

Winchester Festivals Economic Impact Research

TOURISM
SOUTH EAST



HM Government



European Union

European Regional
Development Fund

Registered in England No. 01345038

**Registered office:
40 Chamberlayne Road
Eastleigh
Hampshire
Tel: +44 (0) 23 80625459**

VAT Registration No. GB 190 0026 08

TSE Research is a member of the Market Research Society Partner Scheme

Member Company Registered under the Data Protection Act - Registration No. Z8594703

Table of contents

1	INTRODUCTION	- 1 -
1.1	Study purpose and objectives	- 1 -
1.2	Research methodology	- 1 -
1.3	Challenges faced.....	- 1 -
1.4	Presentation of findings	- 2 -
2	ECONOMIC IMPACTS	- 3 -
2.1	District economic data	- 3 -
2.2	Festival income.....	- 3 -
2.3	Festival costs	- 3 -
2.4	Event delivery	- 4 -
2.5	Attendance	- 4 -
2.6	About the event	- 4 -
2.7	Additional commentary	- 5 -
3	BUSINESS SURVEY RESULTS	- 6 -
3.1	Research methodology	- 6 -
3.2	Sample achieved	- 6 -
3.3	Location and type of businesses	- 6 -
3.4	Festivals aware of	- 6 -
3.5	Staffing levels during festivals	- 7 -
3.6	Marketing and promotions	- 8 -
3.7	Turnover during festivals	- 8 -
3.8	Overall perception of festivals	- 9 -
4	ADDITIONAL COMMENTARY	- 10 -
4.1	Festivals and events in other cultural cities.....	- 10 -
4.2	Supplementary research	- 10 -
5	APPENDICES	- 12 -
	APPENDIX 1: Map of Winchester District.....	- 12 -
	APPENDIX 2: Copy of Festival organiser questionnaire	- 14 -
	APPENDIX 3: List of Festivals for 2022	- 15 -
	APPENDIX 4: Map of Festival Locations	- 16 -
	APPENDIX 5: Copy of surrounding businesses questionnaire.....	- 17 -
	APPENDIX 6: Festivals and events in other cultural cities	- 18 -

1 INTRODUCTION

1.1 Study purpose and objectives

This research has been commissioned by Winchester City Council and funded through the Government's Welcome Back European Regional Development Fund programme – aimed at promoting safe public environments; supporting local business; encouraging people to return to the high streets and supporting local authorities to develop plans for responding to the medium-term impact of CV-19 including trialling new ideas particularly where these relate to the High Street.

The purpose of this study was to provide Winchester City Council with a better understanding of the economic impact of festivals in the Winchester district and their potential for future development. The data provided will be used to develop plans, post Covid, to trial new ideas and help inform future decision making.

Festivals in Winchester have grown over the past twelve years, going from six major festivals to over thirty festivals in the city and rural areas of the district. This growth, pre-Covid, was at risk of duplication of some themes and an overcrowded calendar. Post Covid, festival organisers appear to be suffering from a lack of funds. The research will aim to gather information that will establish to what degree these theories hold true.

1.2 Research methodology

Initially, the research aim was to evaluate economic data from festivals for the last full year that they were held prior to the pandemic (2019). This data would be analysed using the model known as PRIME – Project Impact Evaluation, a model intended as a standard approach to appraising the anticipated economic impacts associated with tourism and leisure events.

It was hoped that festival and event organisers would be able to provide hard data on the number of participants, spectators and vendors in a 'typical year'. These organisers would also be asked to supply contact details for vendors, to enable us to gain further economic data, and the postcodes from participants.

In addition, online surveys were to be sent to businesses in the area that may be affected by festivals. These businesses included accommodation providers, restaurants, pubs, etc and desktop research was conducted to establish a list.

Finally, online research was conducted to ascertain the current offer of festivals and events at similar cultural destinations across the country.

1.3 Challenges faced

A list of previous festivals held in Winchester were provided and repeated online surveys were sent to those contacts that had email addresses. In total, five returns were received using this methodology. A desk top search was then conducted to obtain further contact details for the festivals. This proved extremely difficult as a number of festivals are run by volunteers or the only way to contact is via email, which had already proved unsuccessful as a means of communication. A telephone survey was then undertaken of the thirteen festivals that we had found details for. Up to three attempts were made to each, achieving an extremely limited response, only one successful interview was conducted.

The most common reasons given for not providing data were that they did not want to share financial or any other information, the person that could help was never available, a change of hands since the festival was last held so unable to help or the festival was no longer being run and therefore unwilling to help.

This low number of responses (and not all of those providing the full amount of data) has made it impossible to conduct a PRIME evaluation. Instead, the data will be analysed separately and, where possible, average figures will be provided with commentary to explain.

The e-mail business survey also proved to be difficult to conduct, as email addresses were not accessible. Websites tended to provide 'contact forms' that are not able to be linked with the SNAP survey software. It was decided that the most effective method of obtaining any data would be a telephone survey instead. Cross referencing with previous databases that we hold and online searches provided us with over 300 telephone numbers.

1.4 Presentation of findings

Key findings are presented under the following headings:

- Economic impacts
- Business survey results
- Additional commentary

Results are presented in table or graph format when applicable with additional commentary highlighting key points. The appendices contain a list of festivals for 2022, map of the district and a link to a map of festival locations, copies of questionnaires used and a list of festivals in other cultural cities.

2 ECONOMIC IMPACTS

2.1 District economic data

Using the Cambridge Model results for 2018 and 2019 we can see that, on average, 5.05 million trips were made to Winchester per year, split by 0.34 million overnight visitors and 4.71 million day visitors. The average spend by these visitors over a year was £268.95 million (£22.41 million a month). This shows that there is a vast number of people visiting each year and they are spending a significant amount of money, which all should help the viability of festivals and events.

Table 1: Cambridge Model headlines

	Average	2018	2019
Total trips	5.05 million	5.05 million	5.04 million
Overnight trips	0.34 million	0.35 million	0.33 million
Day trips	4.71 million	4.70 million	4.71 million
Total spend by visitors	£268.95 million	£263.4 million	£274.5 million

2.2 Festival income

Of the six surveys completed, one was from a large festival with an estimated income of over £1 million, one festival was unwilling to provide costs and the other four were from smaller festivals with the income ranging from £2,500 to £42,600 (average £22,150). The sources of income were predominantly from sponsorship and ticket sales.

Table 2: Sources of income

Type	Count
Sponsorship	5
Ticket sales	3
Fundraising/Grants	2
Public sector contribution	1
Covid-related support/Grant funding	0
Other	3

Other sources of income mentioned were stall holder fees, parking charges, bar income and programme advertising.

Two out of the six festivals said they made a surplus. This ranged between 5 and 10%.

Future income was estimated to be similar to current income – ranging from £3,000 to £42,500 (excluding the one large festival).

2.3 Festival costs

Excluding the one large event whose running costs exceed £1 million, the five other events running costs were estimated to be between £1,500 and £38,000 (average £16,637).

On average, venue costs were the lowest taking 13% of overall spend. The cost of acts was the highest on average at 25% of overall spend. However, if you exclude the event that did not have any staffing costs the average would be 26% of spend. Full details can be seen in Table 3, overleaf.

Table 3: Breakdown of costs

Type	Low	High	Average
Marketing	7%	50%	19%
Staffing	0%	50%	22%
Venue	0%	50%	13%
Acts	5%	60%	25%
Other	5%	47%	21%

2.4 Event delivery

The number of people involved in event delivery varied. Two festivals said it took 4-10 people, two festivals took 11-20 people and the other two festivals it was 21+ people.

From inception to delivery one organiser had no paid staff. Of the other five there were 44 paid staff in total averaging 8.8 paid staff per festival. The total number of hours paid staff worked within the period ranged from 120 hours to 440 hours giving an average of 300 hours (three festivals responded).

The number of volunteers for festivals was unsurprisingly high – ranging from 8 to 300, providing an average of 91 people. The total number of hours worked by volunteers during the period ranged from 10 hours to 1,200 hours giving an average of 440 hours (four festivals responded).

2.5 Attendance

Four events provided attendance figures, these ranged from 300 to 17,000 people in the last full year that they were held.

Two festivals said that all of their visitors came from within an hour's drive of the event. Three other festivals provided data and on average 64% were from within an hour's drive, 22% between one and two hours drive and 14% coming from more than two hours drive away.

Overwhelmingly it was felt that the majority were domestic visitors at 98%, leaving only 2% from overseas. Three events did not think that they had any overseas visitors attend.

Half of all visitors (51%) to the events that responded were thought to be day visitors to the area. Just over a third (37%) were residents and a further 12% were staying visitors.

Half of the events sold tickets and half did not. Those that sold tickets the costs for a day were £8.50, £15.00 and £65.00.

2.6 About the event

The events that responded ran from 1 day to 14 days with an average of 5.5 days. Three were held in spring, one in summer and two in autumn. There were no respondents that held a festival in winter.

The festivals that responded were mainly a mix of family-friendly, music and arts and culture festivals, appealing to a range of visitors.

Table 4: Type of festival

Type	Count
Family-friendly	5
Music	5
Comedy	2
Arts and culture	5
Literature	2
Heritage	1
Fashion and design	0
National multi-destination festival	0

The festivals that responded felt that they appealed equally to students, young couples, families and seniors.

Organisers were asked if they collected postcodes from attendees. The aim was to provide maps of catchment areas for festivals. Two collected this data but said that they were unwilling to supply it.

2.7 Additional commentary

Three of the events had collected follow-up feedback from attendees in the past. The outcomes of this feedback appear to be mainly positive with a few comments about sustainability issues and surprise that more people were not involved in the events.

Plans for the future on whole are to remain the same. One event is removing any tactile features and one is moving to a larger venue.

The main perceived barriers were:

- Covid worries and mixed messaging regarding social distancing
- Volunteers are harder to get
- Community events are costly and hard to find sponsorship

Considering the festival programme across the district and, in order to remain competitive, three events felt that more local authority support would help, and one event suggested there were more historic themed events being held.

3 BUSINESS SURVEY RESULTS

3.1 Research methodology

The survey involved conducting a short telephone interview with businesses likely to be impacted by festivals in the district. The list was established using the council's NNDR property spreadsheet (January 2022) which is on their website and was updated with telephone numbers using internet searches (although these weren't always able to be found). Up to three attempts were made to contact each business on the spreadsheet. The survey was conducted using CATI (computer aided telephone interview) using SNAP software. A copy of the survey can be found in Appendix 3.

3.2 Sample achieved

In the time available, 317 telephone numbers were found for businesses across the district. In all, 153 businesses were actually interviewed (48%). In addition to those interviewed, 3 refused to be interviewed, 12 were numbers not recognised and 13 proved to be no longer in business. In total 464 calls were attempted.

3.3 Location and type of businesses

A third of businesses (31%) that responded were based in Winchester city and two thirds (69%) were located across the rest of the district.

Table 5: Type of business by location

	Total	Winchester City	Rest of district
Base:	153	49 (32%)	104 (68%)
Restaurants	6%	10%	4%
Pubs	46%	53%	43%
Cafes/Takeaways	12%	12%	12%
Other shops	12%	14%	12%
Petrol stations	1%	-	1%
Hotels/Motels	5%	4%	6%
B&Bs/Guesthouses	1%	-	1%
Self catering	10%	6%	12%
Caravan and camping	2%	-	3%
Other	5%	-	8%

For reporting purposes, businesses have been grouped together to provide more meaningful analysis. See Table 6, below for this breakdown.

Table 6: Amalgamated type of business by location

	Total	Winchester City	Rest of district
Base:	153	49 (32%)	104 (68%)
Food/drink establishment	64%	76%	59%
Accommodation provider	18%	10%	21%
Other	18%	14%	20%

3.4 Festivals aware of

All businesses were asked to name any festival or event that is held in Winchester city and district. Overall, 21 festivals or events were mentioned 194 times in total by 107 different businesses. Forty-six (30%) businesses could name a festival or event in the district.

The most commonly mentioned festival was the Hat Fair (34% of all businesses were aware of it). A quarter of all businesses mentioned the Christmas Market and 19% had heard of Boomtown. A full list can be seen below but it is interesting that one business had heard of Hares of Hampshire, which is a new event happening later this year.

Table 7: Named festivals

	Total	Winchester City	Rest of district
Base:	153	49 (32%)	104 (68%)
Hat Fayre	52 (34%)	30 (61%)	22 (21%)
Christmas Market	38 (25%)	18 (37%)	20 (19%)
Boomtown	29 (19%)	10 (20%)	19 (18%)
Matterley events	10 (7%)	3 (6%)	7 (7%)
Wine/Beer Festivals	10 (7%)	5 (10%)	5 (5%)
Food/Farmers Markets	7 (5%)	2 (4%)	5 (5%)
Festival of Light	6 (4%)	4 (8%)	2 (2%)
Wickham Festival	6 (4%)	0 (0%)	6 (6%)
Chilli and Cheese Festival	6 (4%)	5 (10%)	1 (1%)
Bonfire Night	6 (4%)	3 (6%)	3 (3%)
Gin/Prosecco Festival	5 (3%)	3 (6%)	2 (2%)
Cycling events	3 (2%)	2 (4%)	1 (1%)
Fashion Week	3 (2%)	3 (6%)	0 (0%)
Chamber Music Festival	2 (1%)	2 (4%)	0 (0%)
Running events	2 (1%)	1 (2%)	1 (1%)
Winchestival	2 (1%)	1 (2%)	1 (1%)
Poetry Festival	2 (1%)	0 (0%)	2 (2%)
Arts events (in general)	2 (1%)	0 (0%)	2 (2%)
Events at the Theatre	1 (1%)	0 (0%)	1 (1%)
Cathedral events	1 (1%)	1 (2%)	0 (0%)
Hares of Hampshire	1 (1%)	0 (0%)	1 (1%)
Not aware of any	46 (30%)	3 (6%)	43 (41%)

3.5 Staffing levels during festivals

Overall, 5% of all businesses always increase staffing levels during festivals, and a further 11% sometimes do. 84% did not increase their staffing levels at these times. However, when split by location, those in the city were more likely to increase their number of staff during festivals than those in the wider district. The need for staff increases was mainly felt by food and drink businesses.

Table 8: Staffing levels during festivals

	Total	Winchester City	Rest of district
Base:	151	49 (32%)	102 (68%)
Yes – all the time	5%	14%	1%
Yes – some of the time	11%	18%	7%
No	84%	67%	92%
Unsure	1%	2%	0%

3.6 Marketing and promotions

Asked if they undertook any special marketing or promotions during festivals to increase trading opportunities, only 7% overall did. This was higher in the city itself with 8% doing this some of the time and 4% all of the time, compared with 4% and 1% respectively in the wider district. This was mainly undertaken by food and drink establishments.

This means that, overall, 91% of businesses are missing the opportunity during festivals and events to increase trade.

Table 9: Whether undertake special marketing during festivals

	Total	Winchester City	Rest of district
Base:	152	48 (32%)	104 (68%)
Yes – all the time	2%	4%	1%
Yes – some of the time	5%	8%	4%
No	91%	88%	93%
Unsure	1%	0%	2%

3.7 Turnover during festivals

Businesses were asked if they noticed an increase or decrease in their turnover during festivals, to what extent they felt the festival was responsible for this rise or fall in turnover.

Overall, 30% felt that festivals were responsible to some degree for an increase in turnover at that time, ranging from 9% that said a great extent, 17% to some extent and 4% a little extent. These proportions were higher in the city 58% felt they were in some way responsible for an increase, compared to 17% in the rest of the district.

When split by business type, 32% of food and drink businesses and 35% of accommodation businesses felt some form of increase in turnover, compared with 15% of other types of business.

Table 10: Increase in turnover

	Total	Winchester City	Rest of district
Base:	151	48 (32%)	103 (68%)
A great extent	9%	21%	3%
Some extent	17%	31%	11%
A little extent	4%	6%	3%
Not as a result of festival	70%	42%	83%

When it came to whether there was a decrease in turnover during festivals, only 7% of businesses overall felt some form of negative impact. This was mainly felt by food and drink businesses where 7% said that they felt a negative impact.

Table 11: Decrease in turnover

	Total	Winchester City	Rest of district
Base:	119	34 (29%)	85 (71%)
A great extent	3%	6%	2%
Some extent	2%	3%	1%
A little extent	2%	0%	2%
Not as a result of festival	93%	91%	94%

3.8 Overall perception of festivals

Businesses were asked what their overall perception of festivals and events were in terms of their impact on Winchester and the district as a whole. In total, 106 businesses passed comment on this (40 in Winchester city and 66 from the wider district).

On the positive side, of those that passed a comment, 28 said that there was an increase in business when festivals or events were occurring (14 from Winchester city and 14 from elsewhere in the district). Eight businesses felt it put Winchester on the map and was good for Winchester. Twelve food and drink businesses said that they had an increase in passing trade due to festivals and events. Four businesses felt that they increase tourists and two said that they were good for local people. Two businesses felt that cycling and sports events definitely had a positive impact.

On the negative side, 14 businesses (11 of which were outside the city) said that they had no impact from festivals and a further 24 said that they felt too far away to be impacted. Seven businesses within the city felt that the impact would only be felt if you were on or near the High Street. Three food and drink businesses outside the city commented that Boomtown had a negative impact on them. One food and drink business in the city said that beer tents had a major impact on their trade.

A number of businesses suggested that more or earlier advertising and signposting be done to promote any festivals or events. Six accommodation businesses in the wider district said that they actively promote Winchester festivals and events either at their location or on their websites.

There were seven businesses that asked to be contacted for information on how they could do more advertising for festivals and events in the area. The contact details will be provided separately to this report.

4 ADDITIONAL COMMENTARY

4.1 Festivals and events in other cultural cities

Desktop research was conducted to establish what major festivals and events are held in 'competitor' cultural cities across the country. It is hoped that by understanding what is on offer in other similar destinations, Winchester can further develop or modify the festivals that they currently hold and, perhaps, gain some useful ideas on new festivals that could fill gaps in the current offering.

The cities that were researched were: Bath, York, Lincoln, Edinburgh and Oxford. The number of major festivals or events ranged from 7 in Lincoln to 25 in Oxford. The majority of these events are based within the city centres, however, as with Winchester, a number are held in the greater district.

A number of festivals are similar to those held in Winchester such as the Christmas Market, Bonfire and Firework events and running or cycling events. Others are focused around food and drink or the arts. A number of festivals appear to be linked to important people or events linked to the city or area, something that Winchester could potentially capitalise on with King Alfred or Jane Austen and others.

A full list of these festivals and further details about them can be seen in Appendix 5.

4.2 Supplementary research

As Tourism South East organises one of the biggest travel trade exhibitions in the country, a number of surveys have been conducted during the past two years amongst group travel organisers (GTO's) and community/social groups regarding their feelings about attending large events (not just static exhibitions).

The most recent survey (December 2021) showed that on a scale of 0 to 10 their confidence in going on an organised trip to an event was at point 8 for 22% of GTO's and 17% of groups.

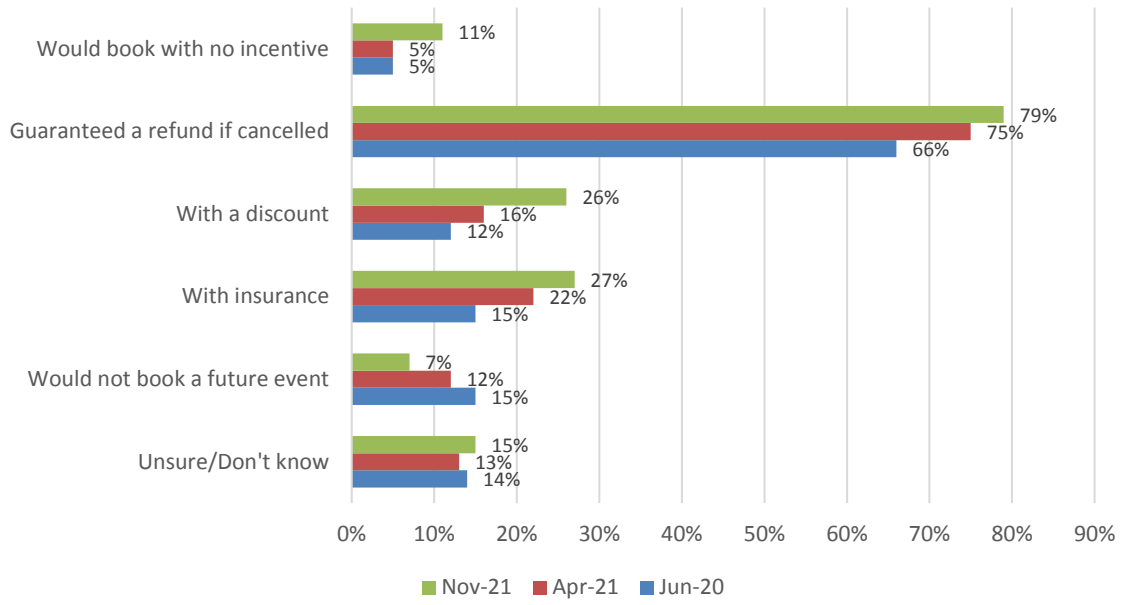
Nearly half (48%) of all respondents were expecting to take groups of between 26 and 50 people to any events they attend and 57% were planning on going to 5 or more events this year.

Also, since the start of the pandemic, Tourism South East has conducted three online 'Visitor Sentiment' surveys in order to gauge the opinions of potential visitors to the South East on a variety of questions regarding day and overnight trips. These surveys have been completed by between 1,500 and 2,500 people.

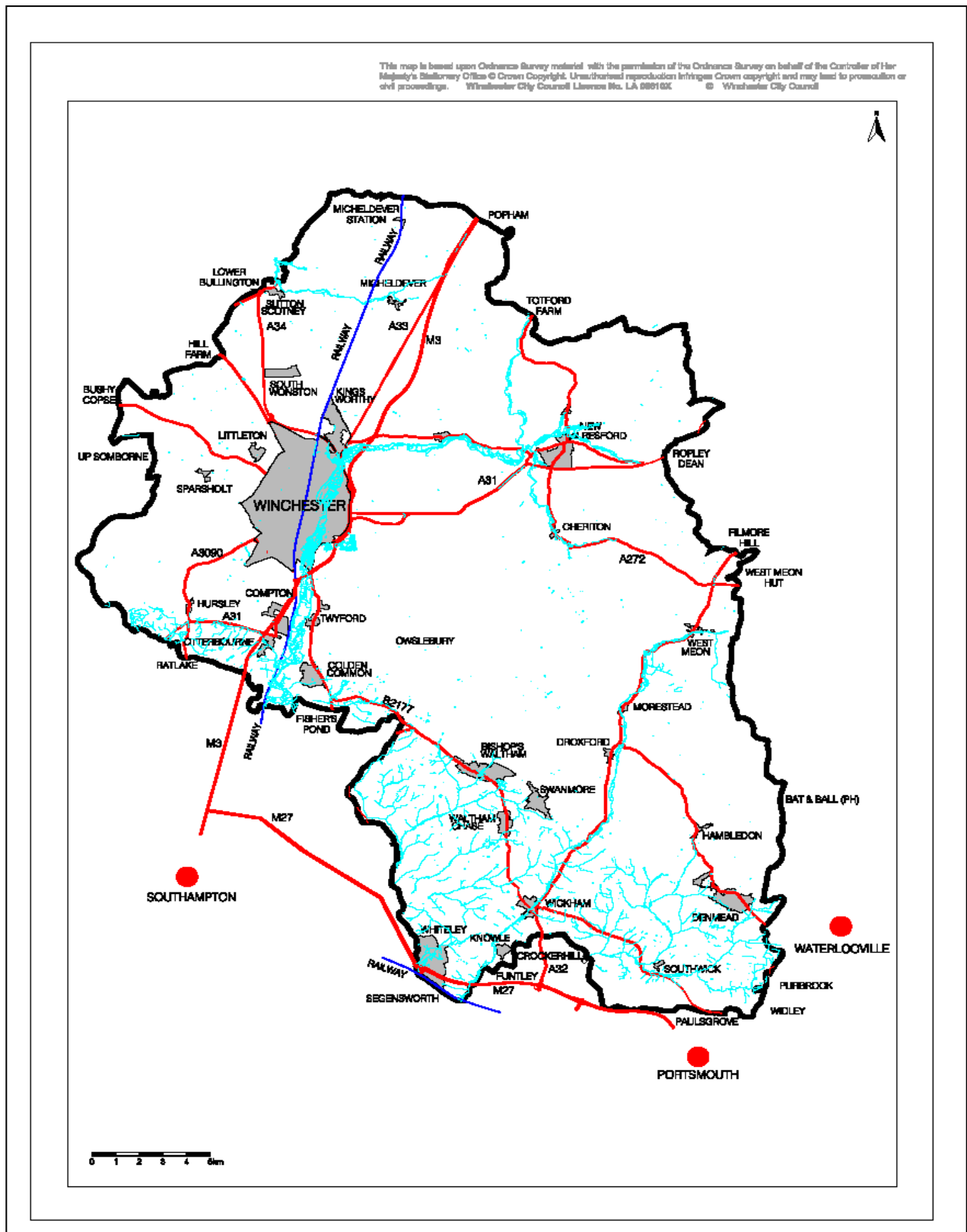
One of the questions asked is the confidence felt for booking future events. This is in light of a number of events having been cancelled and members of the public losing money as a result. As can be seen in Figure 1, overleaf, earlier in the pandemic only 5% would book with no incentive, compared with 11% most recently. The number that would book if a refund was guaranteed has increased from 66% in June 2020, to 75% in April 2021 and now 79% in November 2021.

The proportion that would not book for a future event has decreased from 15% at the start of the pandemic to 7% in the latest survey.

Figure 1: Confidence in booking future events



APPENDIX 1: Map of Winchester District



APPENDIX 2: Copy of Festival organiser questionnaire

Winchester Festival Impact Survey

Please complete the following questions as thoroughly as you can based on when you delivered the festival in 2019 (or the last time you delivered the festival). If you do not know the exact answer, please provide a best estimate if possible.

Please state the year this data relates to: _____

What was the overall income of the festival? _____

What are your overall costs for this event? _____

How many people are involved in the delivery of your event?

- 1 - 3 people
- 4 - 10 people
- 11 - 20 people
- 21+ people

Considering the whole festival from inception to post delivery - how many paid staff do you have?

Of the paid staff, what is the total amount of hours they work within this period?

Considering the whole festival from inception to post delivery - how many volunteers do you have?

Of the volunteer staff, what is the total amount of hours they work within this period?

Please tell us the number of people attending the festival over the last five operating years:

Year 1 (most recent) _____

Year 2 _____

Year 3 _____

Year 4 _____

Year 5 _____

Could you estimate split between residents, day visitors and overnight visitors attending your festival?

Day visitors % _____

Residents % _____

Staying visitors % _____

Do you sell tickets for this event?

- Yes
- No

How many days does your festival run for? _____

Please outline your plans for the future of your festival?

Please outline any perceived barriers to the success/growth of your festival?

Thank you for taking the time to complete this survey.

APPENDIX 3: List of Festivals for 2022

Children of Winchester Festival	19 th February
Wickham Beer Festival	8 th April – 10 th April
Winchester Chamber Music Festival	28 th April – 1 st May
Hampshire Pride	30 th April
Winchester Fashion Week	4 th April – 9 th April
Winchester Mayfest	21 st May
Winchester Ukulele Festival	11 th June
The Grange Festival	9 th June – 14 th July
Alresford Watercress Festival	15 th May
Winchester Prosecco Festival	20 th May – 21 st May
Winchester Cocktail Week	6 th June – 12 th June
Hares of Hampshire	16 th June – 25 th August
Cheese and Chilli Festival	18 th June – 19 th June
Hat Fair	1 st July – 3 rd July
Hampshire Food Festival	1 st July – 31 st July
Winchester Foodies Festival	15 th July – 17 th July
Wickham Festival	4 th August – 7 th August
Boomtown 2022 (Chapter 12 New Beginning)	10 th August – 14 th August
Winchester Heritage Open Days	9 th September – 18 th September
Taste of Wickham	11 th September
Winchester Jazz Festival	22 nd September – 25 th September
Winchester Comedy Festival	September/October (Dates TBC)
Winchester Bonfire and Fireworks	5 th November
Christmas Lights Switch On	17 th November
Christmas Lantern Parade	18 th November
Winchester Christmas Market	18 th November – 22 nd December

APPENDIX 4: Map of Festival Locations

https://www.google.com/maps/d/u/1/viewer?mid=1JwipYhbFFp3_9QXInWCzVhyRXILoLpz&ll=51.01289702543649%2C-1.2389660499999922&z=11

APPENDIX 5: Copy of surrounding businesses questionnaire

Location of business:

- Winchester Elsewhere in the district

Type of business:

- | | | |
|--|---|--|
| <input type="checkbox"/> Restaurants | <input type="checkbox"/> Petrol station | <input type="checkbox"/> Caravan and camping |
| <input type="checkbox"/> Pubs | <input type="checkbox"/> Hotels/Motels | <input type="checkbox"/> Other non-serviced |
| <input type="checkbox"/> Cafes/Takeaways | <input type="checkbox"/> B&Bs/Guesthouses | <input type="checkbox"/> Other |
| <input type="checkbox"/> Other shops | <input type="checkbox"/> Self catering | |

Specific festivals/events aware of:

Whether increase staffing levels during festivals?

- | | |
|---|---------------------------------|
| <input type="checkbox"/> Yes - all the time | <input type="checkbox"/> No |
| <input type="checkbox"/> Yes - some of the time | <input type="checkbox"/> Unsure |

Whether undertake any special marketing or promotions during festivals to increase trading opportunities?

- | | |
|---|---------------------------------|
| <input type="checkbox"/> Yes - all the time | <input type="checkbox"/> No |
| <input type="checkbox"/> Yes - some of the time | <input type="checkbox"/> Unsure |

If you notice an increase in turnover during festivals, to what extent do you feel festival is responsible for this increase?

- | | |
|---|--|
| <input type="checkbox"/> A great extent | <input type="checkbox"/> A little extent |
| <input type="checkbox"/> Some extent | <input type="checkbox"/> Not a result of the festival (due to other reasons) |

If you notice a decrease in turnover during festivals, to what extent do you feel festival is responsible for this decrease?

- | | |
|---|--|
| <input type="checkbox"/> A great extent | <input type="checkbox"/> A little extent |
| <input type="checkbox"/> Some extent | <input type="checkbox"/> Not a result of the festival (due to other reasons) |

What is your overall perception of festivals and events in terms of their impact on Winchester and the district as a whole? eg. does it help put Winchester on the map; increase tourism; bring extra income to businesses; cause noise/congestion; etc.

APPENDIX 6: Festivals and events in other cultural cities

Bath		
Bath on Ice	With music to set the wintery scene, a cosy bar area and seasonal drinks you will be transported to a dreamy winter wonderland. Spanning 1,000 square metres.	
Bath Bachfest	totalguidetobath.com, welcometobath.co.uk, stayinbath.org Three day annual Bath Bachfest, is a delightful fixture in the Georgian city's annual calendar, celebrating the music of J S Bach and his contemporaries. Over 3,000 visitors. https://bathfestivals.org.uk https://visitbath.co.uk/whats-on/festivals https://www.totalguidetobath.com/entertainment/festivals-in-bath/	12 November 2021 - 3 January
Bath Mozartfest	This annual festival presents great music, with a special emphasis on the works of Mozart, in performances of the highest quality, amidst the splendid surroundings of Bath and its historic buildings. At locations across Bath, Bath Mozartfest was created in 1991 thanks to a generous bequest by Mrs Mary Purnell, in memory of her late son Mark who adored the music of Mozart and the City of Bath. bathmozartfest.org.uk	17 - 19 February
Bath Comedy Festival	Bath Comedy Festival features both famous household names and the stars of tomorrow in a fantastic mix of comedy including stand-up, sketch comedy, cabaret, kids' shows, music, magic & mystery tours - 20 days. Curated and produced by Bath Comedy. bathcomedy.com , totalguidetobath.com , fodors.com , visitsomerset.co.uk	17 - 19 February
The Bath Festival	The Bath Festival 2022 will be a celebration of music and books with a diverse programme over ten days from 13 – 22 May 2022. Over 130 events, over 2,000 visitors with over 2,000 performers. bathfestivals.org , totalguidetobath.com , visitbath.co.uk	1 - 20 April
Pub in the Park	Pub in the Park will be heading to beautiful Bath from 18th - 20th June 2022. Don't miss this glorious three day culinary and musical feast. pubintheparkuk.com , totalguidetobath.com	13 - 22 May
The Gin and Rum Festival at The Pavilion	The UK's largest Gin & Rum Festival tour. 120+ different craft gins and spirits, adults only. thegintomytonic.com , totalguidetobath.com , eatdrinkseek.co.uk	18 - 20 June
The Jane Austen Festival	Jane Austen Festival for an immersive Regency experience. Walk alongside 500 costumed Jane Austen fans in the spectacular, opening Grand Regency Costumed Promenade. The highlight of the festival for many, this record-breaking event beings at the Holburne Museum and continues across Pulteney Bridge, past many landmarks in central Bath. Over 3,500 people taking part. janeaustenfestivalbath.co.uk , visitbath.co.uk , totalguidetobath.com	19 - 20 August
Bathscape Walking Festival	The annual Bathscape Walking Festival takes place from 10th to 25th September 2022, showcasing Bath as a fantastic walking destination and landscape city. bathscapewalkingfestival.co.uk , bathscape.co.uk , welcometobath.co.uk	9 - 18 September
		10 - 25 September

The Great Bath Feast	The Great Bath Feast, in association with The Bertinet Kitchen, celebrates the best food and drink in the South West, as well as taste-sensations from further afield, appealing to culinary connoisseurs everywhere. The festival kicks off with a buzzing market on Milsom Street in Bath with chef demos, pop-ups and a Food & Drink trail for all to enjoy. Attracts visitors from more than 50km away. greatbathfeast.co.uk , thebathguide.com , welcometobath.co.uk	23 - 25 September
Bath Children's Literature Festival	Europe's largest dedicated children's literature festival which brings a host of writers and illustrators to the city for live, interactive events for young people of all ages. bathfestivals.org , totalguidetobath.com	23 September - 2 October
Bath Carnival	Bath Carnival 2022 will transform the streets of Bath with a free Carnival throughout the city centre. You will experience fantastic sound systems, hundreds of drummers and professional carnival dancers, schools and community groups. Attracts 30,000 visitors. bathcarnival.co.uk , totalguidetobath.com , greatwestway.co.uk	TBC
York		
York Resident's Festival	The event is organised as a way of saying thank you to residents for the warm welcome they give to York's 6.9 million visitors each year, with attractions opening up their doors free of charge for the weekend. 6.9 million visitors each year. visityork.org , yorkmix.com , bestthingstodoinyork.co.uk	January
York's Ice Festival	Forty magnificent ice sculptures transforming York's city centre. 31,000 visitors in 2020. visityork.org , yorkmix.com , bestthingstodoinyork.co.uk , york360.co.uk	5 - 6 February
Jorvik Viking Festival	Storytelling to 'Have-a-Go' Sword Combat and Archery. Attracts more than 40,000 visitors. jorvikvikingfestival.co.uk , jorvikvikingcentre.co.uk , bestthingstodoinyork.co.uk	19 - 27 February
York Literature Festival	This has been a staple in York's cultural scene since 2007. Events include talks, performances, workshops, poetry, theatre, cinema and reading groups across a 16-day period. 1,000-5,000 visitors, 100-500 exhibitors. yorkliteraturefestival.co.uk , yorkmix.com , york360.co.uk	19 - 28 March
York Chocolate Festival	The festival including the markets and demos are FREE entry. Specific events are at various prices (which can be found on the website programme). The festival market, bars, food factory and demonstrations are located on Parliament Street and St Sampson's Square. Events such as wine tastings, dinners, trails etc are city wide. yorkfoodfestival.com , yorknaburnlock.com , yorkchocolatefestival.co.uk	14 - 18 April
Bloom York	Jam-packed programme of events, pop-up gardens, installations and more, for each and every one of you to enjoy next summer at BLOOM. creativetourist.com , yorkracecourse.co.uk , yorkpress.co.uk	June
York Food & Drink Taster Festival	There will be a food market in the city centre and food tastings.	10 - 12 June
York Balloon Fiesta	50 hot air balloons taking to the skies above York, a live music stage featuring some of the UK's best tribute acts, arena stunt show and falconry display and so much more will help make York's biggest family-friendly weekend at the end of August. Approximately 40,000 visitors, 3 day festival. yorkshireballoonfiesta.co.uk , yorkshire.com	August
York Food & Drink Festival	There is a large market on Parliament Street as well as marquees for food demonstrations and tastings. There are also events throughout the city like wine or port tasting, a gin fair and different food offerings. yorkfoodfestival.com , yorkshire.com , york360.co.uk , visityork.org	September

Yorktoberfest	York is set to enjoy beer, bratwurst and all things Bavarian when a brand-new event – Yorktoberfest – comes to York Racecourse this October. yorktoberfest.co.uk , bestthingstodoinyork.co.uk	October
York Christmas Festival	The charming alpine chalets will once again line the streets from 18 November to 23 December, with local businesses selling everything from handmade gifts to delicious treats. 5.5k to 6.5k visitors per day, visitor profile: 80% female, over 35's. visityork.org , yorkshirefoodguide.co.uk , yorkshirewonders.co.uk	18 November - 23 December
York Festival of Christmas – St Nicholas' Festival Christmas in Narnia	35 day Christmas market, more than 2 million people through the market. visityork.org , yorkshire.com Join us for an enchanting time to see the lavishly decorated interiors of Castle Howard transformed. Enjoy breath-taking dramatic installations, lighting and soundscapes evoking everything we love about this special time of year. yorkshire.com , yorkshirewonders.co.uk	December
Lincoln		
Lincoln Grand Prix	Covering 13 laps and 102 miles around the historic parts of Lincoln, the Lincoln Grand Prix has been voted as the country's favourite one day cycle race both by the riders and the public. lincolngrandprix.com , visitlincoln.com	May
The Lincolnshire Show	A celebration of all things Lincolnshire including agriculture, heritage, food, drink, and aviation. Around 60,000 visitors per year, 600 trade stands. lincolnshireshow.co.uk , lincolnshireshowground.co.uk , visitlincoln.com	22 - 23 June
The Lost Village Festival	Lost Village is a surreal festival experience that takes place in a secluded woodland near the village of Norton Disney, Lincolnshire. Festival-goers are invited to explore an abandoned world that encompasses dilapidated buildings, old junkyards, hidden gardens and a disused airbase. lostvillagefestival.com	25 - 28 August
Asylum steampunk festival	A weekend of imagination and creativity and at the Castle – where the Victorian and Edwardian past meets a future that never was - thousands of splendidly dressed participants will enjoy shows, demonstrations, music, and much more. Attracts around 100,000 visitors. asylumsteampunk.co.uk , visitlincoln.com , lincolnshire.gov.uk	26 - 29 August
Lincoln Christmas Market	Every year, stalls, performers, and festive cheer take over Lincoln's Cathedral Quarter for four days of festive entertainment, shopping, and food and drink. 150 stalls, around 276,000 visitors. lincoln-christmasmarket.co.uk , visitlincoln.com	2 - 5 December
Lincoln Castle Illuminated	Lincoln Castle Illuminated will offer families and friends some much needed festive sparkle with the return of this beautiful and special Christmas experience. lincolncastle.com , lincolnshire.gov.uk , lincoln-rocks.co.uk	11 - 23 December
Lincoln Mystery Plays	Every 4 years, 42 plays. lincolnmysteries.co.uk	TBC
Edinburgh		
Edinburgh International Science Festival	120 speakers both online and in 30 venues across Edinburgh for a diverse programme of over 200 events, including outdoor exhibitions, tours and trails, workshops, discussions and family shows. Free and ticketed events across 29 Edinburgh venues, over 179,000 people involved in events. sciencefestival.co.uk , edinburghfestivalcity.com , scotland.org	9 - 24 April

Edinburgh International Children's Festival	The Edinburgh International Children's Festival is a 9-day festival dedicated to offering family-friendly entertainment in the form of theatre and dance. The Festival celebrates the best of children's theatre and dance from around the world. Over 10,000 visitors. edinburghfestivalcity.com , edinburgh.org , scotland.org	7 - 15 May
Edinburgh Jazz & Blues Festival	Edinburgh Jazz Festival was set up in 1978 by banjo-player and guitarist, Mike Hart. Mike's initial focus was on traditional jazz and a host of events taking place for free admission in pubs. By the mid-80's the Festival had added ticketed events, and had broadened its musical policy to encompass swing and mainstream jazz and occasionally some more modern groups. 950 local, Scottish and international performers in 16 venues and 13 wards. edinburghjazzfestival.com , edinburghfestivalcity.com , whatsoninedinburgh.com	15 - 24 July
The Royal Edinburgh Military Tattoo	The Royal Edinburgh Military Tattoo is an annual series of military tattoos performed by British Armed Forces, Commonwealth and international military bands, and artistic performance teams on the Esplanade of Edinburgh Castle. Over 8,000 spectators. edintattoo.co.uk , edinburghfestivalcity.com , edinburghcastle.scot	5 - 27 August
Edinburgh Fringe Festival	The Edinburgh Festival Fringe is the world's largest arts festival, which in 2018 spanned 25 days and featured more than 55,000 performances of 3,548 different shows in 317 venues. Collaboration with 32 Edinburgh Community organisations, over 850,000 tickets sold in 2019, 157 countries represented. efringe.com , edinburghfestivalcity.com	5 - 29 August
Edinburgh International Festival	A world class cultural event to bring together audiences and artists from around the world, and over 70 years has gone from strength to strength. For three weeks in August, Scotland's capital becomes an unparalleled celebration of the performing arts and an annual meeting point for people of all nations. Approximately 2,800 artists and 430,000 attendees. www.eif.co.uk , edinburghfestivalcity.com	6 - 28 August
Edinburgh International Book Festival	It is a distinctive international showcase celebrating the written word, literature and ideas. It brings leading and emerging international, British and Scottish authors and thinkers together to inspire each other and audiences in an extensive programme of public events. Over 900 events and around 250,000 visitors. edbookfest.co.uk , edinburghfestivalcity.com , edinburgh.org	13 - 29 August
Edinburgh Art Festival	Edinburgh Art Festival is the platform for the visual arts at the heart of Edinburgh's August festivals, bringing together the capital's leading galleries, museums, production facilities and artist-run spaces in a city-wide celebration of the very best in visual art. Over 50 exhibitions and 140 plus events across over 40 venues. 80% of the festival is free to attend, 32 day programme. edinburghartfestival.com , edinburghfestivalcamping.com	August
Edinburgh International Film Festival	Provides a platform for the best in world cinema. Around 500 filmmakers attend. edfilmfest.org.uk , edinburghfestivalcity.com	August
Scottish International Storytelling Festival	The Festival takes place in October each year, as the seasons change with long nights drawing families and friends around the hearth, inspired by the Scottish ceilidh tradition and its sense of togetherness – a community gathering full of tales, anecdotes, music, songs and ballads. Approximately 110 performers. sisf.org.uk , edinburghfestivalcity.com , tracscotland.org	14 - 30 October

Edinburgh's Hogmanay	The big events include a torchlight procession and other entertainment on December 30th, a massive outdoor street party, concerts, and fireworks on December 31st, and then the Loony Dook (a morning dunk in a river) and smaller public entertainment options on January 1st. 71% of visitors interviewed in 2019, said this festival was the only or main reason to visit Edinburgh. Over 180,000 visitors. edinburghshogmanay.com , edinburghfestivalcity.com	30 December - 1 January
Oxford		
Oxford International Women's Festival	The Oxford International Women's Festival exists to celebrate women's achievements and solidarity and to highlight local, national and international issues. It is organised by local women to reflect a wide range of backgrounds and experiences – and has played a significant part in the community for over a quarter of a century. oiwf.org	February, March
Dancin' Oxford Festival	Dancin' Oxford involves successful and well co-ordinated partnership working between key organisations in the area. Festival partners are Pegasus Theatre, Oxford Playhouse, North Wall Arts Centre, The Mill Arts Centre (Banbury), Cornerstone Arts Centre (Didcot), Oxford City Council, Westgate Shopping Centre and Oxford Dance Forum. In 2016, they had 211 artists, 586 participants and over 6,500 audience members. dancinoxford.co.uk , oxford.gov.uk	March, July, October
Folk Festival Weekend	Unique opportunities to see top quality performers in intimate and beautiful settings around Oxford city centre. folkweekendoxford.co.uk , carnifest.com	April
Town & Gown	Oxford Town and Gown is the oldest run in the series. It started in 1982 by local runners as a fun run to raise funds for muscular dystrophy and still to this day all profits from the race go to Muscular Dystrophy UK (MDUK). Shortlisted for the best UK running series at the 2019 running awards. townandgown10k.com , theoxfordmagazine.com	May
Bike Oxford	Bike Oxford offers cyclists of all abilities the opportunity to ride signposted routes of either 80, 50 or 20 miles. bikeoxford.co.uk	May
Jewish Cultural Fair	The fair features a selection of Jewish folk music as well as Israeli food stands, Jewish books, art and historic exhibitions. oxfordchabad.org	May
Oxford Pride	Oxford Pride is a celebration of lesbian, gay, bisexual, transgender and queer life in Oxfordshire. oxford-pride.org.uk	June
Oxford Green Week	Oxfordshire Great Big Green Week is 8 days of events helping and encouraging people and organisations to act to help tackle the climate crisis, and to protect and improve our environment. There are over 80 events planned across the county. greenweekoxon.co.uk , greatbiggreenweek.com	June
Florence Park Festival	Flo/GloFest is a purely volunteer run, non profit festival. Any money raised gets put back into making the following year even better. Run entirely by volunteers, approximately 100 local performers. flofest.uk	June
Headington Festival	Features a host of free entertainment and family fun. headingtonfestival.org.uk	June
Thai Festival	Oxford Thai Festival celebrated food, traditions and culture from Thailand with a range of performances. Over 2,000 visitors. oxford.gov.uk , barpubmeta.com	June
Oxford Festival of Arts	Oxford Festival of the Arts is a two-week multidisciplinary celebration that takes place around Oxford and online with something for everyone. Attracts 25,000 visitors and reaches over 250,000 people online. artsfestivaloxford.gov , mcsoxford.org	June, July

Alice's Day	Alice's Day is a festival held every year to celebrate all things Alice in Wonderland. A wide variety of family-friendly and accessible events will be held across the city. storymuseum.org.uk, oxford.gov.uk, oxme.info, theoxfordmagazine.com	July
Cowley Road Carnival	Iconic street carnival in Oxford, UK which traditionally takes place on the first Sunday in July. The event began in 2001, supported by regeneration funding for the area, and is now one of Oxford's biggest free community events. Attended by around 50,000 visitors. cowleyroadworks.org	July
Cancer Research Race for July	Race organised to raise funds for cancer research.	July
Blackbird Leys Festival	Wide variety of stalls and activities – ranging from Zorb football, penalty shoot-outs, cricket, rugby, martial arts, bouncy castles and a climbing wall, to craft stalls, DIY face painting, meditation and yoga. Around 4,000 visitors. leysfestival.weebly.com, oxford.gov.uk, theoxfordmagazine.com	July
Cowley Classic Car Show	Car show each year to raise much needed funds for local and international charities. 1,000-5,000 visitors, 200 exhibitors. cowleyclassicarshow.org.uk, rotary-ribi.org	July
Foodies Festival	With over 200 exhibitors and award-winning local artisan producers, a Street Food Village, the Cake & Bake Theatre, a Kids Cookery School, Live Music Stage, Chef's Theatre and Food and Drink Masterclasses, Foodies Festival has all the key ingredients of a great day out for families and for friends. 5,000-20,000 visitors and 100-500 exhibitors. foodiesfestival.com, theoxfordmagazine.com	August, September
St Giles Fair	The fair is normally held on the Monday and Tuesday following the first Sunday after St Giles' Day (1 September). The fair dates back to 1625 when it was a parish festival to celebrate the feast of the patron saint, St Giles. In the 18th century it was a toy fair, then in the early 19th century it was a general children's fair. The funfair grew during mid and late Victorian times. Dates back to 1625. oxford.gov.uk, theoxfordmagazine.com	September
Oxford Art & Craft Market	The Oxford Arts Market takes place on 2 and 3 October in the beautiful and iconic setting of Broad Street Oxford, in the shadow of many of the City's famous landmarks. 150 artists from over 30 countries. theoxfordmagazine.com, oxford.gov.uk, oxonarts.info	October
IF Oxford Science & Ideas Festival	The Festival brought together makeup artists and computer scientists working on AI to test the limits of facial recognition technology with a live demonstration. IF Oxford 2019 reached 16,000 people through 105 events in 35 venues over 11 days. if-oxford.com	October
Oxford Round Table Fireworks Display	Oxfordshire's biggest firework display. Visitors can enjoy a food village, funfair and licenced bar. oxfordfireworks.co.uk, theoxfordmagazine.com	November
Christmas Light Festival	Victorian Christmas market, light trail, Oxford Castle, Headington Winter Lights and Light Garden. Around 100,000 visitors, 100 chalets home to hand-picked exhibitors. oxlightfest.com, theoxfordmagazine.com	November
Oxford Christmas Market	Christmas market with approximately 53 stalls. oxfordchristmasmarket.co.uk, theoxfordmagazine.com, europeanbestdestinations.com	December
Helen & Douglas House Charity Run	Walk, jog or run and raise money for our children's hospice. helenanddouglas.org.uk	TBC