

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***)
Halloween 31st October 2023	31/10/23	40977	6051	families all ages		34926
Diwali 11th November 2023	11/11/23	65581	11865	Indian and cultural families	Evening, quite fine weather	53716
Christmas Lights 19th November 2023	19/11/23	46929	19674	families all ages	damp and drizzly	27255
Ice Sculpture Trail	09/12/23	59159	5443	families all ages	damp and drizzly	53716
Chinese New Year**	10/02/24	44772	-8944	chinese cultural and families	cold, foggy, damp and grey	53716
Superhero Saturday	16/03/24	55874	2158	families younger	cool, bright spring morning.	53716
Motorsports Day	27/04/24	48038	-5678	men, families	grey, wet and cloudy	53716
Tractor Tuesday	28/05/24	37065	2139	families and grandparents	very wet	34926
Eco Fair	08/06/24	59347	5631	All ages - family, adults	sunshine breezy	53716
Tour of Britain Circuit	21/06/24	63107	20336	adult audiences	cloudy with sunny spells	42771
World Cultural Event	13/07/24	58134	4418	families from variety of cultures, school performances, local musicians	very wet	53716
GOLD Tea Dance	17/07/24	42514	7396	older age range 60yrs +	cloudy with sunny spells	35118
Vintage Car Rally	20/07/24	68804	15088	men, families, enthusiasts	cloudy but dry	53716
Darlington by the Sea	24/07/24	44348	9230	families and friends	cloudy with sunny spells	35118
	25/07/24	46217	9440	families and friends	cloudy with sunny spells	36777
	26/07/24	56450	13679	families and friends	cloudy with sunny spells	42771
	27/07/24	55087	1371	families and friends	cloudy with sunny spells	53716
	28/07/24	36277	9022	families and friends	cloudy with sunny spells	27255
Voices of Darlington	31/07/24	45107	9989	Voices of Darlington members, families and visitors	cloudy with sunny spells	35118
The Forum Country Music	02/08/24	53091	10320	Country music fans, 45yrs + main demographic	light rain	42771
Darlington 10K	04/08/24	47186	19931	Runners with their families all ages including little children for fun run	grey - good running weather	27255
Move More Day	05/08/24	44658	8398	primary age families		36260
Library Takeover	07/08/24	35666	548	toddlers, primary children and family	DAY RIOT / PROTEST WAS PLANNED LOTS OF POLICE	35118
Pride	10/08/24	74468	20752	LGBTQ+, families and friends all demographics	DAY RIOT / PROTEST WAS PLANNED LOTS OF POLICE	53716

Making Sense Together	15/08/24	40023	3246	Special needs and neurodivergent families, adults with learning difficulties and disabilities.	very damp and grey	36777
Move More Day	19/08/24	42397	6137	primary age families		36260
S&D Community Day	20/08/24	39149	4223	enthusiasts, families		34926
Legends and Fairytales	22/08/24	48643	11866	families, repeat visitors, move around town	grey and damp	36777
Food & Drink Friday	23/08/24	51042	8271			42771
Food & Drink Saturday	24/08/24	59428	5712			53716
Food & Drink Sunday	25/08/24	31943	4688			27255
Food & Drink Monday	26/08/24	36302	42			36260
Dinosaur Day	29/08/24	51343	14566	families, repeat visitors, move around town	sunshine breezy	36777
Forum Freshers Event	30/08/24	55911	13140	teenage audiences for the bands plus parents and adults	Grey	42771
Misfits Market	31/08/24	67448	13732	misfits demographic audiences, families, adults specialist for Misfits and event visitors	sunny	53716
Misfits Market	01/09/24	26985	-270	misfits demographic audiences, families, adults specialist for Misfits and event visitors	very grey and damp	27255
R&T Weekend	14/09/24	55610	1894	adult audience demographic 45yrs, couples, and groups, music enthusiasts	cloudy with sunny spells	53716
R&T Weekend	15/09/24	32371	5116	adult audience demographic 45yrs, couples, and groups, music enthusiasts	cloudy with sunny spells	27255
Diwali	26/10/24	60033	6317	Indian and cultural families - big audiences in Market Hall for performances	Evening, quite fine weather	53716
Christmas Lights 17th November 2024	17/11/24	53932	26677	families and friends	Evening, quite fine weather	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 count of typical Tuesday on a non-event day.