







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

1

- 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

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!



ANY QUESTIONS?
