

FOR IMMEDIATE RELEASE

Art on the Prom 2026 Cancelled Following Insufficient Funding and Trader Applications

Felixstowe, Suffolk – 8th July 2026

It is with great disappointment that the organisers of **Art on the Prom** announce the cancellation of this year's event, which was due to take place in September.

Despite receiving financial support of **£3,000 from Felixstowe Town Council** and **£3,000 from East Suffolk Council**, together with invaluable in-kind support from East Suffolk Council through the provision of Heras fencing, the organisers have been left with no alternative but to cancel the event due to an insufficient number of trader applications and an overall funding shortfall.

This decision has not been taken lightly.

Since taking over the event in 2023, freelance event and cultural producers **Nichola Adams and Iona Hodgson** have operated Art on the Prom as a not-for-profit organisation, with the ambition of securing its long-term future while maintaining the community spirit that has made it one of Suffolk's most loved cultural events.

The event, which was previously run entirely by volunteers, has grown significantly over the past two decades. As organisers, Nichola and Iona invested in professional event management, strengthened health and safety measures, improved infrastructure and accessibility, and worked to ensure the event could continue to thrive in an increasingly challenging financial climate.

Unfortunately, the rising cost of delivering the event, coupled with lower-than-expected trader applications and the absence of additional sponsorship and grant funding, has meant the event is no longer financially viable for 2026.

A Significant Loss for Felixstowe

Founded in 2002, Art on the Prom has become one of the East of England's largest free outdoor art events and a cornerstone of Felixstowe's cultural calendar.

In recent years the event has:

- Welcomed between **8,000 and 11,000 visitors** each year.
- Supported over **100 local and regional artists and makers** with affordable exhibition space.
- Generated an estimated **£60,000 in direct art sales during the 2025 event**, providing vital income for creative businesses.
- Attracted visitors from across Suffolk, Essex, Norfolk, Cambridgeshire, Hertfordshire, Kent and beyond.
- Offered free exhibition opportunities for young artists aged under 25.
- Created significant additional trade for local cafés, restaurants, pubs and independent retailers along Felixstowe's seafront.

More than simply an art market, Art on the Prom has become an important community event that makes original artwork accessible to everyone, encourages first-time art buyers, supports creative careers and showcases Felixstowe as a vibrant cultural destination.

The organisers remain incredibly proud of what the event has achieved and grateful to the hundreds of artists, collaborators, partners, visitors and supporters who have helped make it such a success over the past twenty active years.

Nichola Adams and Iona Hodgson said:

"This has been an incredibly difficult decision and certainly not one we wanted to make. Art on the Prom is a hugely successful event that has delivered real cultural and economic benefits to Felixstowe for many years.

We are enormously grateful to Felixstowe Town Council and East Suffolk Council for their financial support, and to East Suffolk Council for their continued practical assistance. Unfortunately, despite this valued contribution, the combination of insufficient trader applications and a significant funding gap means we simply cannot deliver the event responsibly or to the standard that artists and visitors deserve.

We'd like to thank everyone who has supported Art on the Prom over the years, particularly the artists, volunteers, visitors and local businesses who have helped make it such a special event. We sincerely hope this is not the end of Art on the Prom and will be exploring every opportunity to secure a sustainable future for the event."

All traders who have booked pitches will be contacted directly regarding refunds.

The organisers will now undertake a full review of the event and explore new funding opportunities, sponsorship and delivery models to determine whether Art on the Prom can return next year to celebrate its 20th active year in style.

All traders who have booked pitches will be contacted directly regarding refunds. In accordance with the event's published Terms and Conditions, refunds will be processed less Eventleaf

F booking fees and a £10 administration fee per booking, which contributes towards the unavoidable administrative and operational costs already incurred in planning and preparing the event. Please note that card payment processing fees are also non-refundable.

ENDS

Notes to Editors

- Art on the Prom was founded in 2002 and 2026 would have marked its 20th active year.
- Since 2023 the event has been owned and operated on a not-for-profit basis by freelance event producers Nichola Adams and Iona Hodgson.
- The event regularly attracts between 8,000 and 11,000 visitors.
- More than 100 artists typically participate each year.
- Estimated direct art sales exceeded £60,000 in 2025.
- The organisers gratefully acknowledge funding of £3,000 from Felixstowe Town Council, £3,000 from East Suffolk Council, together with in-kind support from East Suffolk Council through the provision of Heras fencing.
- **Refund Policy:** Traders will receive refunds in accordance with the published Terms and Conditions. A £10 administration fee will be retained per booking to help cover administrative and planning costs already incurred prior to the cancellation. Eventleaf booking fees also remain non-refundable.