

Eden District Council

Executive

8 October 2019

Supporting Signature Events

Portfolio:	Commercial Services
Report from:	Assistant Director Planning and Economic Development
Wards:	All Wards
OPEN PUBLIC ITEM	

1 Purpose

- 1.1 For Members to consider financially supporting Signature Events in 2020/21.

2 Recommendation

- 2.1 The Executive agrees a sum of £30,000 to support Signature Events in 2020/21.
- 2.2 The sum be made up from a supplementary estimate of £20,000 from reserves and a carry forward of £10,000 from an underspend in the 2019/20 Signature Events Budget as set out in paragraph 3.2.

3 Report Details

- 3.1 Since 2012, the District Council has either staged or financially assisted a number of signature events taking place in Penrith which have had a significant draw District wide and beyond. The events such as The Food and Farming Festival (Penrith on a Plate) and the Winter Droving have continued to grow and evolve and have generated strong economic returns, positive feedback and national exposure for the District. These positive outcomes are set out in the evaluation reports for these events in 2018 attached as appendix 1 and appendix 2 respectively.
- 3.2 £25,000 is currently budgeted to support signature events in 2019/20. Of the £25,000 funding, £15,000 is being used to support the Winter Droving event and it was envisaged that £10,000 would be used to support the Eden Food and Farming Festival through the Penrith Chamber of Trade. Unfortunately the Council was provided with notice that the Eden Food and Farming Festival would not be staged in 2019/20 due to a number of reasons. This has meant that finance will no longer be required which means it is available to be carried forward to support events in 2020/21.
- 3.3 The Local Government Association (LGA) and the Chief Cultural and Leisure Officers Association (cCLOA) have produced a publication on the role of culture in placemaking (People, Culture, Place: The Role Of Culture In Placemaking. Feb 2019). The publication looks at the innovation and success in activities such as events and festivals, noting that the voluntary and community sector, businesses and the public sector all play an important part in placemaking. Local Government remains the largest funder of culture and is

most attuned to local needs. The publication shows how the arts and culture sector can be harnessed to improve a wide range of measurable outcomes, from education and wellbeing to economic growth and community cohesion. Evidence of the wider economic benefits of events include additional spending as well as raising the profile of towns and the wider region by attracting new visitors. The LGA publication puts a strong emphasis on the community benefits. By creating vibrant events and experiences in town centre locations, areas can also boost wellbeing, improve mental health and tackle isolation.

- 3.4 The economic benefits of events held in Penrith and the wider District over the years have been documented in evaluation reports, this has been a requirement set out in Service Level Agreements with the District Council. The reports for Penrith on a Plate and the Winter Droving in 2018 are attached as appendices to the report. Estimated visitors for Penrith on a Plate were 7,000 with an average spend of £26.86, totalling £188,000 and the Winter Droving achieved 25,000 visitors with an estimated £2.1 million total spend. This clearly demonstrates that for the Council's investment there is significant economic benefit generated for the District.
- 3.5 The Council plans to develop a district-wide Arts and Culture Strategy during 2019/2020 which will fit together with the county-wide strategy being developed by the Cumbria Local Enterprise Partnership and the strategy being developed for Penrith by the Town Council. The long lead in times to plan events requires funding to be committed well in advance of the events being delivered. It is sensible therefore to maintain funding for next financial year to support established signature events in 2020/21 whilst the district-wide strategy is being prepared. Funding for future years commensurate with the scope of the Council's strategy can then be considered during its preparation and approval.
- 3.6 It is requested that an additional sum of £20,000 is provided for signature events in the 2020/2021 financial year on top of the £10,000 already approved as part of the 2019/2020 budget. The agreed outcomes of this funding would be that at least two signature events would take place. Funding would be provided to the event organiser through a Service Level Agreement which would require evaluation reports of each The SLAs would be monitored by the Economic Development Team.

4 Policy Framework

- 4.1 The Council has four corporate priorities which are:
- Decent Homes for All;
 - Strong Economy, Rich Environment;
 - Thriving Communities; and
 - Quality Council
- 4.2 This report meets the Strong Economy, Rich Environment corporate priority and also Thriving Communities.

5 Consultation

- 5.1 The Commercial Services Portfolio Holder has been consulted regarding the contents of this report and is supportive of the approach. The Penrith Chamber of Trade have been consulted and have indicated that they would

consider being the delivery agent of Penrith on a Plate/Eden Food and Farming Festival if resources and capacity were permitting. Eden Arts have also been consulted and would welcome the opportunity to continue to deliver the Winter Droving and have stressed that without the District Council's funding it would be unlikely the event could run in the foreseeable future.

6 Implications

6.1 Financial and Resources

- 6.1.1 Any decision to reduce or increase resources or alternatively increase income must be made within the context of the Council's stated priorities. The draft Council Plan 2019-2023, which is in the process of being finalised, includes the development of arts and cultural activities as well as a plan to develop a district wide arts and culture strategy to set the priorities for future years.
- 6.1.2 The requested sum would mean an additional revenue spend of £20,000 in addition to carry forward of £10,000 of existing budget.

6.2 Legal

- 6.2.1 The proposals are within the legal powers of the Council.

6.3 Human Resources

- 6.3.1 There are limited Human Resources implications arising from this report as it is considered minimal officer time will be needed to oversee and monitor the agreements with organisations delivering events.

6.4 Statutory Considerations

Consideration:	Details of any implications and proposed measures to address:
Equality and Diversity	There are no equality implications arising from this report.
Health, Social Environmental and Economic Impact	The Council recognises that supporting key events has a beneficial impact upon the local economy.
Crime and Disorder	There are no Crime and Disorder implications arising from this report.
Children and Safeguarding	There are no Children and Safeguarding issues arising from this report.

6.5 Risk Management

Risk	Consequence	Controls Required
That there is insufficient monitoring of the funding.	The funding is not used for its intended purpose.	The Service Level Agreement will be monitored by the Economic Development team.

There is a risk to the Council's reputation if funding is not agreed.	Events may not go ahead leading to losses of significant economic benefit to Penrith and the wider District and there may be reputational damage to the Council.	If funding is not agreed, management of how this is reported will need to be considered.
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7 Other Options Considered

- 7.1 The Council could decide not to provide financial support. This would most likely result in the events not taking place due to lack of funds which in turn would lead to the local economy not benefitting from the financial returns the events generate.
- 7.2 The Council could decide to transfer the funding to the Town Council to be distributed through a service level agreement as in previous years. This approach has led to organisers finding it difficult to plan events without any surety of the level of funding and could result in events not taking place due to not receiving a guarantee of funds in sufficient time.

8 Reasons for the Decision/Recommendation

- 8.1 To provide a level of surety of funding to organisations staging events which have economic benefit to Penrith and the wider District.

Tracking Information

Governance Check	Date Considered
Chief Finance Officer (or Deputy)	20 September 2019
Monitoring Officer (or Deputy)	20 August 2019
Relevant Director	19 September 2019

Background Papers: None

Appendices: Penrith on a Plate Evaluation Report 2018

Winter Droving Evaluation Report 2018

Contact Officer: Yvonne Wells, Economic Development Support Officer

PENRITH ON A PLATE



2018 Evaluation

Penrith on a Plate – Event evaluation

“Stayed longer than expected, loved the community feel!”

About Penrith on a Plate



Penrith on a Plate is the signature event of the Eden Food and Farming Festival, a week-long celebration of the quality artisan foods, beverages and farming heritage of the Eden district, in addition the wider county. Penrith on a Plate is a food festival day – one of the main town-centre events in Penrith each year, drawing visitors to the area as well as adding to the social calendar for local residents.

The festival in 2018 was organised on behalf of Penrith Chamber of Trade & Commerce by a small band of volunteers and two paid part-time contractors focussing on the event management and marketing these being Eden Lighthouse who provided event management services and Georgina Stephenson taking on the

responsibility for marketing. We were also joined on the day by volunteers from the Chamber of Trade and the Penrith Rotary Club.

The festival was funded by Penrith Town Council, Penrith Business Improvement District and the Pride in Penrith Lottery.

The most successful event ever!

In terms of visitor numbers and the atmosphere, the 2018 event was deemed to be the most successful yet. This was despite various issues which meant that organisation could only start in late April, giving short organisational lead times.

This report gives an assessment of the event, including an overview of the results of the visitor survey and feedback from stallholders and other participants.

Headline results

Visitor numbers

Visitor numbers exceeded organisers' expectations, with well over 7,000 people estimated over the day. Helped by perfect weather conditions, it was perceived by the organisers to be the most well-attended since the event was established.

Visitor reach

As well as drawing people from around Eden, the event succeeded in attracting tourists who were visiting Cumbria, putting Penrith on the tourist map and showcasing what the town has to offer and encouraging visitors to come back in future.

Visitor feedback

Visitor feedback was overwhelmingly positive, with the majority rating it very good or excellent and stating they would come back next year and recommend it to others.

Economic benefit

Penrith on a Plate generated around £188,000 for the town, based on an average spend per person of £26.86 for the estimated 7,000 visitors.



Stallholder & participant feedback

The organising team received positive feedback from stallholders, entertainers and other participants. As in previous years, stallholders commented that the day was again well organised from their point of view and the majority commented that it was a commercial success for them.

Promotional benefits for Penrith

The marketing campaign which encompassed print, broadcast and online media ensured widespread local and regional coverage of the event. The event was also covered in the paper's top summer activities, bringing the town of Penrith and wider Eden district to a national audience.

Income generation including wristband scheme

In addition to income generation through sales of merchandise and sponsorship, we also continued with the wristband scheme which had been trialled at last year's POAP as well as the Penrith Goes Orange event in March 2018.

The intention was twofold:

- To raise money to cover the costs of the festival and
- Provide an additional promotional tool to those town centre businesses that were prepared to be involved.

16 town centre businesses took part in the scheme providing various offers to wristband holders, as well as discounts at other festival events including Penrith Show.

Wristbands were sold to the general public before and during the festival week for a nominal sum of £2, via the participants and at Penrith on a Plate.

With regard to entertainment we decided to trial the idea that participation could only be with the purchase of a wristband. As a result, sales of wristbands were far in excess of what they were in 2018 with income just under the £600 mark.

Unfortunately the income derived from businesses was well down at just under £50.

We are to review the scheme going forward but do feel that, based on the time and effort taken to involve businesses in the scheme and poor 'buy in', that this area of the scheme may be dropped.

Section 1 – Visitor Survey

Methodology

A visitor survey was completed in person with members of the public at Penrith on a Plate during the afternoon of the event.

Volunteers carried out the survey face to face with visitors, which allowed them to capture additional anecdotal comments. 54 surveys were executed.

Results

Below are the main findings from the visitor survey:

Distance

The average attendee had travelled 31.4 miles to the event, comparable to previous years. The greatest distance travelled was 200 miles. 13% had travelled more than 100 miles, however they may have already been on holiday in the area and not made a specific journey.

Event feedback

The majority of respondents rated the event overall as very good or excellent, with the event atmosphere also scoring highly and being commented on too. The food & craft market and the entertainment all scored highly.

A number of respondents did not score the cookery demos, which may indicate that more demonstrations are required, and/or better signage or on the day publicity is required.

Likelihood of returning

As in previous years, respondents said they were likely to return in future, and also likely to recommend it to other. No respondents said they were unlikely to come back.

Suggestions for improvements

Of those who gave suggestions for improvement, the overwhelming opinion was that more food with more variety was required. 14 people commented that they'd like to see more food, and more specifically more variety, such as vegetarian or vegan food; or alternative types of cuisine.

Other suggestions included having dancers, and additional children's entertainment, such as another small ride or another balloon modeller.

Marketing

As in previous years, the most effective form of marketing was the roadside signs. 40% commented that the signs had promoted them to attend, with anecdotal comments suggesting that those who happened to be in or near Penrith had seen them on the day and decided to stop and visit.

26% of respondents suggested that they had seen the event on social media, primarily facebook.

Most respondents indicated that they had seen a variety of advertising mechanisms, which suggests that a broad approach is still the most effective.

Age range

The age ranges below relate to those who were chosen to be surveyed and so may not reflect the overall make-up of the event.

The largest single age group among those surveyed was 31 to 50, accounting for nearly 53% of attendees. The next biggest group were the over 50s.

Section 2 – Further Feedback from various elements of POAP

Trade stands:

We enjoyed Penrith on a Plate, we had good sales, and enjoyed the opportunity to speak with the customers who visited the stall.

Great event and well run, same place please next year.

I think it went really well. We raised lots of money for our charity and raised awareness of the new restaurant so we're pleased. See you next year!

Great event, really well done to all.

Thank you so much for helping with the organisation of our stall and the quick turnaround of our stand requirements. We had a great day, talking to lots of potential customers. We would love to book in for next year if possible.

We had a great time - and would love to return to any other events you re organising!

First Aid:

This was the first time we had visited your event, but were very impressed with the organisation of the day and the number (and diversity) of the trade stands. We look forward to the opportunity to work with you again in the future.

Face painter:

Thanks again for having me last Saturday, always a pleasure working with you. I hope it went well for everyone. Again, a very well organised event and the people there are always very warm and friendly. I had a great time painting the little ones and the parents seemed pleased with how much they were getting with a £2 wristband.

Organiser (Nigel Jenkins of Eden Lighthouse):

Penrith on a Plate 2018 took place in ideal weather, and saw a strong turnout from locals and visitors throughout much of the day. The festival was spread across several town centre zones, including a vibrant entertainment programme in Cornmarket which proved very popular. Overall there was a strong and varied musical offer adding great atmosphere to the event.

As always we are very grateful to the Westmorland Society, who once again brought their Farm to Fork Roadshow. The urban farm is always very popular, and a decision to locate this in Great Dockray provided them with a much larger space for arrival set-up and to arrange the stand.

As in previous years the organisers had hoped for a higher turnout from town centre

businesses, both with trade stalls in the event and in-premises promotions. Feedback from those traders who did take part was that they had an excellent trading day.

The above also had a knock-on effect to the numbers and variety of hot food on offer, which was unfortunately somewhat limited despite best efforts during planning to attract interest.

Given the wide range of hotels, restaurants, pubs, cafes and takeaways across Penrith, organisers would be delighted to see a greater willingness to take part with standout food offers, for what is ultimately intended to be a celebration of distinctive Cumbrian cuisine.

Organisers were very appreciative of the volunteer support provided to help make the event a success, including those from the Penrith Rotary and the Chamber of Trade who gave sterling service throughout the day. Nonetheless as these events rely on volunteers, confirming enough support early in the planning process is always a challenge.

The generous grant funding provided by Penrith BID, Pride in Penrith Lottery, and Eden District Council through Penrith Town Council is hugely appreciated, and is vital to making the event possible given the inherent costs of staging the festival. The wristband scheme also proved popular and effective on the day, raising very useful funds to help cover event costs.

The decision to keep N-bound roads open with traffic flowing up King St / Castlegate broadly worked well, minimising disruption to the town through the diversion. Barriers were used to separate pedestrians from traffic near the monument, along with attempts to marshal crossings at either end. This aspect of the event always needs careful planning, and further improvements can be considered for the future.

Organisers are keen to make concerted efforts to make the festival more environmentally sustainable. Reusable wooden signs worked well, rather than resorting to single use plastic. There are further opportunities to reduce packaging and other waste, and to deal with waste streams more effectively, along with providing a subtle environmental message to those visiting.



THE WINTER DROVING
EVALUATION 2018

PENRITH 27TH OCT

"The Winter Droving - turn your clocks back 400 years..."

OVERVIEW

Winter Droving 2018 was the biggest EVER. From small beginnings Winter Droving has grown to become a nationally renowned, and uniquely Cumbrian, festival rooted in agricultural heritage.

The festival marks the end of the harvest season and the beginning of the "darker half" of the year - over two nights and a day masked musicians, street performers, giant animal lanterns and locals dressed in elaborate costumes join the crowds around

the vintage funfair and massive market at The Winter Droving for a unique celebration steeped in tradition that each year attracts national media attention.

The event has become part of the culture of the place, highlighting North Cumbria. We have created a myth, one that is rooted in the heritage of the area.



COMMISSION

We commissioned Bulgarian Costume/Theatre Maker, Katherina Radeva to create 'The Hairies'. She designed and created extraordinary masked costumes inspired by Bulgarian Kukeri, a New Year tradition where masked participants dance through the streets to ward off evil spirits and bring good fortune to the town.

The costumes were made of sheep and goat skin and hair. Bells adorned each costume to create a unique sound as the

performer moved. The masks were crafted out of wood and animal horns. All the materials were sourced from mountain villages in Bulgaria.

Katherina worked with BA Hons Dance Students at University of Cumbria to create and perform the promenade work. The Hairies led the procession at The Winter Droving and formed part of the procession at The Ullswater Droving.



ULLSWATER AND WINTER DROVING CURATED PROGRAMME

Mr Wilson's 2nd Liners, a New Orleans meets 90's rave classics procession band from Manchester were the headline act for the Ullswater Drowing embarking from the Ullswater Steamer at Pooley Bridge and welcomed by hundreds of masked members of the public. They processed through the village, ending with a rip roaring performance on The Melodrome stage surrounded by a bonfire, fire eating, and dancing.

The programme featured 11 professional street performance acts from across the UK. Bristol based artist Bongo Bolero brought three shows - Dick Danger, Pole Dancer and Dad Dancer mixing acrobatics, juggling and storytelling. Milton Keynes based artists brought Peddlar's Pack, interactive bicycle contraptions that moved through the streets of Penrith. Sense-o-Matic, from Leeds based artists, a sensory interactive show harking back to a Victorian era. Other artists included The Chilean Bird, Rimski's Piano, Hula Nula and fire breathing Piromaniac.



Returning this year was Madam Sybella - an act created especially for Winter Drowing in 2017 by Lancaster based artist Natalie Bowers, a fortune telling booth with a difference. Amateur theatre group Penrith Players created a roaming act based on three witches from Macbeth.

There were 18 music acts including up and coming local band Ponyland and firm festival favourites Electric Swing Circus from Birmingham. There were a diverse range of genres from traditional folk from the Gaita Band, Kendal, and Hadrian's Union, Northumberland to community drumming bands Blast Furness, Ulverston, Deatbeats, Ulverston and Blue Jam, Penrith, to Ska from Supa and The Kryptonites from Edinburgh and indie pop from Carlisle's We Are Quasars and DJs on the new Disco Tractor stage.



COMMENTS FROM SOCIAL MEDIA

A massive hats off to you guys, easily the best Winter Droving by far, i was in shock at how busy our home town was! Makes you proud to be a Penrithian 🍷

-  **Roger Waugh** Loved it!
Like · Reply · Message · 23h
-  **Debijane Bowman-Rodgers Sullivan** It was amazingly good. Magical and fantastical for adults as well as kids! We loved it 🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷
Like · Reply · Message · 23h
-  **Patricia Baxter** Brilliant day well done to everyone involved 🍷
Like · Reply · Message · 23h
-  **John Williamson** Loved it, great to see more participation and more of the crowd wearing masks and outfits. Probably all the workshops are playing dividends. Keeps getting better every year!
Like · Reply · Message · 22h
-  **Tracey Harris-Williams** Well this was our 2nd year but 1st time entering the Drovers cup. We came last but had an absolute blast. There is always a party and good feel factor to the day. So inclusive for all ages. Great day and thanks for all the hard work 🍷🍷 we will be back next year 🍷
Like · Reply · Message · 20h
-  **Gerry Tweedle** Gerry & Mike say WOW!!!
Like · Reply · Message · 15h
-  **Suzanne Sutton** Our first time at the winter droving, it was so much better than I anticipated. I would recommend it to all my friends. Such a great evening for all ages. I am so pleased we joined in the fun. Thanks to all who made it possible 🍷
Like · Reply · Message · 15h
-  **Angela Gilmore** I'm local and love it. Well done all involved. 🍷

WINTER DROVING SUPPORTED BY



SPONSORSHIP

£10,350
in cash
sponsorship

We received £10,350 in cash sponsorship and approx. £6000 in in-kind value support.

2018 has seen the event gain increased business support and the highest sponsorship to date, from £5200 in 2017 to £10350 in 2018. This was down to more staff time dedicated to generating relationships with businesses, increased and regular communication about how business can get involved. See attached 'Business Leads the Herd' press release and 'Get Involved' document.

£6000 in-kind
support

We have made an exciting new partnership with Penrith based tech company theidol.com who came in as title sponsor through their insurance comparison brand Compare Cover. This was much more than just giving cash, we worked in partnership with them to create an innovative national PR campaign, held key meetings at their offices which they provided in kind. We are continuing to work with them through staff training, looking at innovative ways arts and business can mutually benefit. Theidol.com also ran a photo-booth stall in the market and put a team in to The Drovers Cup.

EVENTS FOR ALL

We programmed a wide range of entertainment with activities for all generations. A wide variety of music genres, fairground rides for various ages, performers and acts that appeal to a broad range of tastes.

We created an accessible viewing area for those in wheelchairs.

The event was free to attend, with all music, performances and procession free to access.

Of those responding to the questionnaire:

4% said their activities were a little limited and **2.5%** said their activities were limited a lot due to day-to-day a health problem or disability which has lasted, or is expected to last, at least 12 months.

95% described their ethnicity as White British, **2.5%** as other white background and **0.5%** as White and Asian.

94% rated the event good or very good in response to is the event value for money.

WHEREVER POSSIBLE OF LOCAL COMPANIES/PEOPLE TO DELIVER THE EVENT

BUSINESS SUPPORT

35 Penrith and Eden based business contributed to The Winter Droving through either cash sponsorship, supplies donated in-kind, donation of staff time, window dressing, droving related special offers, mask and programme outlets.

PARKING

Ullswater Community College provided their carpark free of charge for the event which has approx. 150 spaces which was checked at 2pm on the day of the event and was full.

PARTNERSHIP WORKING

We worked closely with the Lions, Rotary, the Police to deliver the event and worked with Penrith Chamber of Trade, Penrith BID to promote opportunities to get involved to businesses.

CONTRACTORS/SUPPLIERS

20 businesses from Eden/Penrith
3 from Cumbria
8 from UK

STAFF

11 freelance staff from Penrith & Eden
14 from elsewhere

ARTISTS

4 Penrith/Eden Based artists
9 Cumbria Based artists
16 UK based artists

COMMUNITY/VOLUNTARY/STATUTORY INVOLVEMENT

23 Penrith/Eden based groups were involved in Winter Droving

MARKET TRADERS

19 Penrith/Eden based traders
23 Cumbrian based traders
18 UK based traders
20 Crafty Vintage sourced traders

13 Charity Stalls



"It's amazing being in the parade, a real buzz, the whole town comes alive and the amount of people who turn out to watch is mind blowing.

It is a privilege to take part as we are all immensely proud of Penrith and anything that promotes it has to be a good thing.

The wonderful thing about the Droving is how it just gets better each year well done to Eden Arts."

Christine Romero,
'The Golden Crossbreeds'

(read our full blog about them here <https://www.edenarts.co.uk/blog/the-golden-crossbreeds>)





LOCAL INVOLVEMENT

Many local community groups, individuals, family and social groups and schools got involved with the event this year and the event instils pride in locals in the place where they live.

Mask making workshops were undertaken with 17 Y7 pupils at Ullswater Community College.

33 people took part in mask making workshop with Chrysalis Cumbria with people with disabilities.

19 people took part in public masking making workshops that took place at Eden Arts' venue, run by Myriad Studio.

29 people took part in public mask and headdress making workshops at Moorland Studio.

Over 40 people made masks on the day of the Winter Droving at the free masking making stall run by Myriad Studio.

The parade brought together local Brownie, Rainbow and Scout groups, Penrith Players, other social groups who carried fire torches and pulled lanterns.

"The whole atmosphere of the place. A friendly bunch and met lots of nice people from all over. The best event of the year."

"Thank you all so much for the time and effort you put into this amazing event. It's the highlight of the year."

"It just keeps getting better and better. My favourite day of the year."

"It is utterly unique and brilliant, magical and excellent, thanks to all who make it happen. It's so special to Penrith, may it grow and continue"

COMMUNITY

IMPACT ON COMMUNITY AND SOCIAL COHESION, HEALTH AND WELL-BEING

From our survey 97.8% of respondents rated the quality of the event good or very good.

Responding to the question what was your main motivation for attending The Winter Droving, we gained the following responses.

32% to enjoy the atmosphere
23% to be entertained
16% to spend time with family and friends
13% to do something new/out of the ordinary



ENVIRONMENTAL IMPACT

This year we sought to reduce the environmental impact of the event.

We required all traders to use biodegradable packaging and banned all single use plastics by traders, and provided on site recycling stations for the public to use.

The main stage this year was run on solar power.

We're planning on building on this for future events and sharing our learning with other events organisers in Penrith.

MARKETING REACH

We achieved exceptional results from our PR and marketing campaigns, reaching **5000 likes** to The Winter Droving FB page a few days before the event, a 24.6% increase. **Increasing web-traffic** by 30% on 2017 in the days leading up to the events. Gaining excellent coverage in national and local press and TV.

We had a **15-minute live interview** on morning of event on national station Talk Radio with ex Googlebox hosts Steph and Dom.

We took over **Arts Council England Aceagrams** account on Instagram which has 24K followers. Posting 23 times across the two days and reaching an average of 2000 people per post.

Winter Droving featured in/on...

Cumbria Crack
News and Star
Cumberland and Westmoreland Herald
The Crack (Newcastle)
ITV Border News
That's Cumbria TV
Cumbria Guide
Creative Tourist
BBC Radio Cumbria
Country Life
Cumbria 24
Cumbria Live
Living North
The Cumberland News
Westmoreland Gazette
CFM

The PR campaign with Compare Cover reached **281M online readership** alone. (see attached report) including The Independent, The Mirror and The Sun.

Our most successful Facebook post reached over 24K people with 854 reactions, comments and shares...



...other successful posts were around the notion of a traditional halloween celebration and dressing up to join the herd.

ECONOMIC IMPACT

25,000 PEOPLE attended

Average distance travelled **35 MILES**

£76 average spend

£2.1 MILLION generated for local economy



METHOD STATEMENT

Audience responses and data was collected via an online survey and collected on the day of the event. We collected 202 responses.

We used an app for measuring crowd density to get approximate attendance figures. Measured through <https://www.mapchecking.com/> and <http://www.gkstill.com>

Average spend and spend into local economy calculations based on questionnaire data on average spend multiplied by estimated audiences.
