



LYTHAM FESTIVAL

music · comedy · culture



Overview

In the six years since the first Lytham Proms with Lesley Garrett, Lytham Festival is now well established as an annual national music event.

Lytham Festival continues to evolve within the music festival space that it occupies in the country; enhancing its artistic portfolio to broaden the audience, attract new audiences whilst providing reasons for existing audiences to engage with more of the Festival throughout the week.

Additional nights

Last year an additional night of entertainment was added to the 'Proms Arena' increasing it from three nights to four nights; this was kindly permitted by the Council as the opportunity had arisen to have Faithless perform an exclusive outdoor concert.

The artist provided the Festival the opportunity to engage with a new audience. A territorial exclusivity clause was added to the artist contract and data showed that a new audience came from all over the country.

The appearance of Faithless also allowed Lytham Festival the opportunity to be recognised within the main stream festival market, and engaged with both a different demographic and artists that previously did not have either the Festival or the town on their radar, which inevitably resulted in 2015 being one of the best years since the Festival began.

It added nicely to the Heritage, 80s & 90s and Proms evenings and allowed the opportunity for dialogue with artists with more relevance, and wider appeal.

We capitalised quickly on the benefits of the Faithless performance with a deal that would see 'Noel Gallagher's High Flying Birds' take to the Thursday night stage at Lytham Festival 2016.

Thursday 4th August 2016 saw over 10,000 people buy a ticket to come and enjoy Noel Gallagher in Lytham.



Thursday night at Lytham Festival after two successful years is now positioned to attract a different and additional genre to the original three nights, a genre that will continue to attract new customers and visitors as well as providing existing customers with a different choice and style of music.

Benefits - Additional Days

Lytham Festival has become a well established week-long event. This is positive, but equally commercially challenging to develop a multi-site Festival where often elements are not viable as stand-alone projects.

Additional days mean-

- Increased opportunity to book top artists years in advance
- Enable additional use of the stage and site; sharing the risk for the broader Festival as well as providing some flexibility for different scenarios that may present, such as weather
- Positive economic impact for the local business; 20% of Lytham Festival customers stay in local hotels, spending on average £98.00
- Development of genres of music, attracting additional new audiences
- Increased rental and revenue to Fylde Council
- Higher footfalls within the town, resulting in increased spending in local business
- Additional national, regional and local PR and advertising, increasing the visibility of the town



Lytham Festival TV

This year saw the launch of Lytham Festival TV - a new professional live broadcast of the week-long Festival that attracted over 18,500 viewers!

The majority of viewers were based in the United Kingdom, but Lytham was seen in the United States, Germany, Spain and even Japan!

Almost 47% of the total viewers tuned in to the Thursday night, Noel Gallagher's High Flying Birds.

Local Talent

A key opportunity and responsibility that Lytham Festival holds is to encourage local talent.

This year saw over 20 local bands and artists become involved and perform during the Festival week. The Hub featured young performers such as Emily Rhodes whilst local lad Jack Frimston brought his band The Tailormade, crowned the 'Best Buskers in London' by Mayor Boris Johnson, to perform at Stage Too in support of Lemar.

Partners

This year we established further new local partnerships and continued to enhance relationships existing partners.

The Festival Hub came to life in the square as a result of a significant £15,000 investment by Lytham Festival which employed 10 temporary local staff. The Festival Hub in partnership with Lytham in Bloom became a centre show peace and was extremely well received by the National Judges. In addition to the investment of £15,000 on the Festival Hub, Lytham Festival also made a cash donation of £2,000, a charity auction prize for a Meet & Greet and VIP Experience at a Rod Stewart Concert (raising £5,000) and donated a days labour by 20 of the Cuffe & Taylor team to assist Lytham in Bloom in preparing the town for judging.

Lytham Festival works with local partners all year round. With Lytham Business Partnership we deliver the Christmas Lights Switch-on - now a well established, free to attend event, attracting well over 2,000 people. We allocate free of charge our Senior Event Manager who spends up to 10 weeks working with the partnership, organizing and delivering the event. We also provide a number of the Switch-on celebrities at our cost, investing £10,000 on talent for last years event alone.



A partnership with Trinity Hospice sees Lytham Festival make an annual cash donation of £10,000 to the hospice in return for volunteers time at the festival. The volunteer assist in a variety of ways, including ticket scanning, litter picking and customer service roles.

Lytham Hall is now an established key partner for the Festival. Together we have delivered two years of wonderful outdoor picnic cinema that has been attended by 1,500 people. It's a partnership that will further develop in years to come.

Fylde Borough Council and Lytham Festival along with the Arts Council and others joined forces to deliver the Counterpart trail. Twelve specially commissioned art interventions were located around Lytham. A wonderful success with almost 6000 people participating.

In addition 2000 people attended gigs and shows during the Festival Week at Lowther Pavilion. In 2016 alone Cuffe & Taylor directly donated £12,500 to Love Lowther Campaign by donating all the box office receipts from the Collabro concert to the theatre, without any deductions.

This work is undertaken as part of the sincere thank you we extend back to the people and businesses of Lytham for their support throughout the year.



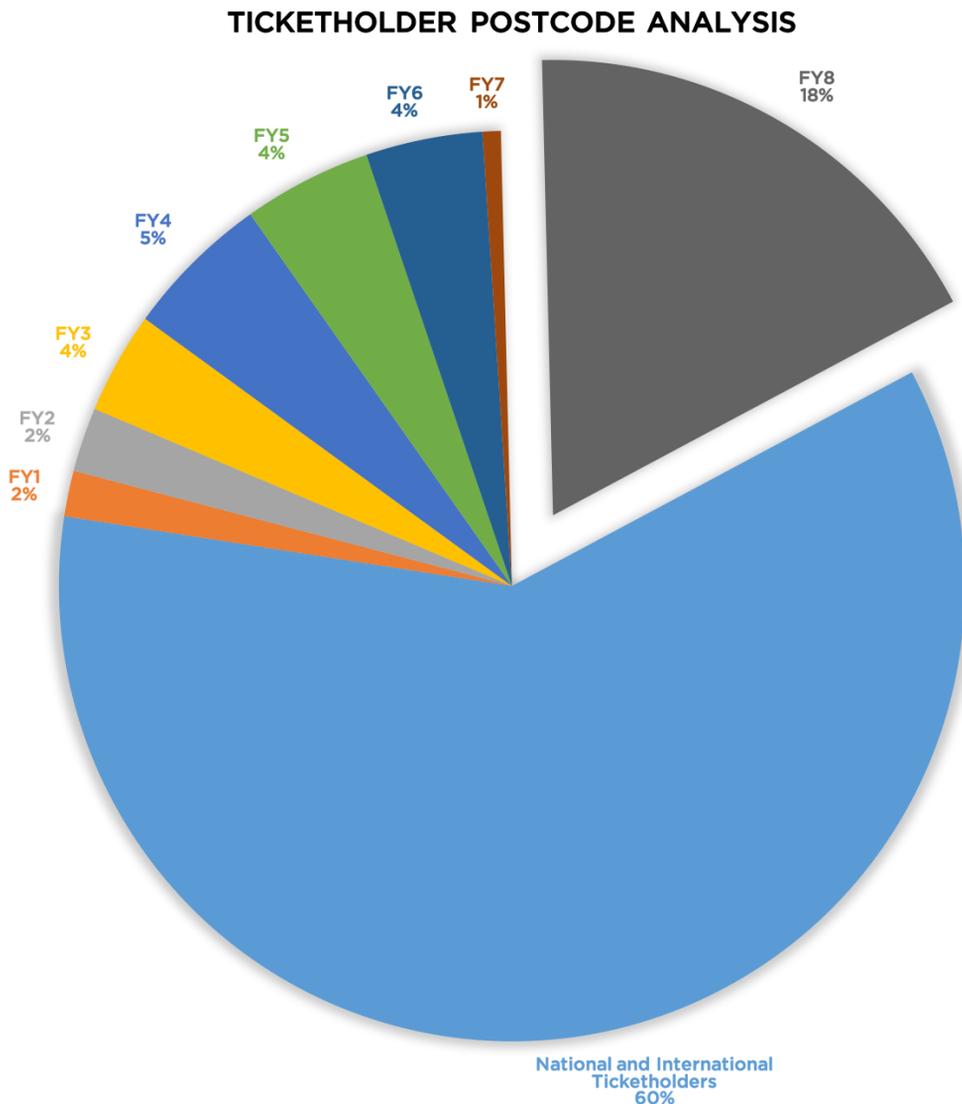
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Facts & Figures

- Lytham Festival employs over 450 people throughout the week long event, many of whom are local young people and students.
- This year the Festival Hub employed a team of 10 local people who worked for more than 650 hours as ambassadors of the Festival and the Town.
- 18% of visitors to the Lytham Festival were local to the area and came from FY8, 22% were from other FY Codes, and the remaining 60% travelled from the rest of the country or further afield.
- The local economy and business in Lytham will have seen an economic benefit of over £4,919,154* as a direct result of Lytham Festival.

*Based on official data provided by UK Music





The Future

The wonderful success of the additional nights over the last two years demonstrates that there is an appetite for the Festival to further develop.

The support is from local people as well as the many visitors who make the annual trip to the town.

With an economical impact this year of almost £5 million pounds, Lytham Festival with support of residents, businesses and all its partners is in a unique and no doubt envied position to be able to further develop and strengthen this great event.

