

Darlington 2023-24 Events Overview

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Town Centre Partnership & Events Manager



DARLINGTON
Borough Council

Halloween Tuesday 31st October 2023

- Town Centre Animation to move visitors around the town centre
- Increase in footfall of 3026



NEW EVENT

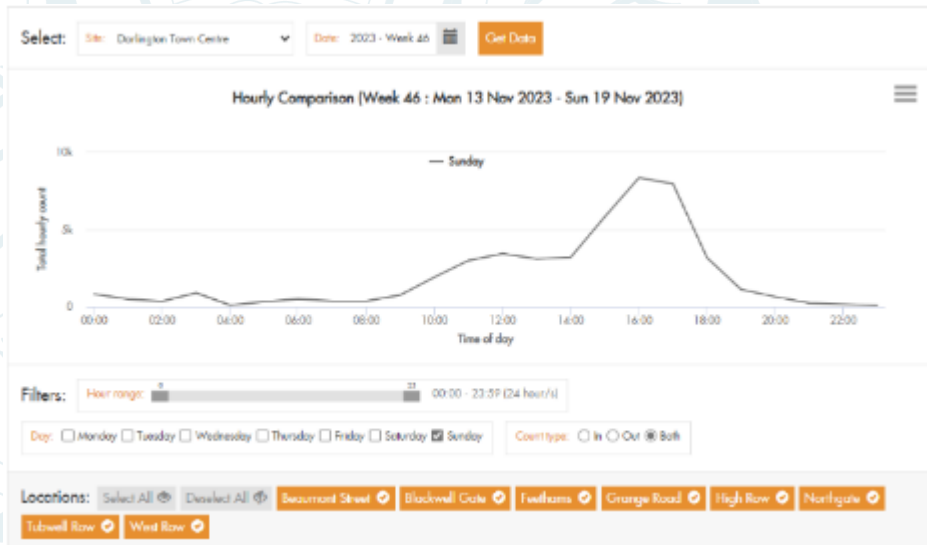
Diwali Saturday 11th November 2023

- Cultural Event
- Attracted the Indian Communities into the town centre
- Footfall up by 5933 on average Saturday
- Weather was good
- Lots of school children, families engaged and joined the event
- Local dancers performing
- Babuls involved and joining for 2024



Christmas Lights Switch On Sunday 19th November 2023

- Town Centre Animation
- Family audience all ages
- Footfall increase of 9837
- Weather was damp and drizzly
- Roundtable Santa's Sleigh
- St Cuthbert's Choir
- Sunday evening event



Ice Sculpture Trail Saturday 9th December 2023

- Town Centre Animation moving people around centre
- Family audience all ages follow the trail
- Reduced back down to one day following COVID
- Weather damp and drizzly
- Sculptures sponsored by local businesses



NEW EVENT

Chinese New Year Celebrations

- Cultural Event
- Family audience all ages
- Weather was very cold and foggy
- Local artist activities
- Dance workshops Dolphin Centre x 200
- TAO and Sing Tea Business support
- Storytelling and crafts in library



NEW EVENT

Superheroes Day 16th March

- Town Centre Animation to move visitors around the town centre
- Family audience
- Cold and sunny spring day
- Located around town centre
- Drop-in activities and meet and greet characters



NEW EVENT

Motorsports Day – organised by local enthusiasts

- Town Centre Animation mainly market square
- Specialist motorsports groups exhibition
- Audience demographic more men with children
- Weather damp, grey with sunny spells
- Organised by Motorsports enthusiasts



Groovfest Weekend May 2024

- 25+ venues booked bands to perform with a Soul, Disco, Motown Theme
- Events team created and promoted the programme
- Booked in mid-month to attract footfall
- The venues want to programme again for 2025
- Indoor and outdoor performance locations
- Venues booked own performers
- 2024 was a trial idea which are looking to build on for 2025
- Weather was one of the sunniest weekends of 2024
- May look to add another music genre weekend in a later month



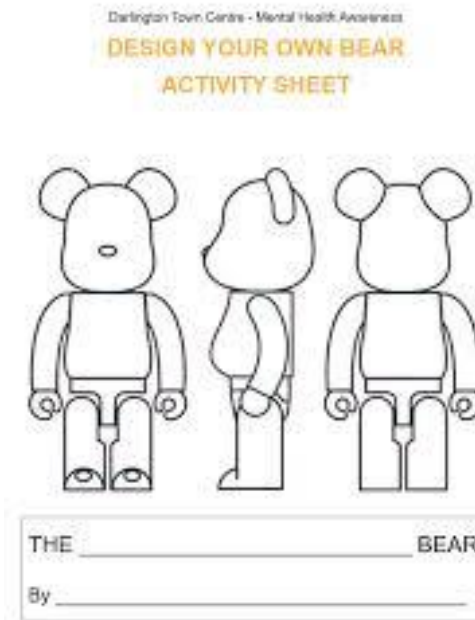
Tractor Tuesday– June 2024

- Family attraction in May half term
- Collection of tractors and ride on tractors
- Grandparents, parents and childminders with children 0-10yrs
- Timed tractor ride on times to accommodate neurodivergent children
- Weather very wet, rainy and cold
- Visitors dressed for the weather
- Sponsored by Lloyds Ltd
- Fostering Team attended with engagement activities



Mental Health Bears Project in partnership with Darlington Mind

- X18 bears designed and decorated by local artists
- A wellbeing theme of positivity
- Attracted variety of good publicity and press/social media coverage
- On display around town centre for a month
- All bears were bought and have been collected
- Trail to move people around the town centre over 125 entries
- Auctioned to raise money for mind £2500
- Community involvement, local artists, local well-being groups, scout group



This document was classified as: OFFICIAL

NEW EVENT

Eco Fair – June 2024

- Promoting sustainable living and eco products
- Approximate footfall – 5000 through the marquee
- Families, adults, all types of visitors
- Climate Change Focus
- Event in marquee rather than Dolphin Centre
- Weather sunshine and breezy
- Supported by Cummins
- Excellent feedback from exhibitors
- Activities in town centre locations
- Science and STEM activities
- Long dwell time for visitors
- Local exhibitors and information stands



Emergency Services Day

- Attendance by emergency services
- Returning visitors
- Minimal cost output
- Young families are key audiences
- Visit an ambulance, meet a policeman, get close to fire engines
- Very well attended
- Lovely weather
- Sponsored by Freeman Johnson Solicitors



Proms in the Park– July 2024

- South Park Event
- Inclement weather
- Royal Signals (Northern) Band
- In aid of the Army Benevolent Fund
- Cadets raising money
- Schools performing
- Regular, returning visitor audience



GOLD Tea Dance– July 2024

- Over 60 years demographic
- Social interactions
- Footfall 3000+
- Information stalls and live music and dancing
- Weather cloudy with sunny spells
- Tea and scones served
- Sponsored by HC One
- Supported by Princes Trust Team
- Organised alongside GOLD and CAB
- Texas Toe Tapper local dance group performance
- Care home group visits
- Ringtons provide tea, coffee and biscuits
- Scones baked by Dolphin Centre



Vintage Car Rally

- Organised to attract people to the town centre
- 185+ vehicles on display
- Supported with Rotary marshalls
- Footfall 8000
- Fills whole town centre
- Returning and new visitors
- Great feedback and coverage
- Weather inclement



World Cultural Day– July 2024

- Social interactions
- Live music and dancing from local communities
- Lots of families visited to watch their children performing
- Schools engaged and performed and exhibited
- Variety of musicians and performers
- Community groups joined the event
- Weather was very wet, great and miserable
- Would like more engagement for 2025 from more communities
- Interest from Cummins to be involved
- Market hall stage



Love Dario is at Darlington Town Centre
11 July, Darlington, GB

WORLD CULTURAL DAY
Saturday 10th July
11am - 2:15pm

Celebrate the world with music, dances and activities from across the globe in Darlington town centre.

- Andrew Clegg Flamenco Guitar
11:15am - 11:45am
@ Claris Yard
- Andrew Clegg Flamenco Guitar
12:15pm - 1:00pm
@ Blackwellgate

Market Square Stage

- RV Marang with Pupils, Dho, Dhuni (11am - 1:00pm)
- School performances from **Field Street, Corporation Road and St. Aikens** (1:00pm - 1:45pm)
- Darlington Spanish Society (20/21st in Dagenham Festival) (1:15pm - 1:45pm)
- Classical Dancer Nayana dance from Tamil Nadu in India (1:30pm - 1:45pm)
- Narsing Arts (Bollywood Dancing) (1:45pm - 2:15pm)
- Baba (Shekhan) (2:15pm - 3pm)
- Inna and Tabe (Ukrainian Singers) (2:15pm - 2:45pm)
- Kevina (Kevina) (Kevina) (2:45pm - 3:15pm)
- Dig Cheese - Westbrook - Tampa Florida (1:00pm - 2:00pm)

Market Hall Stage

- Manisa Rumba (11am - 11:45am)
- Baba (Shekhan) (12pm - 12:45pm)
- Cheris D'Arno Charles D'Arno Songwriter (1pm - 1:45pm)
- Manisa Rumba (2pm - 2:45pm)
- World Music (Ukrainian Singers) (2:15pm - 2:45pm)
- Inna and Tabe (Ukrainian Singers) (2:15pm - 2:45pm)

There will also be a series of activities in the Market Square including:

- Pop-up stalls with the Ukrainian community
- Sabaki - dances and stories of their culture
- Poetry School - A taste of Poems (11am - 1pm)
- Pigun Colouring and Activities
- Midway Information Desk

African drumming workshops will be taking place in The Dolphin Centre, suitable for children aged five years and over.

Picnics are free and can be pre-booked via the Eventbrite website.

<http://www.events365.co.uk/world-cultural-day>



Darlington by the Sea– July 2024

- Increased to 5 days to include weekend
- Families visit and stay most of the day as many children haven't been to the beach
- Returning families
- Mixture of ages of children mainly up to 10 years all playing together
- Entertainment to engage
- S&DR engagements
- Arriva Sponsored some activity



Move More Mondays

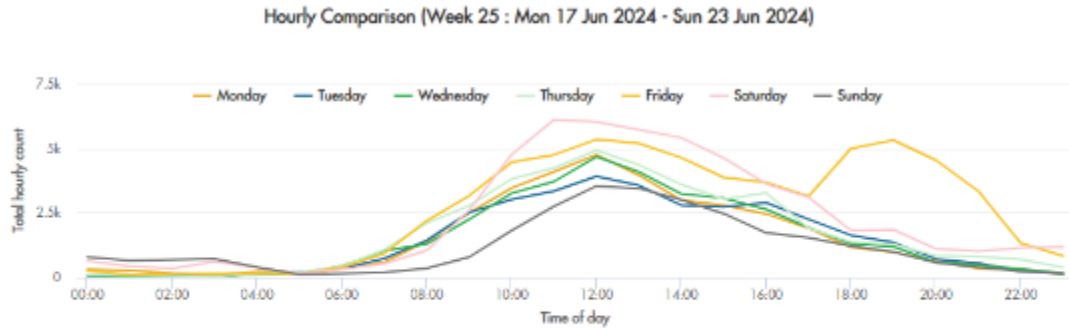
- Hosted and planned by the HAF Team
- Activity and sports to engage
- Weather cloudy
- 2000+ each day
- X3 dates scheduled during 2024 April (Easter) and August (Summer)
- 0-13 yrs children are main demographic with their parents/grandparents
- Additional local organisations attended – S&DR, 0-19 Nursing teams



NEW

**British Cycling 2024 x 2 Events
Circuit Race Friday Evening**

- National event
- TVCA Supported
- ITV4 Live coverage of Tour
- Welcomed visitors to sporting event
- Great atmosphere
- Worked closely with taxis and bus companies for smooth bus stop relocation
- Big audiences for new events.



Filters: Hour range: 0 to 23 00:00 - 23:59 [24 hour/s]
Day: Monday Tuesday Wednesday Thursday Friday Saturday Sunday
Count type: In Out Both

21st June 2024	63,107
Last week	46,116
Last year	43,651
2 years ago	45,525



Darlington 10K 2024

- 1992 entries to 10K Race
- Great reviews
- Movement and public health support
- Regional audience of runner
- Local and regional running groups
- Family Fun Run and Junior 3K
- Crowd participation and encouragement around the route



Pride August 2024

- Town centre programme
- Supported by Durham Constabulary, the Durham PCC, HC One, Cummins, EE, Sainsburys
- LGBTQ+ theme event
- Dry and sunny
- Footfall 10,376 higher than average Saturday
- Pride march around town centre



Making Sense Together

- Specifically programmed for neurodivergent families
- Attracts target audience who loved this specialist event
- Sensory activities, space to explore, information stalls and organisations like the parent carer forum.
- Accessible welcome pack was created and shared via the organisations and their contacts in advance of the event.
- Providing a less formal event for parents to engage with organisations
- Very grey and damp day
- Well received
- 2023 Commissioning Team funded the event



Legends and Fairytales 3rd Year

- One day of fairytale character meet and greet locations around town centre
- Performance on the stage for audiences
- Children arrive in costumes
- Footfall
- Returning customers, family audience
- Dwell time in the town centre
- Organisations attend to engage with the audiences including Fostering Team, S&DR, 0-19 Nurses also added local businesses – pamper parties, crown making, teepee parties
- Excellent engagement for those who attended
- Weather grey



Dinosaur Day 3rd Year

- One day of dinosaur walkabouts around town centre
- Performance on the stage for audiences
- Meet and Greet locations to encourage movement around the town
- Footfall up 7283 on average Thursday
- Returning customers, family audience
- Dwell time in the town centre
- Organisations attend to engage with the audiences including Fostering Team, S&DR, 0-19 Nurses.
- Weather sunny spells



Misfits Mega Market 2 days

- Organised by local independent retailer Rage & Love who already organise the monthly event in market hall.
- New audiences welcomed
- Footfall 6866 higher than Saturday average
- Saturday – sunny and lovely weather
- Traders and exhibitors SOLD OUT of product ranges
- Music, exhibitors were programmed

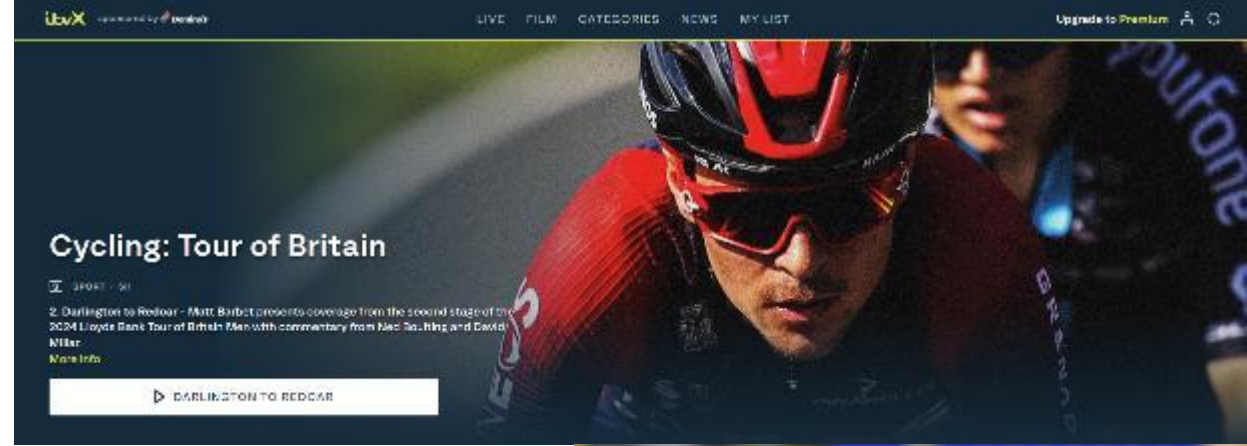


NEW

British Cycling 2024 x 2 Events

Start of Stage 2 Men's Race Wednesday morning

- National event
- TVCA Supported
- ITV4 Live coverage of Tour
- Welcomed visitors to sporting event
- Great atmosphere
- Olympians taking part in the race
- Worked closely with taxis and bus companies for smooth bus stop relocation
- Big audiences for new events.



Rhythm and Tunes Weekend

- 20+ venues booked bands to perform
- 25-30 rooms specifically booked at Premier Inn for Blockheads Band (More hotel stay information to be requested)
- DL1 Complex hosted bands on the plaza attracting audiences of around 300 persons at one time – full afternoon of programme.
- Visitors follow the booklet to visit bands performing
- Main stage finishes at 5pm to feed audiences into venues
- Exceptionally busy
- 45yrs + main age range, adults more male audience, music enthusiasts
- One group have been coming from Wrexham for over 8 years
- Groups travel from across the region for this event
- Venues very busy



Diwali 2024

- Cultural Event
- Attracted the Indian Communities into the town centre
- Footfall up by 6317 on average Saturday
- Weather was good
- Lots of school children, families engaged and joined the event
- Local dancers performing
- Activities in locations across the town centre – library, market hall, Cornmill and Queen Street.

