

Cheltenham Festivals

- Inspiration
- Innovation
- Quality
- Collaboration

How we are financed

	2007	2015
Sponsorship/Fundraising	39%	48%
Box Office	35%	43%
CBC	18%	1%
ACE	6%	4%
Misc.	2%	4%
Patrons	48	168

Cultural contribution

- Over 900 events
- Engaging with over 300 schools
- Over 20,000 students take part
- Ongoing community involvement in West Cheltenham
- Library prize initiated with the Booker Foundation

Economic contribution

- 30,000 paying customers
- 10,000 engaged with ...around town
- 27,000 free activities at Science
- 32 days of Festivals bringing in 10,000 people ex-Glos
- 'Retail, Hotel, Food and Drink, Parking, ... Return visits'

Educational contribution

- First Story & Hospitals project
- Musicate
- Lab Live
- Fame Lab & Fame Lab Academy

The numbers

	2007	2015
Turnover	£2.9m	£5.6m
Tickets	133,741	218,932
Web visitors	(149k visitors)	440k (790k visitors)
Database	53k	166k
Events for Schools	45	322
Students	c.7,000	19,953

Outcomes

- More distinctive content, originating in Cheltenham - engaging nationally
- International / national and local collaborations and commissions
- Locally embedded with partners & people
- Marketing sophistication
- Financially stable - range & level of funds income increased