

Christmas in Leicester 2022



Christmas Light Switch On

Thursday 17th November

The 2022 Light Switch On was badly affected by rain and poor weather for the whole of the day, an estimated 10,000 people attended the event from 5pm – 8pm

Key Successes

- BBC Radio Leicester broadcast 5pm-7pm live show with roaming on site presenters. The countdown was relayed in sites via PA system
- Increased activation areas with additional content and performers across High Street, Green Dragon Square, Town Hall Square and Gallowtree Gate.

Potential Changes for 2023:

- After a 3-year absence of the stage programme on Humberstone Gate West we will look to evaluate the current entertainment structure to see if it is still fit for purpose.
- Move to a Wednesday evening to match with late night shopping.



Green Dragon Square Movie Nights

Festive films were screened on 18th & 19th
Bench seating was provided for visitors

Total approx. attendance: 250

Key Successes:

- Screenings followed on immediately after the Christmas Light Switch on
- Festivals & Events were able to procure free use of the Wallace & Gromit short films for each of the nights.
- Better weather allowed for more users to attend comfortably

Notes:

- The instalment of Paint by Pixel on Green Dragon Square during December meant a reduced offer this year.



Santa in the Square

3rd – 23rd December 2022, Town Hall Square

Total 2022 Visitors: 7601

Total 2021 Visitors: 5350

Key Successes

- Highest interactions with Santa compared to 2018, 19 and 21
- Relocation to Town Hall Square a success
- New Grotto offered a high quality aesthetic
- High quality Santa and Elf improved customer experience
- The ability to provide a high quality free gift to each child: The Snowman & The Snowdog official books and Activity books which were surplus from 2021 plus Cbeebies Numberblock books.
- Falling snow machine helped add to the experience

Challenges:

- Long queue times at busy periods with few options to reduce wait times.
- Having to pay for storage of new unit for 2023 until there is available space in Street Lighting depot.



Wheel of Light

11th November 2022 – 2nd January 2023, Jubilee Square

The big wheel saw a reduction of customers in 2022 after a bumper year in 2021. Users were down to 14,500 from 18,000 in 2021.

Potential changes for 2023:

- Consider repositioning the wheel on Jubilee Square for a new appearance and to give visitors a different perspective of the city when riding



Jubilee Square Ice Rink

1st December 2022 – 3rd January 2023

Key Successes

- Continuation of high numbers of skaters after success in 2021.
- 41,219 tickets sold in 2022 (circa 2k less than 2021)
- An increase of circa £13k on overall income from 2021, aided by increase in ticket prices, skate aid and bar income.
- Increased opening hours including 9pm session and opening on New Years Day.
- Continued partnership with GEM Radio increased reach of communications via radio broadcast, social and digital media which impacted ticket sales.



Animation and content of the rink

- Addition of Alpine Tavern Bar added a new element to the rink, allowing people to access hot and cold drinks whilst attending.
- Light & sound rig – continued for 2022 added to the atmosphere of general sessions and paired with new DJ sessions increased appeal to teenage and young adult audience
- DJ Booth in the centre of the rink added a new feature and added to DJ nights on Fridays and Saturdays



Jubilee Square Ice Rink

1st December 2022 – 3rd January 2023

Challenges:

- The cost of the rink this year was circa £100k more than last year due to the additional bar area, a large increase in fuel costs (the rink runs solely on diesel generators) and increase in delivery charges and staffing costs.
- Operating a slick queueing system in the small footprint of the rink has proved challenging with sometimes lengthy queues during peak times
- Overall income was up including from lockers but the bar itself didn't break even
- The ticket office continues to be a stand alone structure which must use a 4G connection to run which drops out during peak times.

Potential Changes for 2023:

- Look at amending the products offered in the bar now that we have data from the first year - hot chocolate the most popular drink
- Look at rink layout to reduce queue times
- Look at pricing, particularly at Skate Aid prices which have been static for several years and are cheap compared to other rinks.



Ice Rink Postcode Data

- Over 11k postcodes received. Removed circa 750 Visit Leicester postcodes (LE1 5DB) to give 10.5k postcodes.
- Data show local users with city centre postcodes making up 55% of total.
- Leicester and Leicestershire making up 96%
- Visitors noted from Coventry, Derby, Northampton, Nottingham and Romania!

Postcode	Count	%
LE3	2293	21.71%
LE2	1913	18.11%
LE4	834	7.90%
LE7	805	7.62%
LE5	753	7.13%
LE8	588	5.57%
LE9	539	5.10%

Christmas
in Leicester



PACKED FULL OF FESTIVE ACTIVITIES

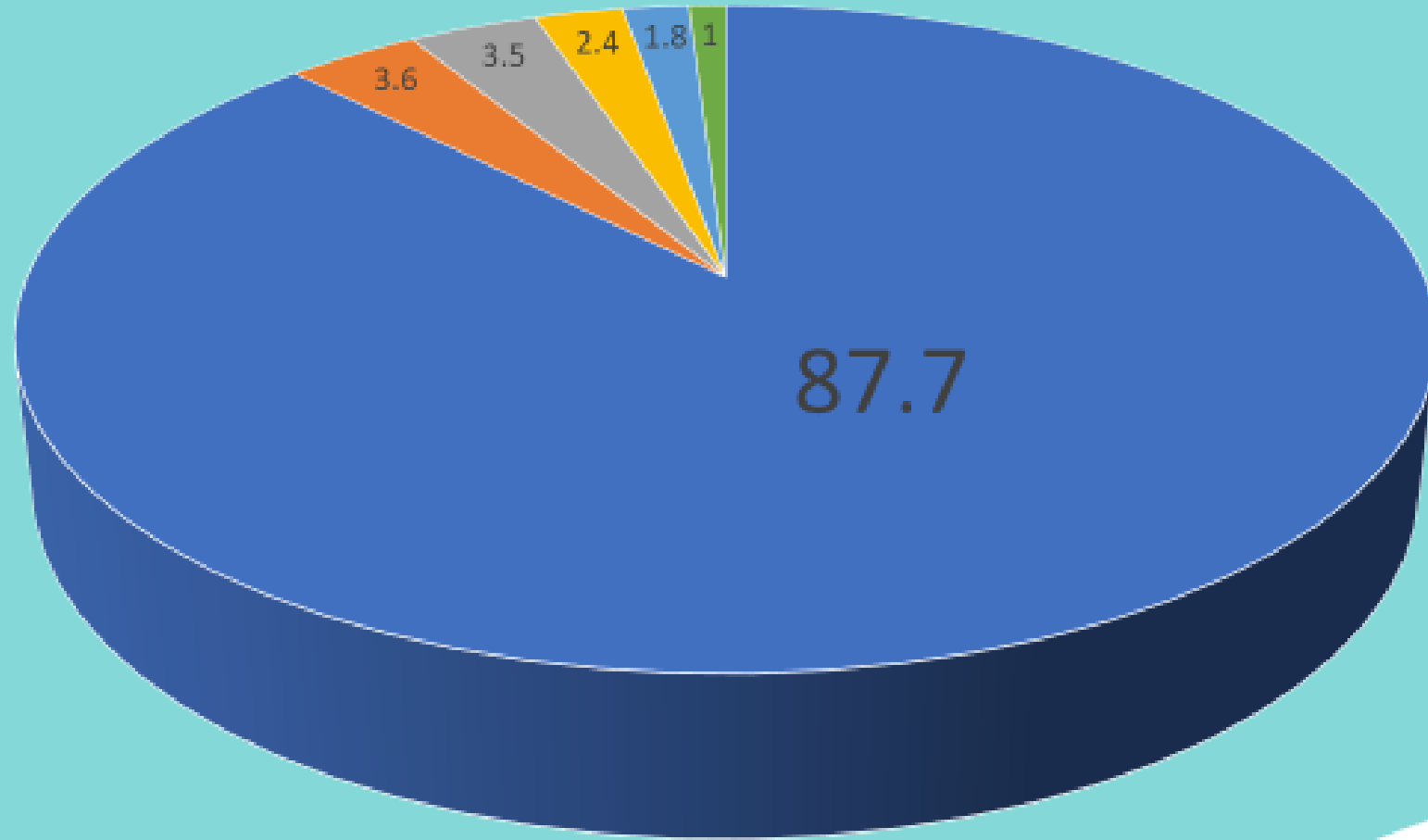
Website and Social
Media Stats 2022

Leicester
visitleicester.info



WEBSITE VISITORS TOP LOCATIONS

% of CIL Website Visitors



■ Leicester

■ Sheffield

■ Birmingham

■ Wolverhampton

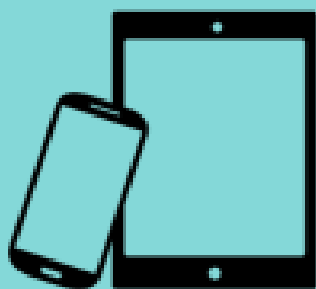
■ Plymouth

■ Luton

CHRISTMAS IN LEICESTER WEBSITE



Over **68,000** Users visited the CIL website - an increase of over **10,000 (19.3%)** on 2021

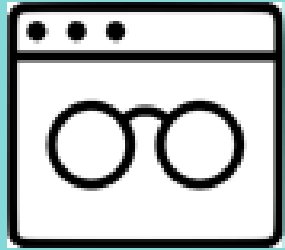


87% of Users were on Mobile Devices



7% Of users were direct referrals from the Visit Leicester Website

CHRISTMAS IN LEICESTER WEBSITE



160,969 Pageviews on Christmas in Leicester Website

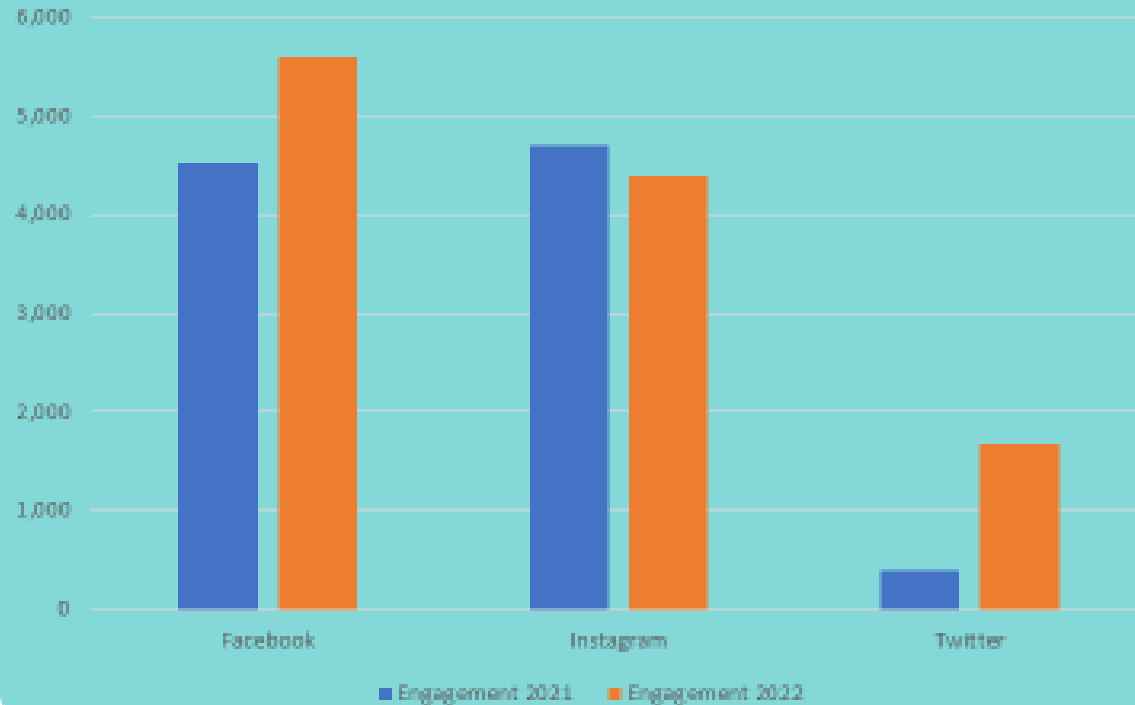


Over **80,000** of these (50%) were to the Ice Rink Page



The What's On Page was also popular, with over **30,000** pageviews

ORGANIC SOCIAL MEDIA: Engagement Visit Leicester channels

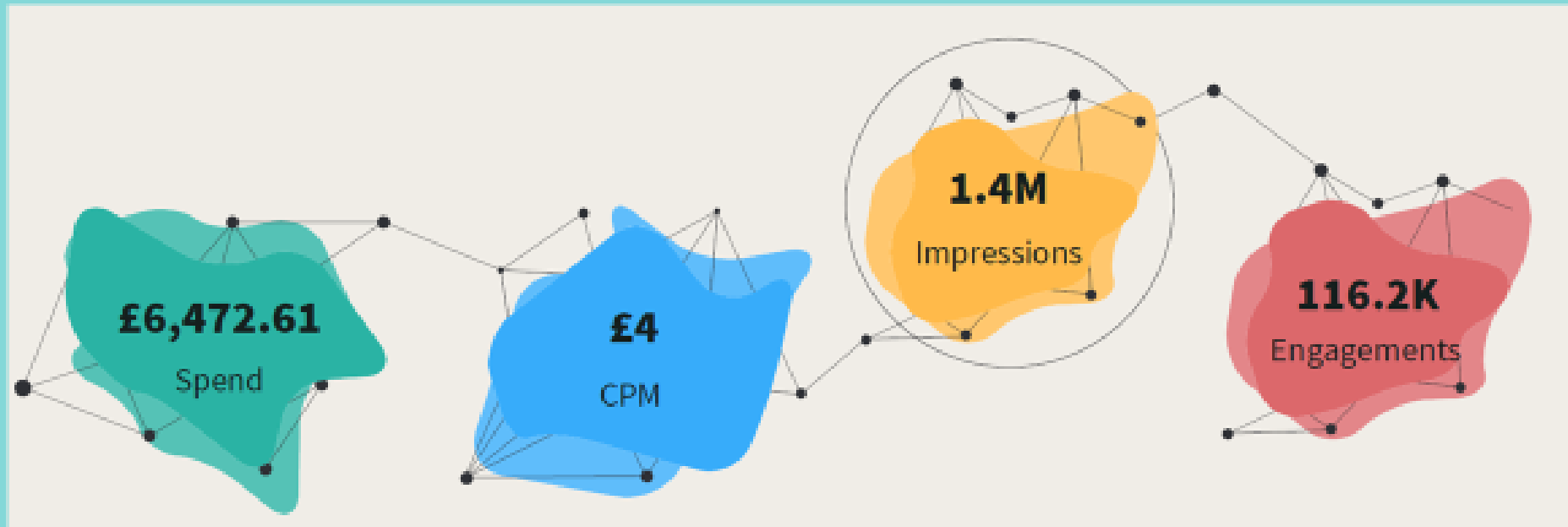


Engagement up on 2021 despite fewer posts (193 in 2022, 198 in 2021)



Issues with Facebook reporting mean 2022 engagement and reach likely much higher

PAID SOCIAL MEDIA - Visit Leicester Channels



Paid social very successful and delivered results

Click through rate of 1.7% with 13,608 clicks to the Christmas In Leicester site (more than 20% of total visitors)

Retargeting paid campaign with focus on ice rink sales generated 4,793 Ice Rink site visits

Financial Summary

- Ice Rink self sufficient at circa 40k+ tickets and able to contribute a surplus
- 'Other' Christmas costs (Marketing, Santa in the Square etc) are relatively constant at circa £100k
- Need early progress on sponsorship in 2023 for Rink and Santa as 20-22 was slightly down on other years (cost of living a factor)
- Target is to make all Christmas activities (circa £500k of spend) cost neutral
- In 2022 costs exceeded income by circa £30k (the extra fuel cost) which has been covered by other budgets
- Huge benefits for the city overall from this expenditure