BBC Radio 1's Big Weekend in Carl	isle
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	Carlisle Tourism Partaecshir

What did Radio 1 do for us?

- Profile, profile and more profile
 - "Carlisle" trended globally on twitter both on the day of the launch in March and throughout the weekend
 - Highest EVER ticket registration at 800,000
 - The viewing figures for the weekend on BBC 3 were higher than any other music programme EVER!
 - PR Coverage worth over £10 million without the air coverage on Radio 1, BBC1, BBC2 and BBC3!
 - Worldwide profile for Carlisle
 - Local coverage on BBC and ITV for Carlisle Tourism Partnership and Carlisle City Council
 - Feel good factor for residents and visitors to the cityl
 - Vernon's Volunteer Army outreach programme very well received

The Facts - The Economic Impact

- Gross Economic Impact was £1.707 million (£0.5 million higher than Bangor in 2010)
- Accommodation up 20-30% for the month of May
- 59% of local businesses felt the event had a positive impact on their business
- Radio 1 staff used 1663 bed nights in the city!

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What Did it Cost Us?

- Total costs of the event picked up by CTP/CCC were £139,466
- CTP generated income in excess of £150,000 meaning the event made a PROFIT of £11,397
 A first ever for Radio 1's Big Weekend
- Return of just over £7 per every £1 invested

Waste Management

- A total of 22.5 tonnes collected, 14 tonnes of which was recycled
 - (62% recycled, 38% landfill)
- Bangor (2010) waste 38 tonnes none of which was recycled
- Carlisle figures show a 40% decrease in total waste and 77% drop in waste to landfill

"Our Carlisle Experience" by Radio

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- Best Ever Radio 1 Big Weekend
- Live Nation said the "partnership" was the most professional and easiest to deal with for any festival
- Radio 1 said that the Project Management team at Carlisle (CTP, CCC, Cumbria Constabulary) were a pleasure and wished all partnerships were as easy and professional to work with

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The Future

- Proven demand for high quality music festival
- Record promoters and labels keen to work in Carlisle
- Event planning for legacy festival in 2012
- Partnership between Carlisle City Council, CN Group and Carlisle Leisure Limited
- Radio 1 happy to work with us next year to endorse whatever we put on!

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