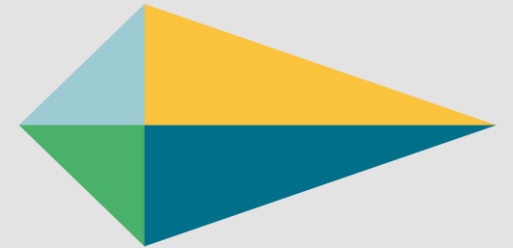


First Light Festival

The future



EASTSUFFOLK
COUNCIL

The Idea



How it looked



It worked on so many levels - we're grateful for the love and care that was put in and are so pleased that so many attended and enjoyed the experience. What a good day to be alive! I hope it becomes an annual event as I'm thinking about what stall I could do next year. Well done! Please pass our heartfelt thanks to everyone involved - you really cracked it!

Quotes

Please repeat!

First Light has regenerated the town

Energetic, creative, exciting, uplifting, would like it to have lasted longer

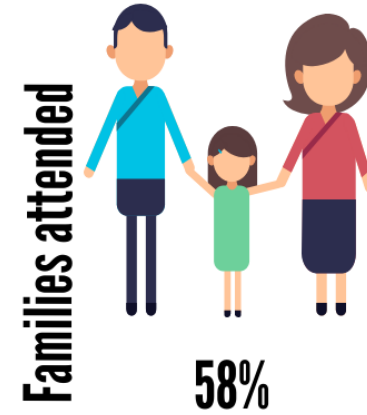
Lowestoft people trying new things and new people trying Lowestoft - brilliant!

Really bought the community together

The whole atmosphere has been great on both days – a fabulous festival

Showcasing what Lowestoft has to offer the world

Statistics



Visitor Survey

Visitors were asked...

"Overall how would you rate your experience of First Light Festival"

...the answer was...

9.4 /10

Visitor Survey

35% of those attending had not visited Lowestoft before and **96%** from those outside Lowestoft would visit again

9.2 /10 said "This event has left me feeling more **positive** about Lowestoft"

9.7 /10 said "This event is **good** for the profile of Lowestoft"

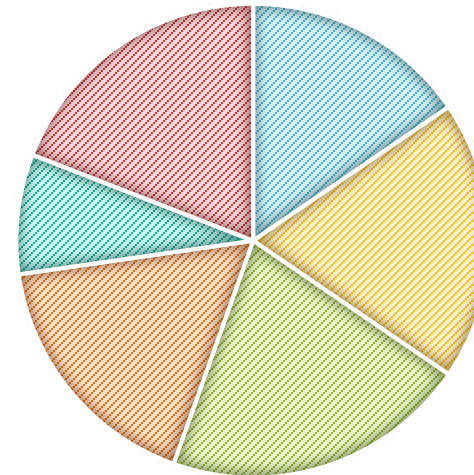
9.6 /10 said "I would **recommend** First Light Festival to a friend"

9.8 /10 said "I think First Light Festival **should happen again** in Lowestoft"

Visitor Survey

AGE GROUP

■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+ ■ Under 25

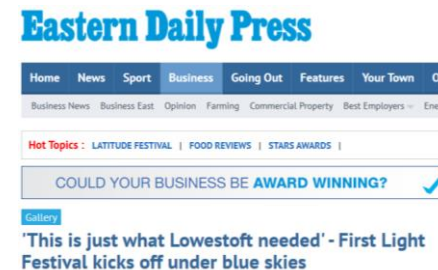
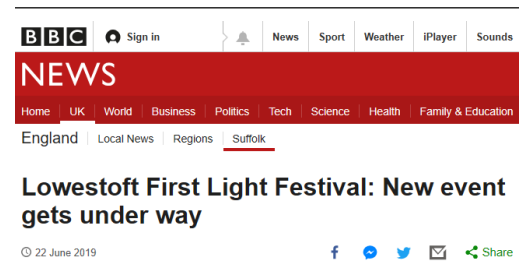


In the lead up to the Festival, we expected approximately **10,000** people to attend
After the event, the Police estimated that **30,000** people were in attendance

Press Coverage & Social Media

Our post-event Facebook post was among our most popular ever with over 6,000 views and 2,500 engagements - and universal praise in the comments section for the event.

There were more than 1,000 individual posts on Twitter, Facebook and Instagram using the hashtags #FirstLightFestival and #firstlightlowestoft and over 2,300 using the hashtag #Lowestoft.



What next?

