

# Festivals & Events



Review of Summer / Preview of Autumn 2022



Leicester  
City Council

# Festivals & Events Summer Programme 2022

## June

Dance for the Queen –Jubilee  
Riverside Festival  
Ibiza Proms in the Park  
Beyond Festival  
Armed Forces Day

Wednesday 1 June  
Saturday 4 – Sunday 5  
Friday 24 June  
Saturday 25 June  
Saturday 25 June

Jubilee Sq  
Bede / Castle / Western Blvd  
Abbey Pk  
Abbey Pk  
City centre / Green Dragon Sq

## July

City Funfair *10am – 6pm*  
Summer Funfair *1pm – 8pm*  
Eid event *9am - 7pm*  
Community Shield  
Leicester Vegan Market *10.30am - 4pm*  
Queens Baton Relay *11am - 3pm*  
Get up and Go *11am - 3pm*  
City Beach *10am - 6pm*  
Outdoor seating area *11am - 5pm*  
RAF Spitfire Tour *10am - 4pm*  
Jazz Festival *12pm - 8pm*  
Ugandan Asian 50th Anniversary  
Open Streets *1pm - 4pm*

Friday 8th July - 30th Aug  
Saturday 9 July – 28 Aug  
Sunday 9  
Sunday 9  
Sunday 10  
Sunday 10  
Wednesday 13, 20 & 27  
Thursday 14 -17 August  
Throughout  
Saturday 16 & Sunday 17  
Saturday 23  
Saturday 30 & Sunday 31  
Sunday 31 July

Humberstone Gate  
Abbey Pk  
Victoria Pk / Spinney Hill  
City centre / King Power Stadium  
Leicester Market  
Green Dragon / Jubilee Sq  
Town Hall Sq  
Humberstone Gate  
Green Dragon Sq  
Jubilee Sq  
Jubilee Sq  
Victoria Pk  
GDS / THS / City centre



# Festivals & Events Summer Programme

## August

National Play Day *11am - 4.30pm*

Leicester Caribbean Carnival *11am - 8pm*

AA Records Fair *9am - 2.30pm*

Rathayatra *12pm*

Buzzing roots *2.30pm- 4.30pm*

An Indian Summer Cinema *12am - 8pm*

Journeys Festival International *various*

Creative family day *12pm - 4pm*

Fake Festival *11.45am -11pm*

The World Reimagined

An Indian Summer Festival *12pm - 8pm*

Leicester Belgrave Mela *11am - 6.30pm*

City Pirates *11am - 5pm*

City Festival – STORM *12pm - 4pm*

Open Streets *1pm - 4pm*

DMH Outdoor Theatre

## September

Brew Beat *12pm – 9pm*

Pride *8am - 8pm*

The Compass Immersive installation  
(British Science Festival) *various*

Wednesday 3

Saturday 6

Sunday 7

Sunday 7

Wednesday 10, 17 & 24

Saturday 13

Friday 12 – Mon 14

Sunday 13

Sunday 13

August - October

Saturday 20

Sunday 21

Monday 22 – Friday 26

Saturday 27 & Sunday 28

Saturday 28

Friday 19 – Sunday 21

Thursday 1 – Sunday 4

Saturday 3

Tuesday 13 – Saturday 17

Town Hall Sq

City Centre & Victoria Pk

Leicester Market

City Centre

Orton Sq

Green Dragon Sq

Various Locations

LCB Depot

Victoria Pk

Various Location

Orton Sq

City Centre

Humberstone Gate

City Centre (JS / GDS / THS)

City Centre (GDS / THS)

DMH Outdoor

Green Dragon Sq

Victoria Pk & City Centre

Jubilee Sq



# Festivals & Events Summer in the City

- Free family friendly activities every day of the summer holiday
- Over 36 outdoor events & activities in the city centre
- Over 25 different city centre sites used
- 15 high profile weekend events
- August 2022 saw the city's highest recorded footfall in 6 years
- The City Festival Storm event over the bank holiday weekend reached the highest recorded footfall for a Saturday & Sunday with over 300 online satisfaction surveys completed
- Social media reach of over 1,000,000
- Online engagements of over 68,000
- Our most popular and positive social media engagements this year have been from Summer in the City activities including – RAF Spitfire / City Skate Rink & Storm



# Festivals & Events Summer Highlights

## Longer term activity examples

**City Beach** - Bought back by popular demand, was used by over 600 people a day

**City Skate rink** - Our highest reaching media engagement, attracting 50 visitors per hour

**City Pirates** - A week long, drop in, outdoor theatre and activity zone

**The World Reimagined** - Trail exploring the history of the Transatlantic Trade of Enslaved Africans

**The Compass** - An exceptional installation on Jubilee Square celebrating British science research

## High Impact events

**Beyond Festival** – A new multi day music festival at Abbey Park

**RAF Spitfire Tour** - Recorded their highest engagements on the entire midlands tour

**Leicester Caribbean Carnival** - Back to full capacity with the city parade and park event

**National Play Days** - Had their largest recorded visitor audience numbers

**Journeys Festival** - Produced a packed 4 day programme of street theatre and activities

**An Indian Summer** - A popular outdoor cinema on Green Dragon Square & event on Orton Sq

**Leicester Belgrave Mela** - Produced the 2<sup>nd</sup> busiest Sunday recorded since footfall counters

**City Festival Storm** - An incredible spectacle covering 27 individual streets over bank holiday

**Brew Beat** - Live music, local street food & ales throughout with an evening tour of local city pubs

**Pride** - Back to full capacity with the city parade and park event. Estimated 9-10k attendance



# Autumn Highlights

## Diwali

Full Diwali celebrations return with Diwali Light Switch on Sunday 9th October, Diwali Day on Monday 24th October with the City Mela returning to our streets on Saturday 16th October.

## Abbey Park Bonfire and Firework Display

Our Bonfire Night celebrations will also be seeing a welcome return to Abbey Park on the 5th November at a full capacity night with Bonfire, Fireworks display and live music.

## Christmas

Agency been appointed to develop the 2022 Christmas campaign theme

Switch on event will continue like 2021 i.e. multiple activities dispersed across several areas

A brand new Christmas Grotto in Town Hall Square – free for all children to attend. Free gift from Santa and his Elves.

Jubilee Square Ice rink will return with a new retail area selling hot drinks and treats.

The Christmas tree has been picked and will feature a new colour scheme, with our Christmas funfair and festive carousel returning to Humberstone gate.



# Summary

- The full summer programme has animated the city and provided entertainment for local residents, the great majority of events have been free
- Some new fully commercial events such as the Beyond festival have scope to become regular additions to the calendar
- Other events such as Brew Beat, led by the BID also have scope to become regulars
- Success of STORM has shown a 'spectacular' event draws the crowds. Intention is to develop City Festival over next few years with an 'environmental' theme that engages communities in advance
- Festivals and Events team have been reviewing all our outdoor spaces and what we can do to increase use
- Completion of works at Clock Tower and pedestrianisation of Belgrave Gate creates more space. Also scope to bring in other areas like New Walk Plaza, Great Central Square in future