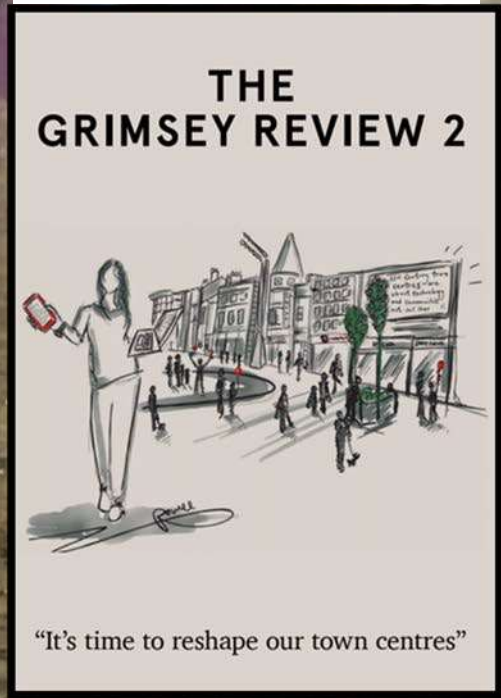


GETTING THE OPERATIONAL FRONTLINE RIGHT IN A MARKET AND EVENT LED TOWN CENTRE



Richy Beddard

Markets and Town Centre Cleansing Manager



GREAT BRITISH MARKET AWARDS 2018

kpr











ENTERPRISE ARCADE

37 High Street





















Graham Sault @sault · 19/09/2018

One of the things I like about **#Stockton:** even in the midst of **#StormAli** (and it's **very** blowy here just now) there is someone picking up debris from the fountains to ensure that the town looks its best. Investing in top-notch public realm - and then maintaining it - is key!



Stockton BID and 2 others



Graham Sault @sault · 20/04/2018

I'm back in lovely **#Stockton** today, meeting representatives from **@stocktoncouncil** and **@StocktonBID** later. As I often point out, it's not just the quality of the public realm that is exceptional here, but the quality of the upkeep as well



940 views







EVENTS SUMMARY – AUDIENCE NUMBERS 2018 & 2019

High Street Turnover from Market Visitors

- We first divided the weekly/yearly turnover by the average market spend per group to get number of groups weekly/yearly
 - 19,750 visiting groups per week
 - 1,006,500 visiting groups per year
- This can then be multiplied by the average town centre spend to give
 - £400,600 spent by market visitors in the town centre per week
 - £20.4m spent by market visitors in the town centre per year
- The total spend by market visitors in Stockton is £27.3m per year

ROI
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Events	Event Season	Visitor Numbers	Average Visitor Numbers (2018 – 2020)	Type of Event
Armed Forces Day	2018/19	3,000	2,000 per year	Civic Event
	2019/20	1,000		
Fireworks	2018/19	40,000	40,000 per year	Arts/Cultural or Community Safety
	2019/20	40,000		
Great North City Games	2019/20	12,000	12,000 per year	Sporting Event
Remembrance Sunday	2018/19	1,500	1,500 per year	Civic
	2019/20	1,500		
SIRF	2018/19	65,000	62,250 per year	Arts/Cultural
	2019/20	59,500		
Specialist Markets	2018/19	14,000	11,000 per year	Arts/Cultural or Community
	2019/20	8,000		
Stockton Cycling Festival	2018/19	12,000	12,000 per year	Sporting Event
	2019/20	12,000		
Stockton Sparkles	2018/19	13,800	12,650 per year	Arts/Cultural or Community
	2019/20	11,500		
Stockton Stages	2018/19	1,500	1,500 per year	Music
	2019/20	1,500		
Supercar Saturday	2018/19	5,000	5,500 per year	Sporting Event
	2019/20	6,000		

SIRF 2019 £954, 552

based on audience numbers of 59,500 attending over 4 days

Cycling 2019 £60,637

based on audience numbers of 7,000 attending over 2 days

Sparkles 2019 £162,735

based on audience numbers of 13,800 attending over 3 weeks





Stockton-on-Tees
BOROUGH COUNCIL

www.stockton.gov.uk/events

