

Introduction

Lichfield is rapidly becoming known as the “City of Festivals” with an all year round calendar of events that range from traditional, well established events, like the Greenhill Bower and Lichfield Proms in Beacon Park, to newer events, such as the Monthly Grub Club and The Cathedral Illuminated.

Lichfield District Council has commissioned Bournemouth University to undertake an Economic Impact Assessment of events and festivals held within Lichfield City Centre. This is in order to provide the Council with information about how these events are contributing to the local economy, what effects they are having on local businesses, what the visitors’ perceptions are and to provide information about if and how they deliver economic, social and cultural benefits to the city.

This position statement report, written by Bournemouth University, forms part of the overall assessment, and offers a comprehensive review of the key events and festivals that were held within Lichfield in 2018.

Importance of events

Events are an important part of the business and cultural landscape of the UK. The City of Lichfield is no different, where events and festivals are an integral part of the economy, community culture and destination image. Events enhance Lichfield's natural and historic assets, which offer a backdrop and venue for the programme of local and nationally significant events. There is a mixed economy of organisers and suppliers of the events.

Events in Lichfield have the potential to provide the platform for the City and the wider District Council to showcase itself as a vibrant and social place to live, work, study and visit. It is anticipated that reviewing the events provided in Lichfield will provide a greater understanding of their economic and socio-cultural contribution to the Council’s Strategic priorities (Strategic Plan 2016-2020).

Events contribute to the City’s economic prosperity by providing local jobs and employment (skills development e.g. volunteering). They provide additional work for local businesses with additional income e.g. filling seasonal troughs by maximising and spreading tourist visits and spend across the seasons. Events bring life and footfall to the city centre and retail areas.

Events also provide motivation for people to get out of the home and engage with others. As external pressures are increasing the sedentary and isolationary characteristics of society, events can attempt to counter these. Socialisation through events offers the ability for people to make connections and engender civic pride. Some of the events encourage more active participation than others but they all generate healthy minds and hearts. By encouraging people into public spaces, events make them feel a safer place to be.

Summary Findings

A total of 45 **key events** took place between February 2018 and December 2018, covering a total of 131 **event days**.

15 of the 45 events took place in Beacon Park, with 8 events held in Market Square.

34 events were held **outdoors**, 5 were **indoor** events, and 6 took place both **indoors and outdoors**.

31 of the events were **non-ticketed**, 11 were **ticketed** and 3 were events that included some **free elements as well as some ticketed** acts.

63 event days took place during **weekends** while 68 event days took place **during the week**.

19 events took place during the **summer**, 11 took place during **spring**, 10 during **autumn** and 5 during the **winter** months.

25 events lasted for **one day**, there were 10 **two day events**, and 4 events took place over **three days**. There were 6 events that took place for **four days or more**.

18 of the events were classified as **arts or cultural**, 15 were **food or drink**, 5 were **fairs or markets**, 4 were based on **music** and 3 were **sporting or recreational**.

15 separate **organisations** were identified as the organisers of the 45 key events. 6 of the event organisers were **private companies**, 3 were **charities**, 2 were **local government** bodies, 1 was an **Ecclesiastical corporation** and 1 was a **membership non-profit** organisation.

Based on footfall figures for 40 of the events, there was a **total footfall of 1,421,500** at the locations of the events.

Lichfield saw a **total increase of 235,733** in footfall due to the events carried out between February 2018 and December 2018, when compared with footfall figures from the same location in the previous week.

Lichfield Food Festival, Lichfield Christmas Food and Drink Festival and Lichfield Gin, Ale and Cheese Festival were the events that created the greatest increase in footfall when compared with footfall figures from the same location in the previous week.

Lichfield Events

Events Position Statement for key events that took place during 2018

Lichfield District Council has commissioned Bournemouth University to undertake an Economic Impact Assessment of events and festivals held within Lichfield City Centre.

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Number of events



Type of events



Duration of events



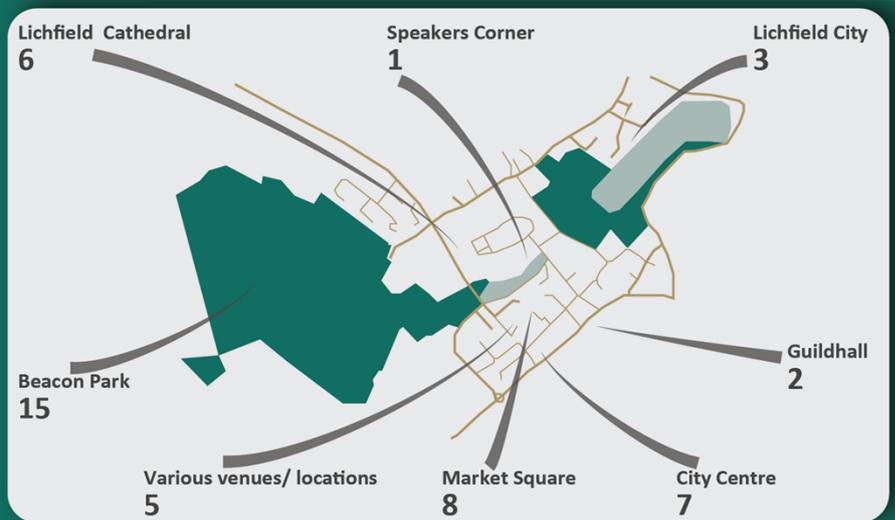
Number of events by organiser



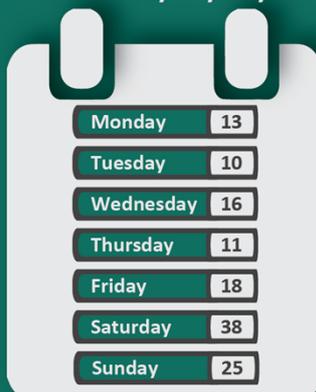
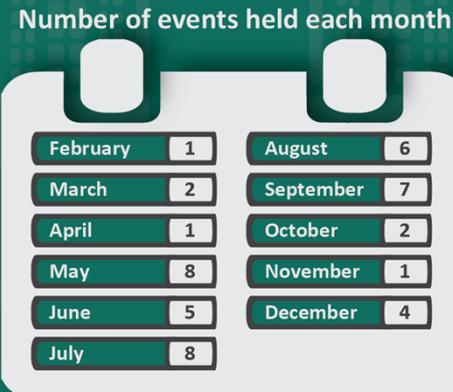
Ticketed events



Map of events and number of events in each location



Number of event days by day of the week



Footfall



Methodology

Lichfield District Council collated a list of what they consider to be the key events and festivals that were held within Lichfield in 2018 to be included as part of the position statement. The list provided by the Council included information around the date of the events, duration, location, who the organiser was, as well as the footfall on the day(s) of each event and from the week prior to the events. There were a total of 45 events included in the list.

Bournemouth University have categorised and analysed these events in order to provide an overview of the type of key events held within Lichfield, the time of year they took place, who organised them, and their location.

This position statement covers the 45 key events and festivals held in the city centre from February until December 2018. For a full list of the 45 key events and festivals included within the position statement, please see Appendix A.

Results

Event overview

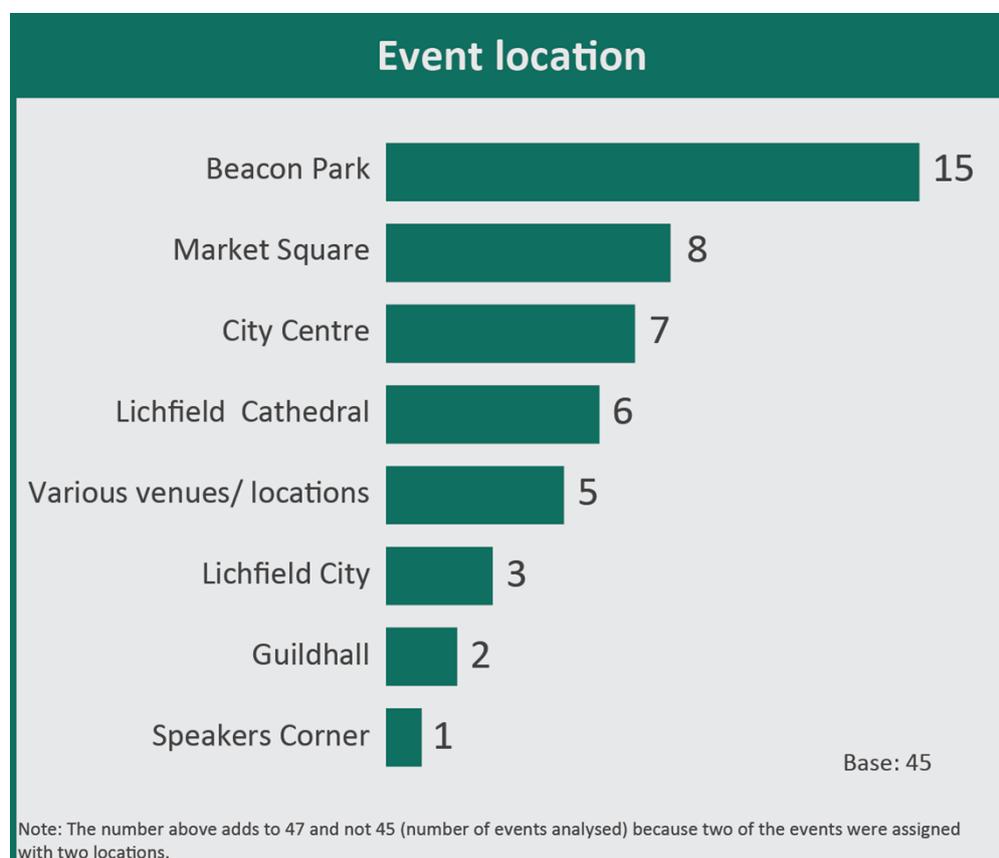
Number of events / event days

A total of 45 key events took place between February 2018 and December 2018 (note: one event started in December 2018 and continued for the first 6 days of January 2019). These 45 key events covered a total of 131 event days.

Number of events	Number of event days
45	131

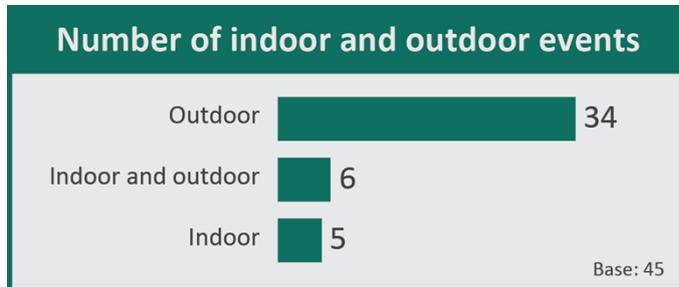
Location of event

Fifteen events took place in Beacon Park, eight were held in the Market Square, seven were in the City Centre, six in Lichfield Cathedral, five in various venues/ locations, three around the Lichfield City perimeter, two in the Guildhall and one at Speakers Corner.



Venue

Thirty-four events were held outdoors, five were indoor events, and six took place both indoors and outdoors.



Ticketed/non-ticketed events

Thirty-one of the events were non-ticketed, eleven were ticketed and three were events that included some free elements as well as some ticketed acts.



Calendar of events

The events were broken down by the month that they took place, the day of the week and their duration.

Seasonality

Of the 45 key events held throughout the year, the months that held the most events were May and July (8 events in each month). When analysed further, there were 19 separate events held throughout the summer months (June – August), with a further 11 held during Spring (March – May), and 10 during Autumn (September – November). Only 5 key events were held during the Winter (December – February).

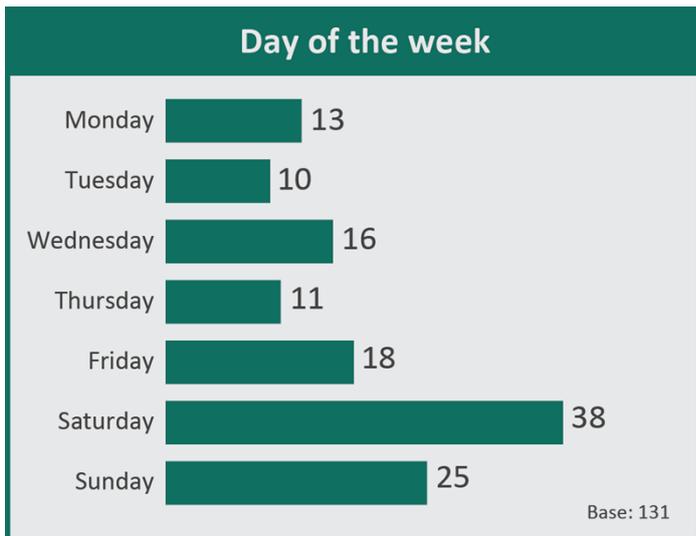
Furthermore, of the 131 event days, 46 took place during the Winter, 15 took place during Spring, 54 during the Summer and 16 during Autumn.

Month	Number of events	Number of event days
February	1	1
March	2	5
April	1	1
May	8	9
June	5	8
July	8	23
August	6	23
September	7	10
October	2	5
November	1	1
December*	4	39

* Please note that one event that was held in December ran until January 6th

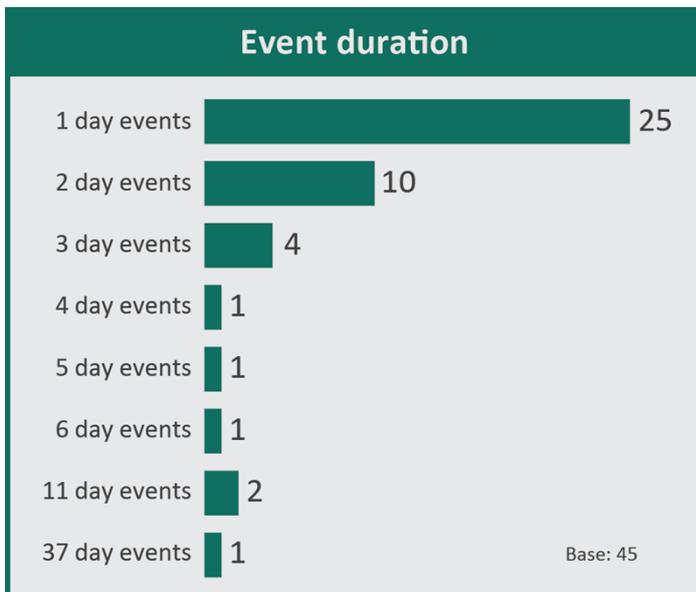
Days of the week the events took place

There was a fairly even split of event days in terms of whether they took place on a weekday or over a weekend. 63 event days took place during the weekend (38 on a Saturday and 25 on a Sunday), while 68 event days took place during the week.



Duration

More than half of the key events were held on one day only (25 events), while a further 10 events were held over two days. The two day events were typically held on a weekend (8), with the other two held on a Friday and Saturday.

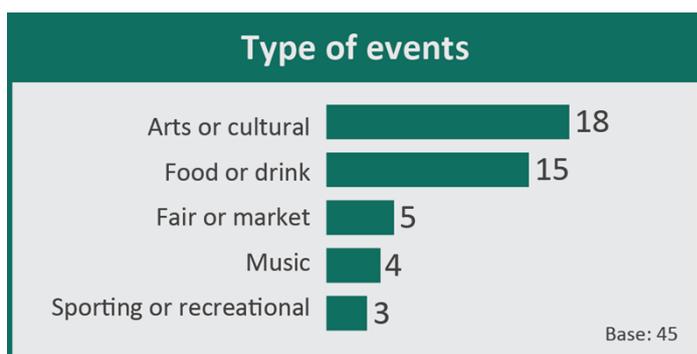


Event type

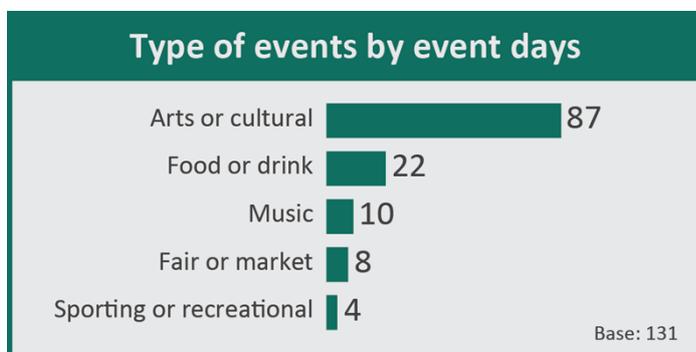
The events were categorised further by their type into five separate categories:

- **music** (e.g. festivals or concerts)
- **arts or cultural** (e.g. performing arts, film, light, literary, historical, religious, political, circus)
- **fair or market** (e.g. country, agricultural, horticultural, animal, fun-fair, environmental, nature, non-permanent markets)
- **sporting or recreational** (e.g. competitions, fun runs, obstacle races, sportive, wellbeing)
- **food or drink events** (e.g. food festivals, drink festivals, Oktoberfest)

The majority of events were classified as arts or cultural (18) and food or drink (15), five were fairs or markets, four were music events, and three were sporting or recreational.



From the 131 event days, 87 were dedicated to arts or cultural events, 22 were food or drink event days, 10 were music event days, 8 were fairs or markets, and another 4 were sporting or recreational event days.



Type of events by duration

11 of the 18 arts or cultural events were held on one day only, while six of them lasted for at least four days.

9 of the 15 food and drink events were also only held on one day, with five of the other six taking place over two days.

Three of the music events were held over three days, with the other music event being a one day event.

No fair or market, or sporting or recreational event lasted longer than two days.

Type of events	1 day	2 days	3 days	4 days	5 days	6 days	11 days	37 days
Music	1	0	3	0	0	0	0	0
Arts or cultural	11	1	0	1	1	1	2	1
Fair or market	2	3	0	0	0	0	0	0
Sporting or recreational	2	1	0	0	0	0	0	0
Food or drink	9	5	1	0	0	0	0	0

Event organisers

Type of organisers

Fifteen separate organisations were identified as the organisers of the 45 key events. Six of the event organisers are private companies, three are registered charities, two are local government bodies, one is an Ecclesiastical corporation established for charitable purposes, and one is a membership non-profit organisation.

Organiser	Company type
Café International	Private Company
Carters Entertainment Limited	Private Company
Chamber of Trade and Commerce	Membership non-profit organisation
Cockerhoop Creative	Private Company
K P Events	Private Company
Lichfield Cathedral	Ecclesiastical corporations established for charitable purposes
Lichfield Arts	Registered charity
Lichfield City Council	Local government
Lichfield Community Games	Local government and Private Company
Lichfield District Council	Local government
Lichfield Festival	Private Company
Lichfield Greenhill Bower Committee	Private Company
Lichfield Rotary	Registered charity
St Giles Hospice	Registered charity
Various organisations	Various

Number of events by organiser

Cocker Hoop Creative organised twelve of the 45 key events in 2018, Lichfield District Council organised six events, Lichfield Arts and Lichfield City Council both organised five events, Lichfield Cathedral organised four events, three were organised by Café International and Lichfield Festival organised two events.

Carters Entertainment Limited, Chamber of Trade and Commerce, K P Events, Lichfield Community Games, Lichfield Greenhill Bower Committee, Lichfield Rotary, St Giles Hospice organised one event each, with one further event being organised by various organisations.



Organiser by event days

Of the 131 event days taking place during the 45 key events, 59 event days were organised by Lichfield Cathedral (37 of these days were the Christmas Tree Festival), 18 event days were by Cocker Hoop Creative, 15 by Lichfield Festival, 12 by Lichfield Arts, 6 by Lichfield District Council, 5 by Lichfield City Council and 4 by Café International.

Carters Entertainment Limited, Lichfield Community Games, and Lichfield Rotary organised 2 event days each.

The Chamber of Trade and Commerce, K P Events, Lichfield Greenhill Bower Committee and St Giles Hospice organised 1 event day each.



Event type by organiser

Eleven of the twelve events organised by Cocker Hoop Creative are classified as a food or drink event.

The majority of the events organised by either Lichfield City Council (four out of five events) or Lichfield District Council (five out of six events) are classified as an arts or cultural event.

All four of the events organised by Lichfield Cathedral are an arts or cultural event, while three of the five events organised by Lichfield Arts are classified as a music event.

Organiser	Music	Arts or cultural	Fair or market	Sporting or recreational	Food or drink
Café International	0	0	0	0	3
Chamber of Trade and Commerce	0	0	1	0	0
Cockerhoop Creative	0	0	1	0	11
K P Events	0	0	0	1	0
Lichfield Cathedral	0	4	0	0	0
Lichfield Arts	3	1	0	0	1
Lichfield City Council	0	4	1	0	0
Lichfield Community Games	0	0	0	1	0
Lichfield District Council	1	5	0	0	0
Lichfield Festival	0	2	0	0	0
Lichfield Greenhill Bower Committee	0	1	0	0	0
Lichfield Rotary	0	0	1	0	0
St Giles Hospice	0	0	0	1	0
Various organisations*	0	1	0	0	0
Carters Entertainment Limited	0	0	1	0	0

*Note: This event was organised by a number of organisations

Footfall

Spring Board provided footfall numbers for 40 of the 45 key events that took place. These figures were taken from the footfall counters located in the city. Footfall numbers were also provided for the corresponding day from the previous week in order to provide an indication of the impact the events had on visitor numbers.

Care should be taken in interpreting these numbers though as they depend also on factors such as the weather, other events taking place on the same day or the week before and the time of the day that the footfall was measured. Furthermore with any event that is taking place in an open space there are limitations in accurately counting the exact number of individual visitors.

Across these 40 events, Lichfield saw a total footfall of 1,421,500, which generated an increase of 235,733 in footfall within the location(s) of the events, when compared to footfall figures for the same location on the same day within the previous week.



Lichfield Food Festival, Lichfield Christmas Food and Drink Festival and Lichfield Gin, Ale and Cheese Festival (all organised by Cocker Hoop Creative) were the events that created the greatest increase in footfall at the event location (a total footfall increase of 95,735) when compared with footfall figures from the previous week, followed by Lichfield Festival of Folk, Lichfield Greenhill Bower and Lichfield Arts Fuse Festival (organised by Lichfield Arts and the Lichfield Greenhill Bower Committee).

Conclusions

This position statement provides an overview of the 2018 key events and festivals held within Lichfield, as defined by Lichfield District Council. It will contribute to the wider Economic Impact Assessment being undertaken throughout 2019 to provide a more detailed analysis of the key events and festivals held within the city.

Lichfield currently hosts a wide variety of event types which take place throughout the year within a variety of city locations. Emphasis is given to arts or cultural events and food or drink events, as well as summer events that take place during the weekend. A majority of the events last one or two days, are non-ticketed and are held in outdoor locations. A variety of organisations carry out these events with the majority of events being organised by private companies.

These results provide the council with an overall image of the type of events currently organised and in the city of Lichfield during specific days of the week and times of the year. Consequently they can assist with future decisions about which events to support and organise and when and help create a more clear positioning of Lichfield as an event destination for key audiences.

Appendix A

Key events in Lichfield during 2018

Date(s)	Event	Location	Organiser	Footfall Day/Event	Difference +/- (with previous week)
25.08.18 - 27.08.18	Lichfield Food Festival	City Centre	Cockerhoop Creative	135,240	45,438
08.12.18 - 09.12.18	Lichfield Christmas Food and Drink Festival	City Centre	Cockerhoop Creative	100,291	29,508
19.10.18 - 21.10.18	Lichfield Festival of Folk	City Centre Venues	Lichfield Arts	98,898	20,134
12.05.18 - 13.05.18	Lichfield Home and Garden Festival	City Centre	Cockerhoop Creative	92,915	18,398
07.07.18 - 08.07.18	Cars in the Park	Beacon Park	Lichfield Rotary	82,409	12,141
13.07.18 - 15.07.18	Lichfield Arts Fuse Festival	Beacon Park	Lichfield Arts	76,851	15,570
14.09.18 - 15.09.18	Lichfield Arts Autumn Beer Festival	Guildhall	Lichfield Arts	67,771	1,016
29.09.18 - 30.09.18	Lichfield District Community Games	Beacon Park	Lichfield Community Games	66,513	3,323
22.09.18 - 23.09.18	Heritage Weekend	Various locations	Various organisations	63,190	330
02.06.18 - 03.06.18	Lichfield Gin, Ale and Cheese Festival	City Centre	Cockerhoop Creative	61,063	20,789
05.05.18	Café International – Al fresco	Beacon Park	Café International	46,727	9,250
02.12.18	Christmas Market	Market Square	Chamber of Trade and Commerce	43,728	5,892
23.06.18	Café International	Beacon Park	Café International	41,890	-1,042
28.05.18	Lichfield Greenhill Bower	Lichfield City and Beacon Park	Lichfield Greenhill Bower Committee	40,784	19,872
08.09.18	The Sheriff's Ride	Lichfield City boundary	Lichfield City Council	40,147	-6,500
22.09.18	Dr Johnson Birthday Celebrations	Guildhall and Market Square	Lichfield City Council	39,791	-832
17.12.18 - 18.12.18 & 20.12.18 - 22.12.18	The Cathedral Illuminated	Lichfield Cathedral	Lichfield Cathedral	37,166	15,050
21.07.18 - 22.07.18	Carters Steam Fair	Beacon Park	Carters Entertainment Limited	35,982	-2,606
28.07.18 - 29.07.18	Café International	Beacon Park	Café International	30,908	-5,079
25.11.18	Christmas Lights Switch-On	City Centre	Lichfield City Council	30,745	6,152
08.08.18 - 11.08.18	Lichfield Cathedral Film Festival	Lichfield Cathedral	Lichfield Cathedral	25,009	226
01.06.18 - 03.06.18	Lichfield Arts Blues and Jazz Festival	City Centre Venues	Lichfield Arts	15,747	-258
06.05.18	Lichfield Half Marathon	Lichfield	K P Events	14,248	4,794
19.10.18 - 20.10.18	Oktoberfest 2018	Beacon Park	Cockerhoop Creative	13,397	1,237
07.05.18	Victorian May Day	Beacon Park	Lichfield District Council	12,220	2,484
01.09.18	Lichfield Proms in Beacon Park	Beacon Park	Lichfield District Council	11,735	484
17.08.18 - 27.08.18	The Great Exhibition	Lichfield Cathedral	Lichfield Cathedral	10,666	n/a
28.03.18	Lichfield Grub Club	Market Square	Cockerhoop Creative	10,507	7,627
11.08.18	Beacon Park Drive-In Movie (Pretty Woman)	Beacon Park	Lichfield District Council	8,204	-946
25.04.18	Lichfield Grub Club	Market Square	Cockerhoop Creative	7,777	2,412
16.06.18	Solstice Walk - Ladies only night-time walk	City Centre	St Giles Hospice	7,605	572
07.07.18	Lichfield City Town Crier Competition	Speakers Corner	Lichfield City Council	6,896	4,481
10.08.18	Beacon Park Drive-In Movie (Top Gun)	Beacon Park	Lichfield District Council	6,837	1,268
25.07.18	Lichfield Grub Club	Lichfield Cathedral	Cockerhoop Creative	5,624	1,097
19.05.18	Beacon Park Drive-In Movie (Dirty Dancing)	Beacon Park	Lichfield District Council	5,216	1,203
26.09.18	Lichfield Grub Club	Market Square	Cockerhoop Creative	5,188	1,570
29.08.18	Lichfield Grub Club	Market Square	Cockerhoop Creative	4,612	720
30.05.18	Lichfield Grub Club	Market Square	Cockerhoop Creative	4,519	-319
27.06.18	Lichfield Grub Club	Lichfield Cathedral	Cockerhoop Creative	4,466	785
07.07.18	Animal Puppetry Parade	City Centre	Lichfield Arts	4,410	993
12.05.18	Beacon Park Drive-In Movie (The Italian Job)	Beacon Park	Lichfield District Council	4,013	-1,901
13.02.18	Shrovetide Fair & Pancake Races	Market Square	Lichfield City Council	not known	n/a
01.03.18 - 04.03.18	Lichfield Literature Festival	Various Venues	Lichfield Festival	not known	n/a
04.07.18 - 14.07.18	Lichfield Festival	Various locations	Lichfield Festival	not known	n/a
01.12.18 - 06.01.19	Christmas Tree Festival	Lichfield Cathedral	Lichfield Cathedral	not known	n/a
Total				1,421,500	235,733