



Light Night 2010 Statistics and Numbers

- 15,000 extra people in the City Centre over the whole day, 8000 extra at the peak time
- 2000 more people walked through the Cultural Quarter on 18 Nov than on any previously recorded day - this demonstrates that the Light Night map and concept worked.
- The Dudson Museum, the furthest away from the central square on our Light Night map had 60 visitors to the museum (exactly!) – *'all who had taken the trouble to walk down to the bottom of Hope Street away from the hub of things! They were almost all visitors who had not been to our museum before and a number who could not have come in our usual opening hours so it was good from that point of view too.'*
- Radio Stoke (one of the LN venues) had 300 visitors in 5 hours
- Tesco (another LN venue) gave away 240 free hog roast rolls in an hour and 20 mins - they thought they'd last for 3 hrs, but ran out v quickly
- The Regent Theatre staff gave away 1000 pirate hats and 500 eye patches to promote the panto
- Light Night web portal on www.visitstoke.co.uk received 373 visitor sessions in October and 2392 in November = 2765, and the tourism Light Night e-campaign received 7908 sessions
- We gave away 470 free glow sticks and 80 cloth carrier bags, mostly to people who filled in our survey forms on the night.
- Cross Rhythms had 65 people come in for hot drink and mince pies in addition to the CR volunteer team who were having a bit of a party.
- Airspace Gallery had 18 visitors in 2 hours most of whom had never been in before – this is more than a busy Saturday in a quarter of the time.
- The Sentinel sold 1400 papers from their kiosks on the day when they would normally sell 600-700, so more than double.
- Between 60 and 100 people visited the Mitchell Memorial Theatre, all enjoyed it and expressed excitement about the new theatre opening in the spring.
- Our affiliated charity collected over £400 on the night and were very pleased with the profile and awareness that the event brought to their ongoing work to protect vulnerable people in Stoke-on-Trent.
- £97,128.75 worth of print editorial coverage achieved plus extensive radio time.
- Event delivered within budget without dipping into contingency. The funding for Light Night was made up of 23% City Council, 37% business sponsorship, 28% external grants, and 12% in kind contributions in addition that which was spent by partners in their own venues. This funding profile alone is a clear illustration of the scale of partnership working the event demonstrated.



Key findings from the audience survey

- 65% of respondents indicated that their main reason for coming to the City Centre was to attend Light Night.
- 89% of all respondents felt that Light Night was either Excellent or Good.
- 32% of respondents indicated that **their experience of Light Night had changed how they saw Stoke-on-Trent.**
- 18% of all respondents attended all venues , the majority visited the stage show plus two or three (32%).
- 82% had heard about Light Night before they came to the event/s
- One in three respondents (33%) heard about the event from someone else.
- 11% of respondents found out about Light Night through advertisements and a similar percentage through posters.
- 65% of the respondents were female.
- 55% of respondents were 25 or under.
- 45% opted to receive information in the future and post (43%) was the most popular method of contact.

A few more statistics:

- 37 artists incl 8 aspiring and 29 professional spent a total of 90 days creating elements of Light Night
- 160 parade participants from 16 different community groups and organizations incl 3 schools involved

Legacies:

- lanterns made for parade then hung in the atrium of Victoria Hall for 6 weeks and were seen by an estimated 40,000 people.
- 3 shop window installations remained on display for six weeks
- Carnival costume master class for local artists