



Summer In The City

A welcome back to Leicester Campaign



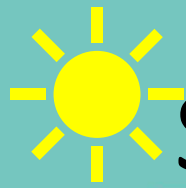
Week 4 Update 2021 Festivals & Events



Summer in the City

The Summer in the City programme was intended to encourage families back into the city centre to enjoy a wide range of free family fun.

A grant of £115,000 was approved through the Covid recovery funds to support a 6 week programme of Covid safe events throughout the City centre during the summer.



Summer in the City Programme

Currently as dated 12th August 2021 statistics based on the 6 weeks only

- 52 days of programming
- 36 individual activities / events
- 519 Combined activity days
- 50 Local businesses involved
- 55 sites throughout the city
- 65,853* Participants
- 16,700* Audience members

*estimated



Basketball England's Nation Tour

Saturday 10 July saw Basketball England and Hype clothing brand launch their national tour in Leicester's Humberstone Gate in line with the release of Space Jam 2.

- 3 x Youth tournaments U12, U14, U16
- Professional Freestyle shows
- Open Court for public sessions
- Celebrity 3 x 3 match
- UK Dunk champion show

100's of free clothing, tickets & prizes were given away to the public throughout the day

Estimated physical audience 8,000 throughout the day



Cosmopolitan Voices In The City

Cosmopolitan Arts took over an empty shop on Humberstone Gate between Wednesday 14 - Sunday 18 July

Showcasing performance art with an immersive digital art project which used the latest 3D sound and film technology to explore issues of heritage and racism.

The project used an empty unit on Humberstone Gate.

Estimated physical audience 6,000





Rocket Round Leicester

The 40 rockets were installed in outdoor locations throughout the city on Sunday 18 July

Also 39 Junior jets designed by schools are On display 19 hosted within LCC public buildings.

- Abbey Pumping Station
- Guildhall
- Leicester Museum & Art Gallery
- Newarke Houses Museum
- Belgrave Library
- King Richard III Visitor Centre

4 weeks into the trail 45,754 sculptures have been unlocked and over 27,500 rewards have been collected by the public.

It is estimated the number of participants is at least 5 x higher that the app statistics reveal.





Beach In The City

Humberstone Gate beach open on Monday 19 July

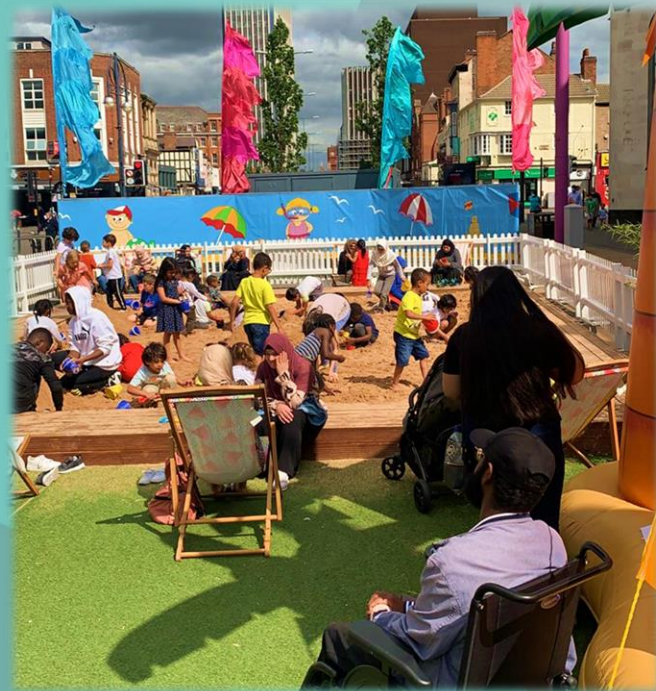
The beach is free to use and accessible for people of all ages.

It is securely fenced, includes 20 deck chairs, a waiting area and also hosts a retro ice cream van.

Currently set to accept 40 people at a time so we can celebrate summer safely.

Visitor numbers in week 4 were at 11,250

This event was extended for a further 2 weeks until 22nd August.





Theatre In The City

The Fun Circus has set up every Thursday at Town Hall Square from 12pm – 4pm

Activities are open to the public throughout the day with different themes each week

- The Bad Guys Circus 22nd July
- Alice's Adventures Circus 29th July
- Cosmic Wonders Circus 5th Aug
- Medieval Madness Circus 12th Aug
- Fitness Disco Circus 19th Aug
- Ugly Bugs Ball Circus 26th Aug





Street entertainment In The City

Roaming characters including stilt walkers and performers were in the city centre interacting with the public every Tuesday at 1pm, 2.30pm & 4pm

- Cavemen 20th July
- Pirates 27th July
- Western 3rd Aug
- Cavemen 10th Aug
- Pirates 17th Aug
- Western 24th Aug
- Cavemen 31st Aug





Dine In The Square

The outdoor seating area on Green Dragon Square has been in place since 12 May and will stay open until September.

Open 7 days a week.

Mon & Tues	11 – 4pm
Wed - Sat	11 – 10pm
Sun	10 – 7pm

The area is a safe space for people to dine alfresco and order from local businesses in the city

Users figures are currently at 5,500





Luminarium In The City

The Architects of Air - Luminarium opened to the public on Tuesday 20 July at Green Dragon Square.

It filled the city centre space with colour, shapes and winding tunnels with this giant inflatable maze.

It was a sculpture people could enter to encounter a different perspective of art and light.

The structure was accessible to all and had bookable quiet session for people with sensory and accessibility needs.

Participation: 5,063





Libraries In The City

Among Friends theatre show as part of Leicester libraries partnership with Spark Arts took place on Town Hall Square on Saturday August 7

This was a ticketed event that accommodated 15 families per show.

The Book Bus set up on Humberstone Gate every Thursday from 10am-12pm for pop up activities and give away crafts to passing shoppers.





Music In The City

Distant Drums

A thought-provoking performance that charts the story of sound system culture and its importance to racial equality in four distinct tracks.

Whispered Tales has collaborated with choreographer Donald Edwards to develop Distant Drums into a street arts performance.

14 August Humberstone Gate

Performances at 1pm and a 4.30pm





Curve on the Square

The Curves outdoor stage brings theatre and live music to the streets in Orton Square's Cultural Quarter throughout August.

Friday between 6pm and 9pm
Music, dance and spoken word.

Saturdays, families are invited to join for a morning of fun from 10am – 12 noon,
before an afternoon programme for all ages between 2pm and 4pm, including puppetry, musical theatre and storytelling.

The an evening bill from 6pm – 8pm, bursting with even more brilliant performances from DJs, musicians, dancers and more.





The Fun Café

Arts, crafts and theatre performances to feed families creativity.

We were given an empty unit at the Highcross Shopping Centre to facilitate.

The event ran 5 days a week for 3 weeks from 3 - 21 August, every Tuesday to Saturday 10am - 4pm.

The sessions were free but booking was recommended, walk ups were welcomed when sessions were not full.

75% of those that booked online did show up
With 19 tables filled through walk ups.





Urban Foxes In The City

In partnership with LCFC we ran a program of pop up skateboarding and parkour drop in sessions

for 8 - 18yrs. As part of their Urban Foxes project.

Professionally run classes throughout with skate boards, pads and helmets provided.

9 - 12 August & 18 - 19 August

10:30am – 3:30pm

This was the first event to be activated on New Walk Place site.





Roller Skating Disco In The City

A 10m x 20m covered roller skating rink was built on Jubilee Square and ran for 2 weeks from 16 - 28 August.

Entry is free and on a walk up basis.
Skate are provided in various sizes.

Opening time are 10am – 6pm.





Health & Wellbeing In the City

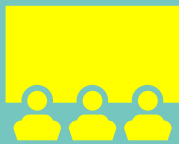
Working with external and internal departments to pull in activations that have free content for the public with a Health & Wellbeing message and to introduce pop up lunch time fitness sessions at Town Hall Square and Jubilee Square.

- A selection of pop up stands in the city
- A 1 day activation of Health & Wellbeing Activities

Currently working with

- Leicester Museums and Galleries
- Z-fitness
- The Space Centre
- Living Well Health Club
- Enter Edam





Indian Summer

Working with Inspirate to bring back their outdoor cinema

13 - 14 August 2021 on Green Dragon Square

- 2pm The Jungle book
- 6pm Dilwale Dulhania Le Jayenge

Music and dance entertainment prior to the shows

Seating only is ticketed £3.50 to maintain safe numbers





Bank Holiday Weekend In The City

- City festival is a two day street art festival, on the Saturday and Sunday of the August bank holiday, as a finale for the six week programme.
- The programme will consist of marching brass, samba and big bands, along with a mix of local and nationally recognised roaming street art.
- The focus of the festival is to take the art to the public, so whether somebody is walking between shops, or having lunch outside a restaurant, art will be all around them.





Bank Holiday Weekend In The City

Leicester's first and only craft beer and music festival

Brew Beat Beer Festival Free entry

- Brew Beat will have a selection of over 100 curated beers as well as over 40 live musicians and DJs taking to Green Dragon Square.
- In celebration of Brew Beat, pubs and bars across the city centre they will be serving up their very own craft beer festival themed refreshments. With cocktails, mocktails and even more of the finest craft beers.





Summer in the City Budget

Unexpected increases to budget

- Casual rates of pay have increased with HR
- Security on the smaller activations at Town Hall are needed
- Additional money for branding on infrastructure and shop
- We are on target with budget spend and additional will be used from the contingency allocated in the original budget.

Detail	Expenditure
Equipment purchases	£5000.00
Entertainment & staffing	£65,000.00
Equipment lease	£30,000.00
Marketing & design	£10,000.00
Contingency	£5000.00
Total	£115,000.00