

**BRIGHT  
NIGHTS**

# **GLOUCESTER'S LIGHT FESTIVAL**

November 2021 through to February 2022

**Evaluation Report  
Phase 1, October – December 2021**



# BRIGHT NIGHTS

A series of illuminated art installations and events for the city, taking place from November 2021 until February 2022. These light installations will bring colour, light and joy to the city as the nights get longer over winter.

## AIMS:

1. To connect partners' cultural assets across the city
2. To reflect Gloucester's identity
3. To bring people into the city centre in the winter
4. To adhere to and encourage the current social distancing measures in place in the city
5. For the artworks to be spectacular and high quality
6. For there to be strong community engagement
7. For it to be joyful
8. For it to be secure and safe - helping to encourage and diverse evening economy where people feel safe.

## Audiences

Bright Nights aims to engage audiences from within a 30-minute drive-time of the city centre with a focus on the following Audience Agency demographic groups:

**Kaleidoscope Creativity** - mainly mixed households, generally mature, where the majority are council tenants. They are culturally diverse, but often economically challenged and can be found within the inner city – e.g. in Matson, Barton, Tuffley. We will position BN as an opportunity to see their voices represented in a city artwork and will heavily promote diverse cultural engagement to these groups.

**Commuterland Culturebuffs / Dormitory Dependables** - mainly older families and singles, a significant proportion are households with children and households where children have left home. We will position Bright Nights as a high-profile, high-quality event to attend, that 'everyone will be at'.

**Trips and Treats / Facebook Families** - Adults and families with children, on the edge of the city who enjoy active lives which include arts and cultural engagement for predominately social and educational reasons. We will position Bright Nights as a free, enjoyable, familyfriendly drop in event that doesn't require booking or advance commitment.

## Press and PR

We placed advertorial with SoGlos which included two online articles, feature in the newsletter and social media posts.

<https://www.soglos.com/culture/50584/Gloucester-Bright-Nights>, The full report can be found here [Proposal Cover \(sopublishing.com\)](#)

Reach: **163,712**

Radio performed brilliantly for this campaign. From the 2 press releases issued BBC Radio Gloucestershire featured the programme on 8 if its shows (all drive time and breakfast) and on the 28 October featured pre-recorded slots throughout the day. The estimated reach for this based on Rajar listening figures is: 176,000

Gloucestershire Live covered the programme twice (<https://www.gloucestershirelive.co.uk/news/gloucester-news/gloucester-transformed-festival-light-returns-6028851> with an estimated reach of 30,160 per article.

Other websites which featured the event included:

<https://guide2.co.uk/gloucestershire/events/bright-nights/>

<https://www.glosnews.com/articles/festival-of-kight-returns>

<https://happeningnext.com/event/bright-nights-launch-event-eid4snt78wpj41>

<https://www.staytripper.co.uk/whats-on/shadowing-p3832521>

# BRIGHT NIGHTS

## Organic Digital Marketing

As with the majority of all of our marketing campaigns most of the promotion of the programme was done through online marketing. We engaged local and regional social influencers Igers Gloucester and GL Shooters early on and invited them to the launch and individual events to create a buzz around the events from trusted social influencers.

### Organic social media

The team put out 45 social media posts across our social media channels which had the following stats:

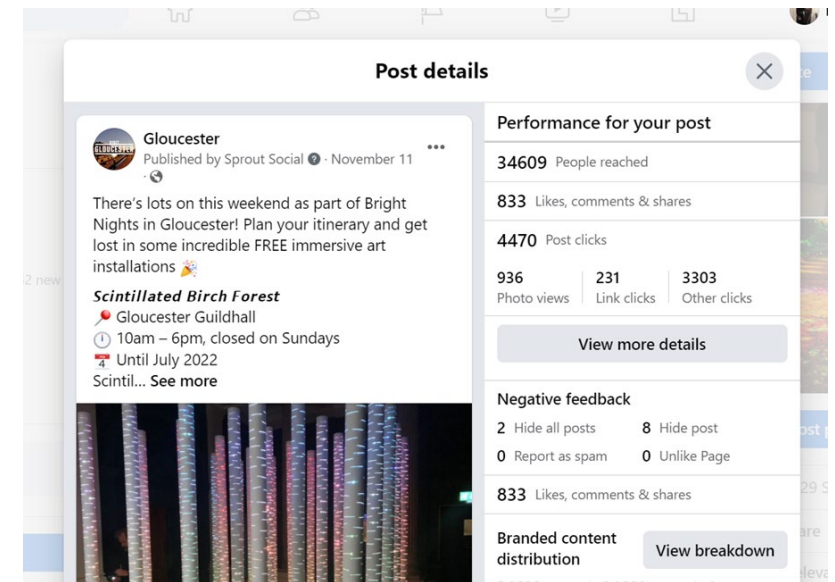
#### Facebook

- number of posts – 26
- impressions - 185,809
- reach - 179,065
- engagements - 13,279

#### Instagram

- number of posts - 22
- impressions - 14,864
- reach - 14,082
- engagements - 934

Our best performing post was the weekend roundup post reaching over 30,000 people.



## Organic Digital Marketing

### Visit Gloucester Website

Bright Nights had its own page on the Visit Gloucester website and was featured on the homepage inspiration tiles for the duration of the programme. The homepage receives on avg 30,000 users a month. The Bright Nights events were all listed on our what's on events calendar, this page is always the number two most visited page on our website. For November, the Bright Nights page on our website was the third most visited page.

/	15,157	£0.00
/things-to-do	7,170	£0.00
/brightnights	6,610	£0.00
/shopping	4,419	£0.00
/whats-on	4,032	£0.00
/whats-on/open-air-ice-rink-p2337043	3,224	£0.00
/shopping/gloucester-quays-p2134363	2,245	£0.00
/whats-on/globoscope-p3012743	2,148	£0.00
/food-and-drink	2,098	£0.00
/things-to-do/robinsw...country-park-p140263	2,048	£0.00

## **Paid Digital Marketing**

We worked with our Paid Media Company, Big Wave Media to promote the programme of events through social media and Google Display advertising. We allocated about £500 worth of marketing spend to this campaign.

The full paid media dashboard can be found here [Bright Nights \(swy.do\)](https://swy.do)

The highlights are:

- Impressions 89,170
- Reach 18,946
- Clicks 5,920
- The age range audience was generation x 55-64 closely followed by older millennials 35-44. Although this wasn't our target audience it does reflect the older demographic of Facebook.
- The majority of the audience were female 86% which supports the 'decision making female' audience profile type.

## Advocacy

The Festivals and Events Team worked with Your Next Move to try and engage young people from a variety of backgrounds and communities within Gloucester to encourage attendance and advocacy for the events programme. This had the following engagement rates:

- Lumino – 5
- Breathing Room – 8
- Globoscope – 6
- Scintillating Forest - 15
- Shadowing – 25

### Notes:

- Some of the community groups approached were already involved i.e The Venture, GL4 and The Redwell Centre
- The shadowing figures will increase before it finishes at the end of the month
- Scintillating Forest figures will also increase before it finishes in July next year
- Barnwood Park School planned to take 15-30 students plus 2-3 teachers but were unable to attend due to council permission process causing issues
- Many primary and secondary schools were approached, school wide emails were sent within Meadowside and Linden Primary School respectively



# BRIGHT NIGHTS

## Visitation Data

Event reports provided by Town and Place AI show that:

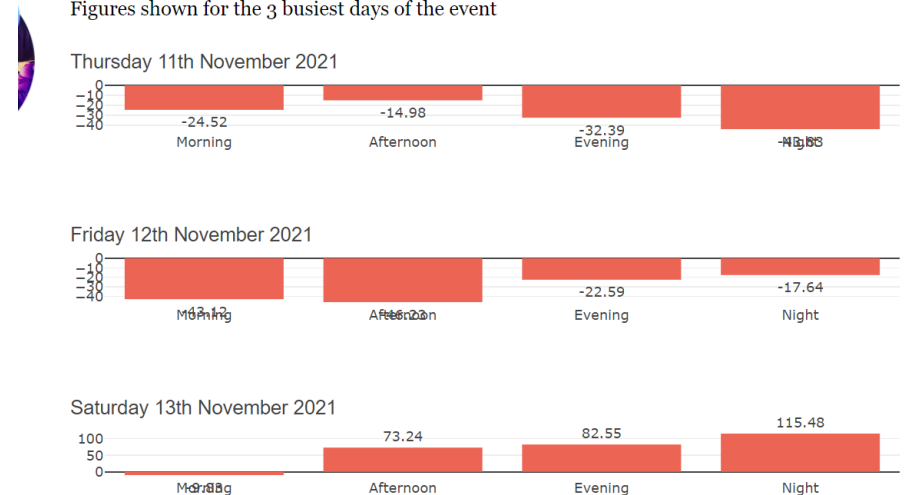
Over the period of 11-14 November (when most of the events took place):

The total footfall in Gloucester was: **107,746** people. This an increase in footfall of 321% compared with the year before.

Year before (weekend dates 13 - 15 Nov 2020): **25,622**

Month before (8 - 10 Oct 2021): **109,078**

Figures shown for the 3 busiest days of the event



## Future Learnings

We were very lucky to have Millie our Industry Placement Student as part of the DMO team during Bright Nights, if this wasn't the case the marketing would have fallen down considerably. Rebecca and Millie were the lead officers in the Bright Nights marketing to allow Ellie and Zoe to carry on the functions of the DMO, this worked well apart from when one of us was on leave.

The website for the festival was only launched after most of the events of phase 1 had already passed meaning its engagement figures were low. In the future it would be good to get all of the events listed on there at least 2 months in advance to ensure it is used as a what's on guide for visitors.

To grow our organic reach the marketing team could have spent more time listing the events on listings sites and event-based Facebook pages such as things to do with the kids on a budget and Explore Gloucestershire.

Although Radio performed well off the back of the press release. We could have tried to engage local TV news companies because the events were so visually spectacular, they would have been perfect for TV.

The Igers in Gloucestershire were a real asset to the word-of-mouth marketing for the events. The marketing team will use the events in 2022 to further cement this relationship. Behind the scenes access would work really for them.



# BRIGHT NIGHTS

## **Future Learnings**

Visit Gloucester could have engaged with partners such as Llanthony Priory, Strike a Light and Robinswood Hill earlier on to support them with their marketing.