

# USING AN EVENTS LED APPROACH TO ATTRACTING PEOPLE INTO OUR HIGH STREETS

Gary Clifton

Major Events Manager

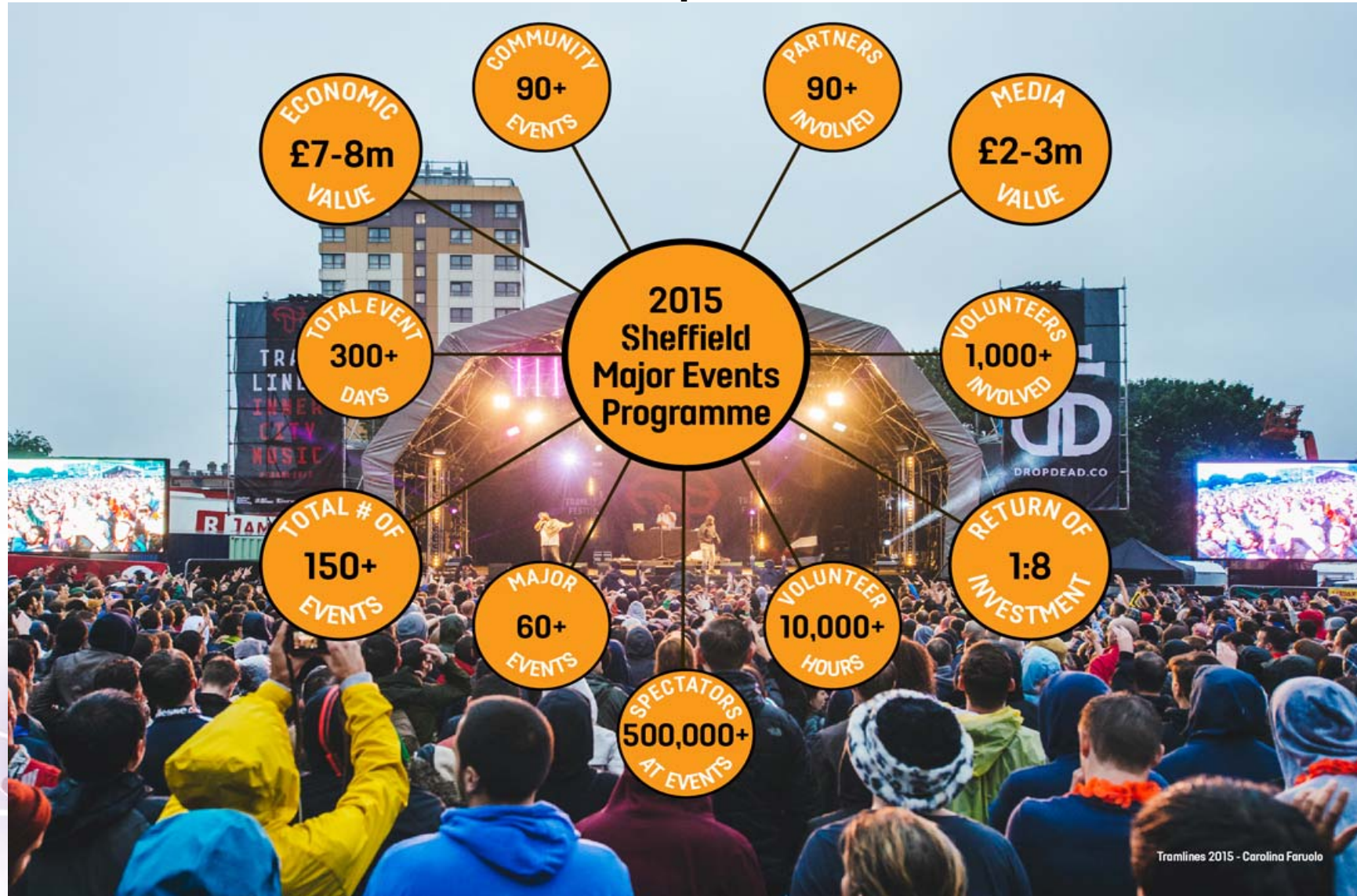
Sheffield City Council

Sheffield  
City Council



Sheffield City Council

# Sheffield's Major Events Programme Outputs



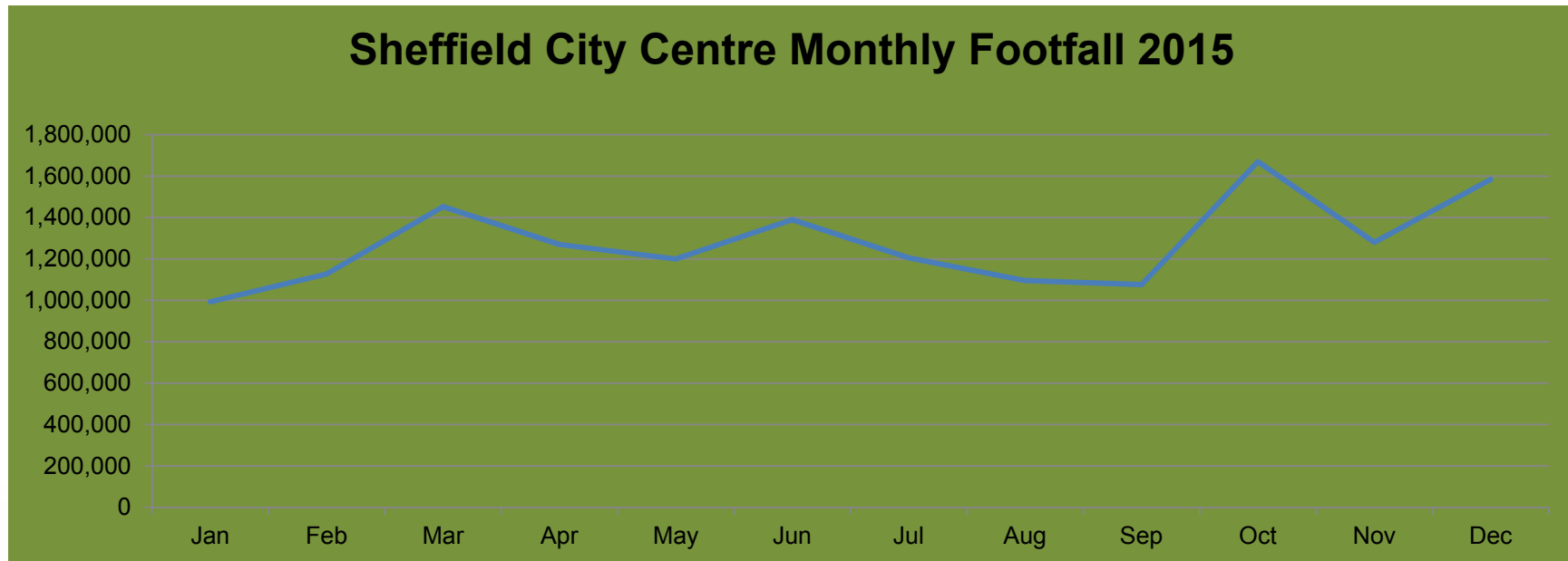
# Programme in Brief

Year of Making      Tramlines Urban Music Festival      Beer X  
BUC'S Nationals      Art in the Gardens      Comedy Festival  
Festival of the Mind      British Indoor Athletics Championships  
Sheffield Adventure Film Festival      Magnificent 7      Off  
the Shelf Literary Festival      Out of this World      Cliffhanger  
Yorkshire Half Marathon      Christmas Lights Switch On  
World Snooker Championship      Christmas Market      Skyride  
Highland Fling Country Fair      ASA National Winter Swimming  
International Documentary Film Festival      Celluloid Scream  
Sheffield Food Festival      Olympic Diving Trials      EID Festival

# Sheffield City Centre: First of the New



# What to do to Increase Footfall?



- **March**
- **May/June**
- **September/October**
- **Nov/December**

**Global Village Market**  
**Sheffield Food Festival / Doc Fest**  
**Fresher's Fortnight / Global Village Market / Out of this World**  
**Christmas Lights Switch On / Christmas Market**

Sheffield City Council

# Considerations

- Not uniformly welcome
- Difficult to measure success (numbers and economics)
- Positives and Negatives
- More a sense of place / pride / ours
- Weather
- Very Public – so be Prepared!



# CASE STUDIES

Different Events Will Take Different Journeys  
Be Prepared to Change / Adapt / take  
Risks!



# Fright Night

**SHEFFIELD CITY CENTRE PRESENTS**

**FREE ENTRY**

**FRIGHT NIGHT**  
BRITAIN'S BIGGEST HALLOWEEN CARNIVAL

**SUNDAY 27<sup>th</sup> OCTOBER 3:30 → 8:30pm**

MAIN SPONSOR **First** PRINCIPAL MEDIA PARTNER **Real radio**

**The Star** **The University Of Sheffield** **LOTTERY FUNDED** **Travel South Yorkshire** **South Yorkshire Police and Crime Commissioners** **yellowbusevents** **Sheffield City Council**

**MORE DETAILS AT [WWW.YELLOWBUSEVENTS.CO.UK](http://WWW.YELLOWBUSEVENTS.CO.UK)**



# Challenges

- Original Concept – Family Focused Halloween Celebration
- Not an SCC Event – Use our Sites for Free
- Free Entry
- 30,000 people
- Ran for over 10 years
- Increasingly attracted Anti Social Behaviour
- Became FRIGHTENING!
- Police Raising concerns over public safety
- Event Organiser decided to walk away
- Public Reaction – They want a replacement!



# Out of This World

**OUT OF THIS WORLD**

Sheffield's festival of sci-fi, magic and horror

**SUNDAY 25 OCTOBER**

11.00AM – 6.00PM SHEFFIELD CITY CENTRE

FOR FULL EVENT DETAILS GO TO:  
[WWW.SHEFFIELD.GOV.UK/OUTOFTHISWORLD](http://WWW.SHEFFIELD.GOV.UK/OUTOFTHISWORLD)

FREE ADMISSION  
DRESS UP. EXPERIENCE. JOIN IN.

FARRAR'S FUN FAIRS | Events & MOOR | heart 100+100 | Sheffield City Council

# Outputs

- Now an SCC Event
- Finish Earlier in the day (trouble when its dark)!
- Illusion, Magic, Comi-Con, Sci Fi, Horror
- 2<sup>nd</sup> Year – hit 30,000
- Back to basic, new audience
- Still some grumbling “why did fright night have to go, council's fault!”
- Appetite and interest is still growing
- No police concerns



# Cliffhanger

**REWARD HEALTH**  
**Cliffhanger**  
[www.cliff-hanger.co.uk](http://www.cliff-hanger.co.uk)



**Climb It, Bike It, Run It, Do It...**  
The UK's Biggest Outdoor Event for Outdoor People  
Adults £6, Accompanied U16's Free

**MILLHOUSES PARK SHEFFIELD**  
10.30am - 6pm **11 & 12 July 2015**

**REWARD HEALTH**  
Partnership with **Vitality**  
Health • Life

**DECATHLON**  
SPORT FOR ALL | ALL FOR SPORT  
[www.decathlon.co.uk](http://www.decathlon.co.uk)

**heart**  
106-108  
more music variety

**SKYDIVE**  
HEALDSTOW

**SHEFFIELD CITY COUNCIL**  
SPEND IT AND SAVE IT FOR MY CLASH SPORTS

**HAYBROOK**  
MADE IN SOUTH YORKSHIRE

Sheffield City Council

Sheffield City Council • Major Events Team • Tel: 0114 273 6681 • [www.sheffield.gov.uk](http://www.sheffield.gov.uk) • DP17007

Sheffield City Council

# Challenges

- Great Event
- In a park - “parks event outturn”
- Affluent part of town
- Paid Entry
- Same People
- 10,000 (constant number)
- The event needs to do more!

# Other Influences – Sheffield the Outdoor City

The screenshot shows the Sheffield The Outdoor City website in a browser window. The address bar displays <http://theoutdoorcity.co.uk/>. The website header includes the logo for Sheffield The Outdoor City, navigation buttons for "Top 10 Outdoors", "Top 10 City", and "Plan Your Trip", a search bar, and social media icons for Facebook, Twitter, Instagram, and YouTube. Below the header are four activity tabs: "Run" (orange), "Walk" (blue), "Climb" (green), and "Ride" (red). The main content area features a blue banner with the text: "Stroll down hidden waterways, past industrial relics & to wilderness at the edge of the city. Lace up your boots." To the right of this text is an illustration of two green and yellow thermal flasks, with the word "WALK" written on the larger one. Below the banner are two featured articles. The first is titled "Cliffhanger 2016" and features a photograph of a person climbing a red and yellow wall. The text on the image includes "Sheffield The Outdoor City", "Sheffield City Council", "Sheffield City Centre", and "9 & 10 July 2016". The second article is titled "Walk Community" and "An introduction to Nordic walking", accompanied by an illustration of a person's hands holding red walking poles. The browser's taskbar at the bottom shows various application icons and the system clock indicating 16:10 on 10/06/2016.

# Cliffhanger City Centre



See it, Try it, Do it...

[www.cliff-hanger.co.uk](http://www.cliff-hanger.co.uk)

Pentagon Jeep

Sheffield  
Hallam  
University

Sheffield **BID**  
Business Improvement District

**BMC**

Sheffield  
City Council

# Challenges

- Strategically aligned – more interest from above
- No Ticket income – charging in city centres is not easy
- Grass – or lack of!
- Need to re-think the product
- Be wowed, scared, have a go
- Opportunity for 40-50,000 people
- Lets see!





# Conclusion

- The right events drive footfall
- Need to consider consequences
- Funding, Partners, Retailers, Public Transport etc etc
- Be brave, take calculated risks
- Use your spaces
- We aren't in competition on this, we all have them and all will do similar things
- Find the odd niche one!

- Thanks for listening
- Any Questions?

