



LUMIERE
Durham, November 2011

Business Toolkit

Lumiere 2009

- Lumiere 2009 was a great success. For four nights Durham was transformed into a nocturnal winter wonderland, with 22 different artworks created by artists using light situated around the city.
- At least 75,000 people packed the city streets to see the event.
- The event's producers, Artichoke, have been invited to return in 2011 for Lumiere II.





Business survey

- As part of the evaluation of the event, Durham County Council commissioned an independent survey of businesses in the city centre.
- 50 telephone interviews were conducted with businesses in the city centre
- 27 hotels and guest houses were also interviewed to assess impact of the event

Survey results

- 42% said Lumiere had a positive impact on their business.
- 24% reported increased turnover as a result of Lumiere
- 78% thought event had improved image of city
- Few businesses had taken part but most said they would in future





Audience survey

- 81% from the North East, 17% rest of UK, 2% from overseas
- Most (63%) either employed or self-employed
- 95% said the purpose of their visit was to see Lumiere
- Event scored 8 out of 10 for quality. 90% said they would recommend to a friend
- 92% said 'Lumiere made me feel happy'

Pointers: Lumiere II

- Results suggest visitors would have appreciated better facilities, especially a better food and drink offer
- In addition, visitors mentioned better signage and information, and better transport
- 73% of visitors said all or most of the money they spent was a direct result of Lumiere
- Most businesses wanted to take part in future





Economic Benefits

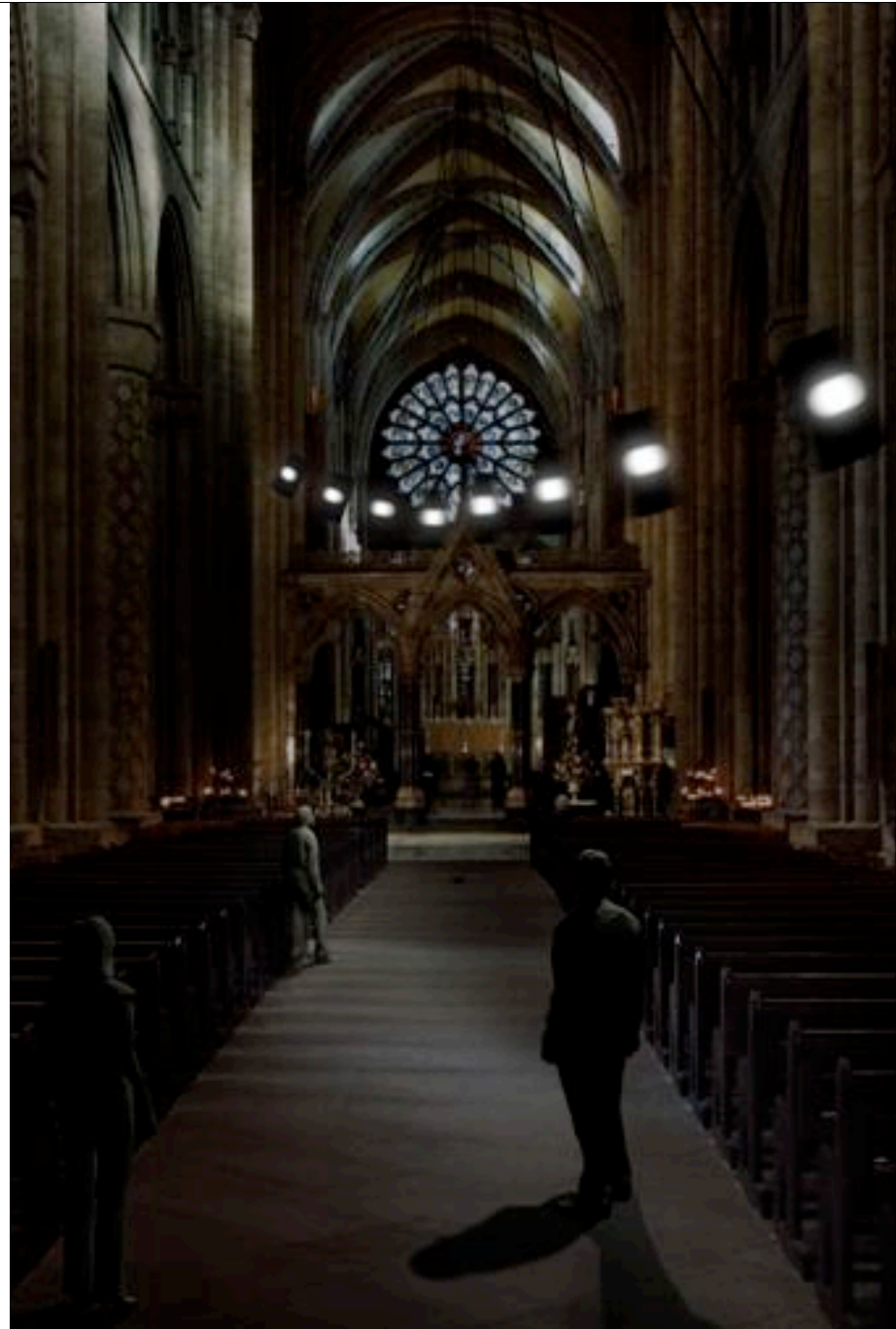
- Lumiere brought tangible economic benefits to the city
- In addition, the Festival generated unprecedented media coverage, including a TV documentary, a double-page spread in *The Observer*, and 14 other national articles
- Total economic benefit, including the value of media coverage, was estimated at at least £1.5m



Lumiere 2011:
How to take part

Lumiere 2011

- Lumiere 2011 will be bigger and better than in 2009 with more artworks across a wider area.
- 50% of the cost of the Festival already in place
- Businesses can be part of the Festival in a variety of ways:
 - Sponsorship
 - Sponsorship in kind
 - Business supporters club





Sponsorship

- Range of packages available
- Benefits include accreditation in all marketing materials, on-site branding etc
- Sponsors and their guests invited to money-can't-buy Festival receptions, artist's tours etc
- Packages can be tailored to sponsor's needs according to level of support

Sponsorship in kind

- Sponsors-in-kind give goods and services, rather than cash
 - For example, sponsors-in-kind could provide:
 - Plant or equipment
 - Hotel accommodation
 - Staff catering
 - Hospitality for visiting VIPs
- Benefits package determined according to level of support





Business supporter

- Business supporters can be involved in a number of ways:
 - Hosting an artwork or a workshop
 - Creating a window-display or displaying Festival guides
 - Selling Festival merchandise
 - Extending opening hours or creating a special festive menu
 - Membership of business club with entry-level £500 subscription
- Benefits packages depending on level of support



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Talk to us ...