



THE FRINGE

AT TRAMLINES

In ASSOCIATION WITH
Sheffield**BID**

2019



SheffieldBID****
Business Improvement District



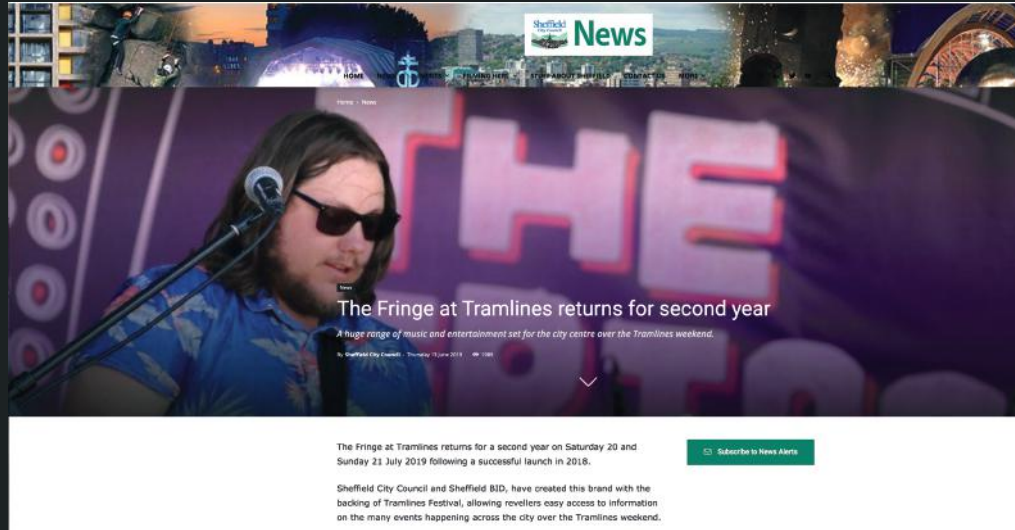
THE FRINGE AT TRAMLINES

Releases, coverage and digital stats

RELEASES

Published on
www.sheffieldnewsroom.co.uk

13/6/19
7,022 page views
(13th June – 21st July)



11/7/19
7,168 page views
(11th-21st July)





GOV DELIVERY BULLETINS


20/7/19

'Tramlines Fringe is back!'
7,506 opens as of 23rd July

Email (HTML) | Email (Plain Text)

From: Sheffield City Council <alerts@subscriptions.sheffield.gov.uk>
Subject: Tramlines Fringe is back!


View as a Website



Ready for Tramlines Fringe?

Tramlines Fringe 2019 is taking over the city centre this weekend with loads of free music and activities for all the family to enjoy.

Come down to Devonshire Green, Barker's Pool and the Peace Gardens today and tomorrow to get involved!




Tramlines Fringe 2019

Read more

Read more

Having trouble viewing this email? [View it as a Web page.](#)

 SHARE

Click the share button above and then choose the social media or email icon at the top of the page to share this news.

22/7/19

'Tell us your views on Fringe at Tramlines'
5,891 opens as of 23rd July

The event also featured in 4 weekly news and events bulletins running up to the event, which has 26,000+ subscribers.



SOCIAL MEDIA POSTS

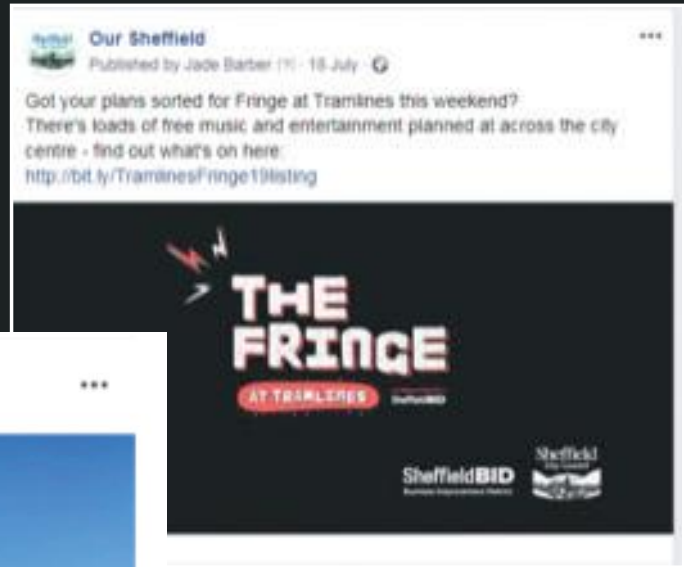
Tweets x 9

Date	Content	Reach
10th July	Tramlines Fringe line-up	3,284
12th July	Fringe set at The Washington	5,636
13th July	Fringe set at Shakespeare's	3,003
14th July	Fringe programme (Exposed)	4,931
16th July	Ready for Tramlines Fringe?	9,180
17th July	Full Fringe line-up	4,442
20th July (am)	Plan your day at Tramlines Fringe	6,189
20th July (pm) (best performing tweet)	Tramlines Fringe is in full swing	10,018
21st July	It's not too late to get down to Tramlines Fringe	5,261
22nd July	Event round-up and feedback survey	5,482





Facebook posts x 3
Instagram posts x 2
Instagram stories x 1



FACEBOOK EVENT

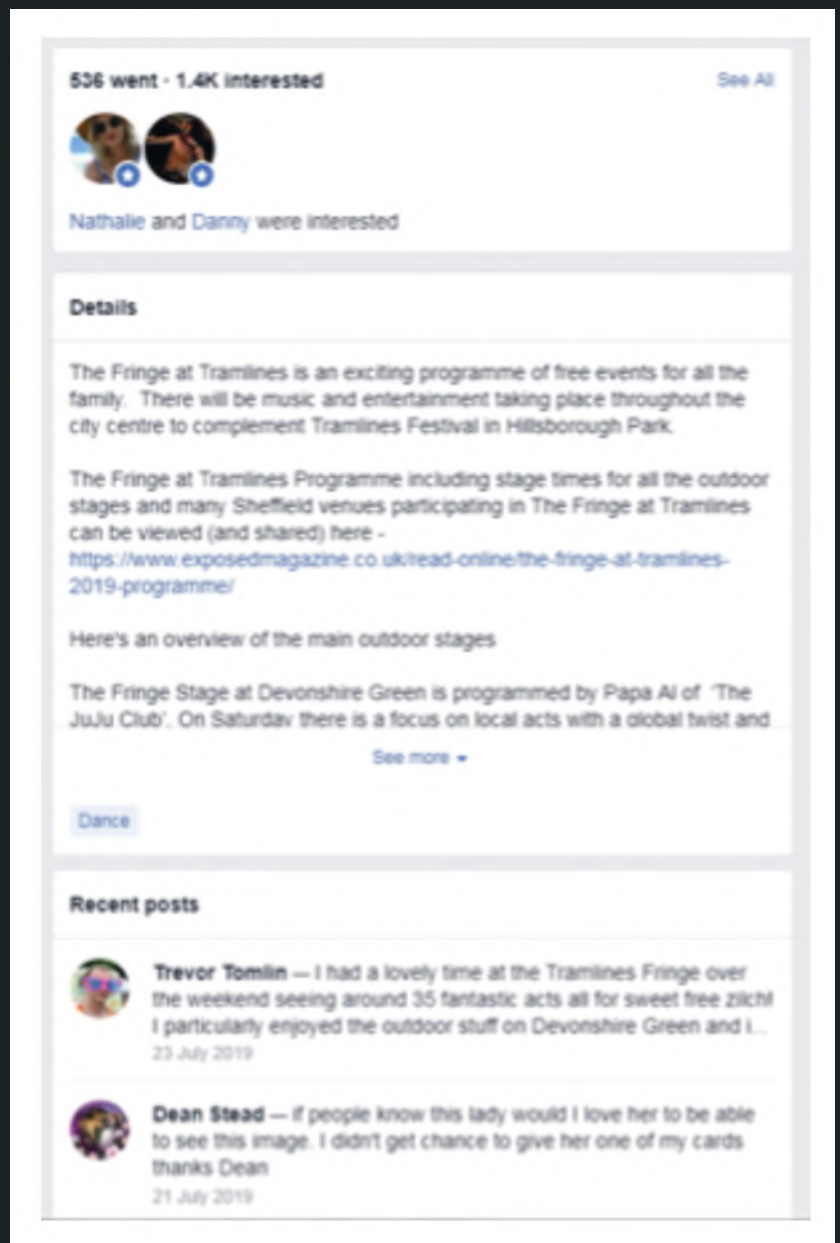
61K people reached
536 people said they were attending
1.4K people said they were interested

Media coverage

Sheffield Star
Radio Sheffield

Footfall

2019 footfall: 76,000
(2018 footfall: 70,000)



EXAMPLES OF SOCIAL MEDIA ASSETS



WHAT PEOPLE SAID ABOUT FRINGE AT TRAMLINES 2019

'Great atmosphere'

'Fringe was amazing. I moved away for 4 years and the last time I remember tramlines it was quite small. Fringe down division street and dev green was awesome'

'Made me feel proud to have such a brilliant festival in our own city'

'Well organised, friendly and fun'

'The event was a lovely family experience'

'Particularly enjoyed the street theatre, the whole family loved it'

'It was a first time for me and I am 81 and I enjoyed it'

'The fringe at tramlines was brilliant, so great to have free events across the city alongside the festival. Created such an awesome atmosphere and buzz around the city, please continue to run this every year!'

'Amazing vibe'



WEBSITE

All listings for Fringe at Tramlines 2019 were published on a dedicated section of the Exposed Magazine website.

