

Sunderland City Council

2023 Events

Marion Dixon

Sunderland A Destination City

City Plan - Vibrant and Dynamic City.

- Bring communities together,
- Showcase the City,
 - Profile
 - Investment
- Bring economic benefit to City.



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City of Sunderland Events

Festival of Light

- 'Imagination' brought together nostalgia and innovation in Mowbray Park
 - Projection - Museum and Winter Garden.
 - Magical and interactive Fairy Dell.
 - 80,000 additional visitors to the city.
 - 80% stating main purpose for visiting Sunderland.
 - 98% supportive of new content and location.
 - 97% would recommend and
 - 97% would attend again.
- Total economic impact of event £945,058 to the city.





Kings Coronation

- Big screens at 5 key locations across the City brought the Kings Coronation broadcast to Sunderland.
- Keel Square, Barnes Park, The Town Moor Hendon, Rectory Park, Houghton le Spring, and The Galleries at Washington.
- Enhanced by family-fun activities and entertainment, food and drinks.
- An audience of more than 5,000 enjoyed the celebrations.



Eurovision

- As the UK played host to Eurovision 2023 the people of Sunderland joined in the party spirit!
- Working in partnership with Park Lane Traders, audiences enjoyed a lively programme of Eurovision themed performances including Abba tribute acts, Sunderland's Got Talent, and screenings of the big event at Park Lane.



Remembrance

One of the largest Remembrance Parades outside of London was held with 7,000 attending in solemn safety in Sunderland.



Make Music Day 2023

- 21 June is Make Music Day. Shining a spotlight on musicians and music makers across all genres internationally.
- New for this year, Sunderland's very own homegrown talent was showcased.
- Working with Sunderland BID and We Make Culture, the city saw an eclectic programme of free performances rolled out at High Street West, Fawcett Street, Park Lane, Market Square and Blandford Street.



Community Events Large and Small



- The newly established Elemore Park became the venue for the 1st Elemore Folk Festival. Presenting live folk and brass performances to a family audience of 600
- The historic annual event of Houghton Feast with its Opening Ceremony, parade, fairgrounds and spectacular firework display welcomed attendees in excess of 6,500
- To create a spark for local community events there will be new area funding for 2024



Partnership working

- This year saw the introduction of a new grant scheme, enabling new and existing events in the City to grow and develop.
- Summer Streets – making music of all genres accessible to residents at Cliffe Park over 2 days
- Hylton Castle Battle reenactment - The city was transported back in time to the seventeenth century for a weekend as the Cavaliers and Roundheads once again waged civil war in the grounds of Hylton Castle.
- The reenactment was created by the English Civil War Society and set against the stunning backdrop of the recently restored Hylton Castle with around 10,000 people turning out across the weekend to witness it.
- Boundaries - Boundaries is a non-profit festival that aims to celebrate and support unique, adventurous, exciting and curious music performances currently in 3 venues across the city – attracting national audiences.





Joint Working Sunderland BID

- Matched funding
- City Centre programme
- Enhanced footfall
- Increased spend



The Future

- Future Fun Youth Event
- Pride Month of June
- Mela
- 10-year Summer Streets
- Washington 60
- Diwali
- Festival of Light
- Opening Game Women's Rugby World Cup

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