

## APPENDIX 1

		Event day total town centre footfall count (Springboard data)	Increase in average daily footfall count*	Audience Type	Weather**	Average Daily Footfall count - for same day as event (See note below***)
<b>Halloween 31st October 2023</b>	31/10/2023	40977	6051	families all ages		34926
<b>Diwali 11th November 2023</b>	11/11/2023	65581	11865	Indian and cultural families	Evening, quite fine weather	53716
<b>Christmas Lights 19th November 2023</b>	19/11/2023	46929	19674	families all ages	damp and drizzly	27255
<b>Ice Sculpture Trail</b>	09/12/2023	59159	5443	families all ages	damp and drizzly	53716
<b>Chinese New Year**</b>	10/02/2024	44772	-8944	chinese cultural and families	cold, foggy, damp and grey	53716
<b>Superhero Saturday</b>	16/03/2024	55874	2158	families younger	cool, bright spring morning.	53716
<b>Motorsports Day</b>	27/04/2024	48038	-5678	men, families	grey, wet and cloudy	53716
<b>Tractor Tuesday</b>	28/05/2024	37065	2139	families and grandparents	very wet	34926
<b>Eco Fair</b>	08/06/2024	59347	5631	All ages - family, adults	sunshine breezy	53716
<b>Tour of Britain Circuit</b>	21/06/2024	63107	20336	adult audiences	cloudy with sunny spells	42771
<b>World Cultural Event</b>	13/07/2024	58134	4418	families from variety of cultures, school performances, local musicians	very wet	53716
<b>GOLD Tea Dance</b>	17/07/2024	42514	7396	older age range 60yrs +	cloudy with sunny spells	35118
<b>Vintage Car Rally</b>	20/07/2024	68804	15088	men, families, enthusiasts	cloudy but dry	53716
<b>Darlington by the Sea</b>	24/07/2024	44348	9230	families and friends	cloudy with sunny spells	35118
	25/07/2024	46217	9440	families and friends	cloudy with sunny spells	36777
	26/07/2024	56450	13679	families and friends	cloudy with sunny spells	42771
	27/07/2024	55087	1371	families and friends	cloudy with sunny spells	53716
	28/07/2024	36277	9022	families and friends	cloudy with sunny spells	27255
<b>Voices of Darlington</b>	31/07/2024	45107	9989	Voices of Darlington members, families and visitors	cloudy with sunny spells	35118
<b>The Forum Country Music</b>	02/08/2024	53091	10320	Country music fans, 45yrs + main demographic	light rain	42771
<b>Darlington 10K</b>	04/08/2024	47186	19931	Runners with their families all ages including little children for fun run	grey - good running weather	27255
<b>Move More Day</b>	05/08/2024	44658	8398	primary age families		36260
<b>Library Takeover</b>	07/08/2024	35666	548	toddlers, primary children and family	DAY RIOT / PROTEST WAS PLANNED LOTS OF POLICE	35118
<b>Pride</b>	10/08/2024	74468	20752	LGBTQ+, families and friends all demographics	DAY RIOT / PROTEST WAS PLANNED LOTS OF POLICE	53716

<b>Making Sense Together</b>	15/08/2024	40023	3246	Special needs and neurodivergent families, adults with learning difficulties and disabilities.	very damp and grey	36777
<b>Move More Day</b>	19/08/2024	42397	6137	primary age families		36260
<b>S&amp;D Community Day</b>	20/08/2024	39149	4223	enthusiasts, families		34926
<b>Legends and Fairytales</b>	22/08/2024	48643	11866	families, repeat visitors, move around town	grey and damp	36777
<b>Food &amp; Drink Friday</b>	23/08/2024	51042	8271			42771
<b>Food &amp; Drink Saturday</b>	24/08/2024	59428	5712			53716
<b>Food &amp; Drink Sunday</b>	25/08/2024	31943	4688			27255
<b>Food &amp; Drink Monday</b>	26/08/2024	36302	42			36260
<b>Dinosaur Day</b>	29/08/2024	51343	14566	families, repeat visitors, move around town	sunshine breezy	36777
<b>Forum Freshers Event</b>	30/08/2024	55911	13140	teenage audiences for the bands plus parents and adults	Grey	42771
<b>Misfits Market</b>	31/08/2024	67448	13732	misfits demographic audiences, families, adults specialist for Misfits and event visitors	sunny	53716
<b>Misfits Market</b>	01/09/2024	26985	-270	misfits demographic audiences, families, adults specialist for Misfits and event visitors	very grey and damp	27255
<b>R&amp;T Weekend</b>	14/09/2024	55610	1894	adult audience demographic 45yrs, couples, and groups, music enthusiasts	cloudy with sunny spells	53716
<b>R&amp;T Weekend</b>	15/09/2024	32371	5116	adult audience demographic 45yrs, couples, and groups, music enthusiasts	cloudy with sunny spells	27255

**\*How the increase in average daily footfall is calculated**

**\*The increase in footfall on event day is calculated as the difference between columns C and G.**

**\*\* Note - the weather can have a significant impact on attendances, positive or negative.**

**\* \*\*This figure represents the average daily footfall count of a 'typical day' e.g. Halloween took place on a Tuesday, therefore figure represents the footfall**