

Sunderland Live

Coalfield Area Committee
Presentation

Background



- Established by Sunderland City Council in April 2013
 - Maintain and protect core events programme
 - Maintain high public satisfaction levels
 - Increase provision of events in Sunderland
 - Reduce on-going cost to Council

Maintain and Protect Core Events Programme

- City Sings
- Penshaw Bowl
- Running Festival
- Stadium Concerts
- Sunderland Festival
- Armed Forces Day
- Sunderland International Airshow
- Houghton Feast
- Remembrance Weekend
- Christmas Lights Switch On
- Christmas Programme
- Mayor's Ball
- Boxing Day Dip

Sunderland Live



Business Partners Catering & Hospitality Premium Packages Trade & Exhibition

Increase Provision of Events in Sunderland

- Wearmouth Bridge Zip Wire
- Pretty Muddy
- Sunderland Soundscape (Music)
- Comedy Festival
- Feel Good Festival (Health & Wellbeing)
- Vintage and Retro Festival
- Summer in the City (1 month)



Customer Research

- Approximately 5000 people attended Vintage and Retro Festival
- 46% were from outside Sunderland
- 92% people who attended enjoyed The Sunderland Festival
- 97% of people attending the Airshow rated the event “Very Good” or “Excellent”
- The average rating for the Roker Park Lights was 92%
- The average rating for the Christmas Experience Package was 98%



Sunderland International Airshow



- Estimated attendance – 850,000
- 20% of visitors had not visited previously
- 76% of visitors lived outside of Sunderland
- 61% of visitors attended as part of a group of 3 or more
- Average spend per person (excluding accommodation) - £12.86 per day

New Events - 2014

- Sunderland Festival of Food
- Triathlon Pink
- Summer in the City (3 months)
- The Color Run
- Sunderland Comic Con
- More festivals/events launching soon!



Sunderland Live - Open for Business

- Key Objectives
- Area Priorities
- Adding Value

Feedback, Questions and Comments