so many passionate people fighting to keep Fuse free.”



Creative Sector Impact

Fuse Festival invests directly in the creative sector — giving a platform to local, regional, and national artists, nurturing emerging talent, and fuelling the cultural ecosystem of Lichfield, part of an industry worth over £100 billion to the UK economy.

320

Performers on three stages, from local grassroots to nationally recognised acts

115

Free activities including art workshops, circus, storytelling, craft, and music making hosted by local and national creatives

38

Hours of live music delivered entirely free to the community.

23

Young artists given real-world stage experience and exposure as part of our Emerging Talent Programme.

12

Participants in our Future Leaders in Outdoor Arts programme gaining experience in stage management, sound, and event delivery. Building the next generation of creative professionals with skills, confidence, and career momentum.



Access & Inclusion

LEADING THE WAY IN ACCESSIBLE ARTS

Fuse is leading the way for accessible arts and culture in Lichfield District, building on its 2024 commitment with a 2025 programme that was poverty-proof, inclusive by design, and shaped through ongoing dialogue with audiences, volunteers, and access advisors.

- Remained committed to free entry and supported opportunities.
- Launched an Access Champions programme, training volunteers in disability awareness and inclusive support.
- Partnered with Liberty Jamboree and other specialists to shape the development of provision for neurodivergent audiences, performers, and those with complex access needs.



Investing Locally

Fuse Festival directs its spend locally, boosting infrastructure, services, and community initiatives.

21

Major event infrastructure & tech services sourced within a 25 mile radius of Lichfield

32

Traders from within a 25 mile radius of Lichfield

12

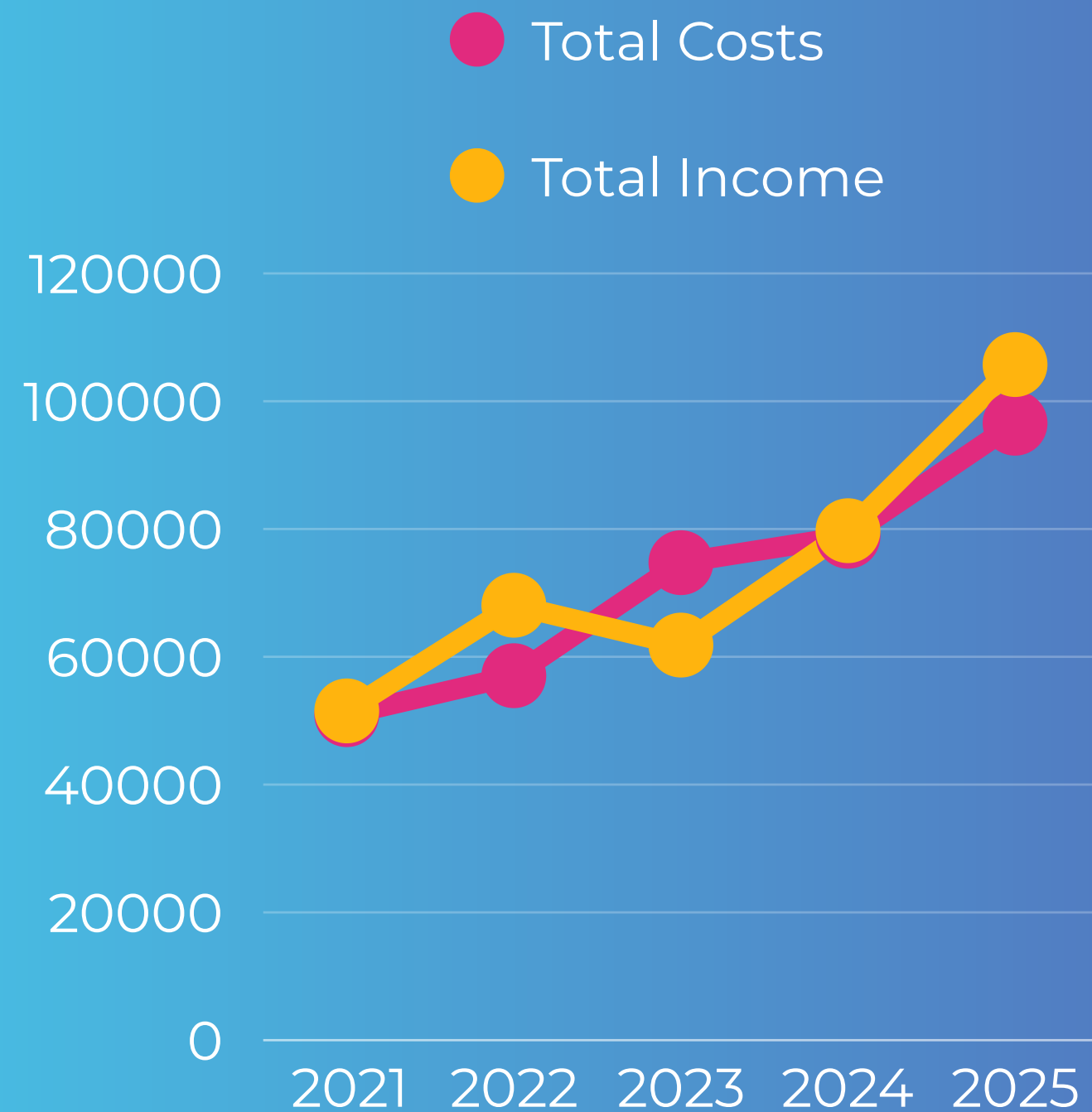
Lichfield District partners provided support services and supplies.

49

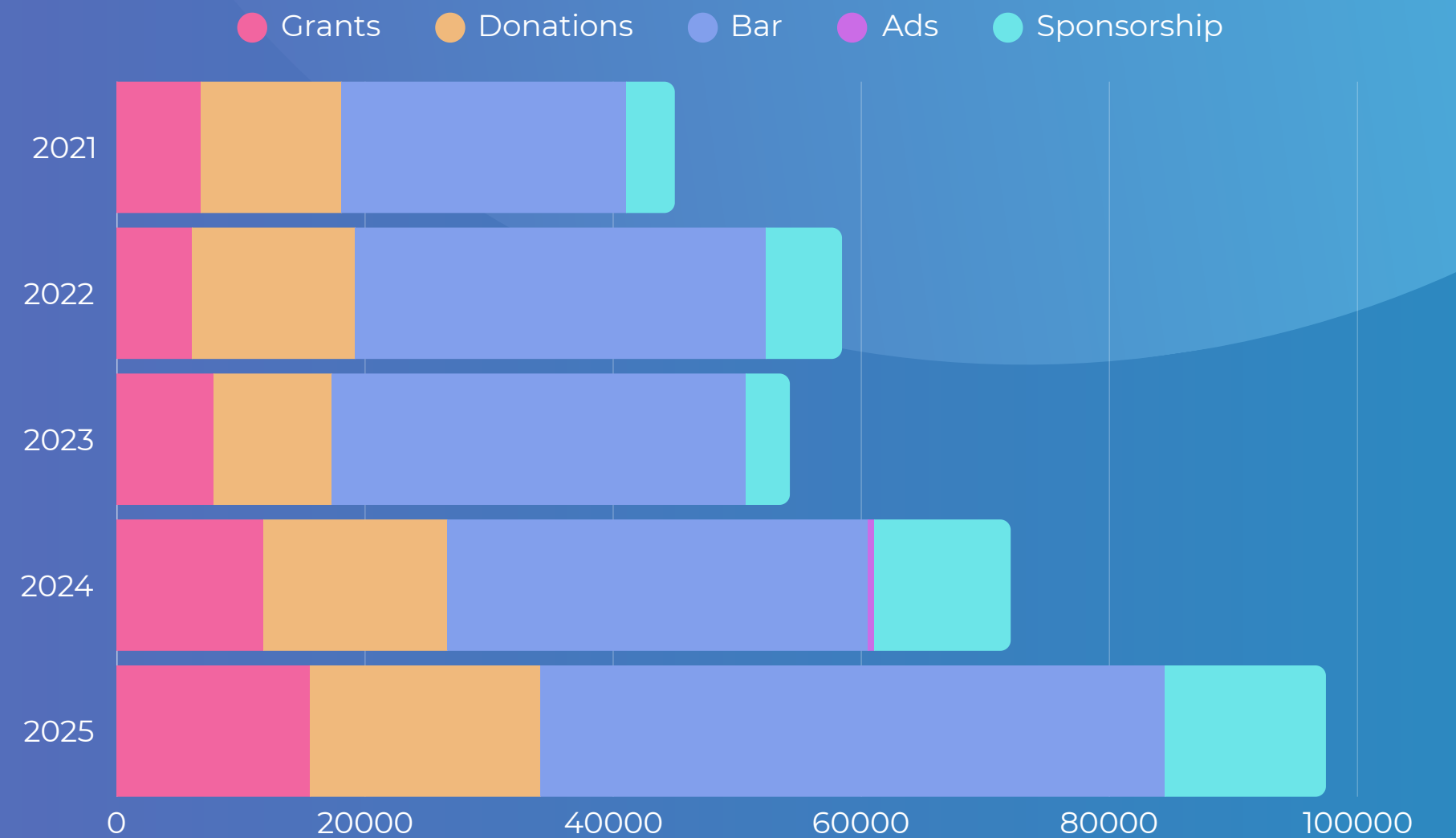
Lichfield District charities & organisations supported through Fuse Festival opportunities



Financial Overview

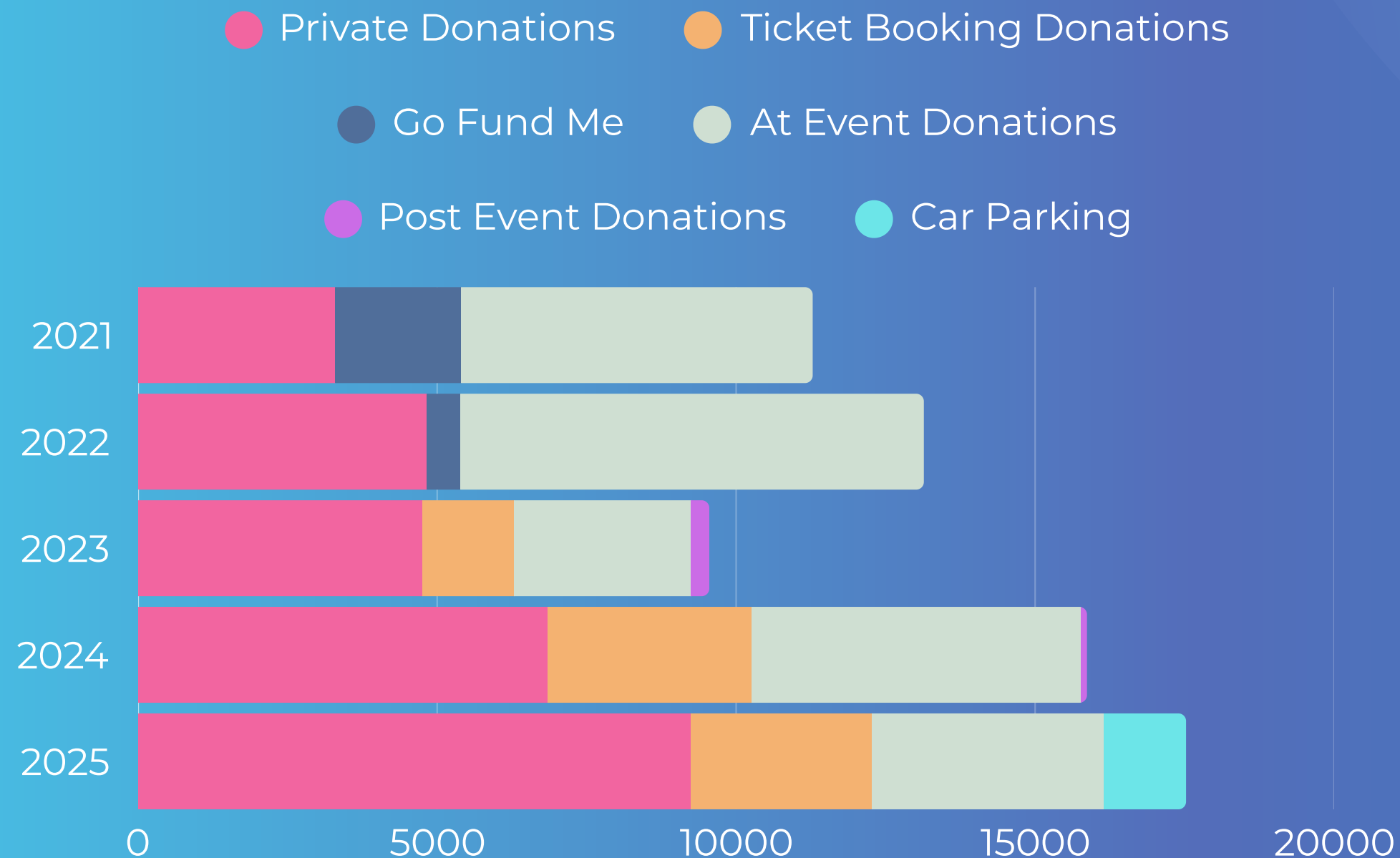


INCOME TRENDS



Financial Overview

DONATION TRENDS



AVERAGE ON SITE DONATION

£0.16

Down from £0.42 in 2024



AVERAGE TICKET BOOKING DONATION

£0.17

Down from £0.21 in 2024



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THE OFFICIAL FUSE 2025
AFTERMOVIE CAN BE SEEN HERE -

[https://youtu.be/-5hIMtSRSbM?
si=hsIXNHdYkbVTNtLm](https://youtu.be/-5hIMtSRSbM?si=hsIXNHdYkbVTNtLm)

WWW.LICHFIELDARTS.ORG.UK
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Data Sources: Ticket Source, Survey Planet, In Person Interviews
conducted by external company, Limitless, Internal Reporting &
Team Debriefs

