



THE FRINGE

AT TRAMLINES

IN ASSOCIATION WITH
SheffieldBID

2018



SheffieldBID
Business Improvement District



Releases

Web hits – 6914

<https://sheffieldnewsroom.co.uk/news/the-fringe-at-tramlines-to-bring-festival-feel-to-city-centre/>

Page views: 4,433



<https://sheffieldnewsroom.co.uk/news/fringe-at-tramlines-line-up/>

Page views: 1,642

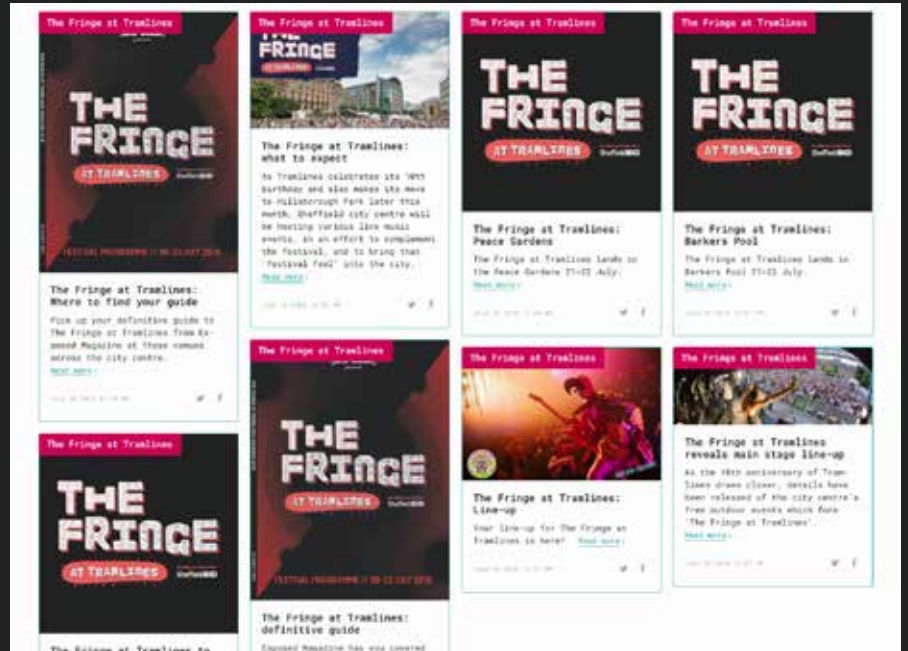
<https://sheffieldnewsroom.co.uk/events/fringeattramlines/>

Page views: 839





Event web content –
20,363 page views
<http://www.sheffafter5.com/thefringeattramlines>





Coverage links:

<https://www.thestar.co.uk/whats-on/preview-the-fringe-at-tramlines-official-free-music-events-bring-festival-to-the-city-centre-1-9258099>

<https://www.ourfaveplaces.co.uk/whats-on/the-fringe-at-tramlines/>

<https://www.rmcmmedia.co.uk/vibe/food-and-drink/article/The-Fringe-at-Tramlines-has-an-important-announcement>

<https://web.sheffieldlive.org/tramlines-fringe-set-to-rock-the-city/>

<https://sheffield.bigstamp.uk/open-air-cinema-and-street-theatre-take-over-city-centre-for-the-fringe-at-tramlines/>

<https://thetab.com/uk/sheffield/2018/07/13/here-are-the-best-acts-playing-at-this-years-tramlines-fringe-33861>

<https://pinkwafer.club/2018/07/05/tramlines-fringe-2018-venue-guide-itinerary/>

Media

Gary Clifton, BBC radio Sheffield, Breakfast interview 20 Jul



Social Media

| | | |
|-------------------------------|------------|---------|
| Twitter | reach | 48,387 |
| Facebook | reach | 10,195 |
| Facebook event | reach | 126,900 |
| Facebook event | page views | 10,000 |
| Sheffield BID social accounts | reach | 52,395 |
| (Twitter, insta, facebook) | | |

Tweets

| Date | Content | Reach |
|--------|-----------------------------|-------|
| 15 Jun | Line up announcement | 4512 |
| 18 Jul | Street theatre line up | 3971 |
| 19 Jul | All line up posters | 4344 |
| 19 Jul | No cans and bottles | 9917 |
| 20 Jul | BID Twitter moments share | 4170 |
| 21 Jul | Website and programme share | 2152 |
| 21 Jul | Peace gardens screen | 2875 |
| 21 Jul | Fringe buskers | 3329 |
| 21 Jul | Street performers | 4908 |
| 30 Jul | Round up one week on | 8209 |

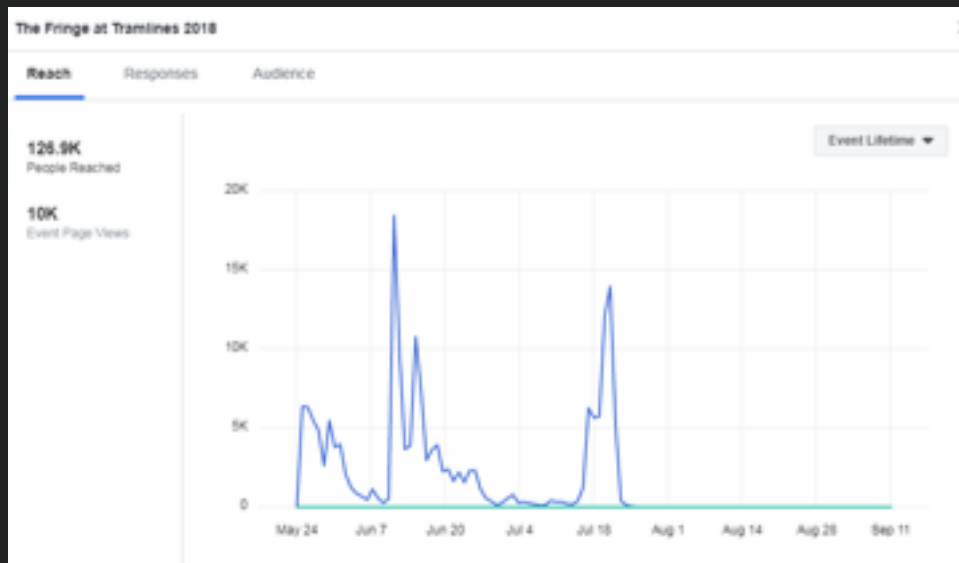




Facebook

Facebook event: 2000 were interested, 708 went <https://www.facebook.com/events/177329236311796/>

Event & event discussion posts: reach 126.9k, page views 10k



Facebook announcement post reach - 2700

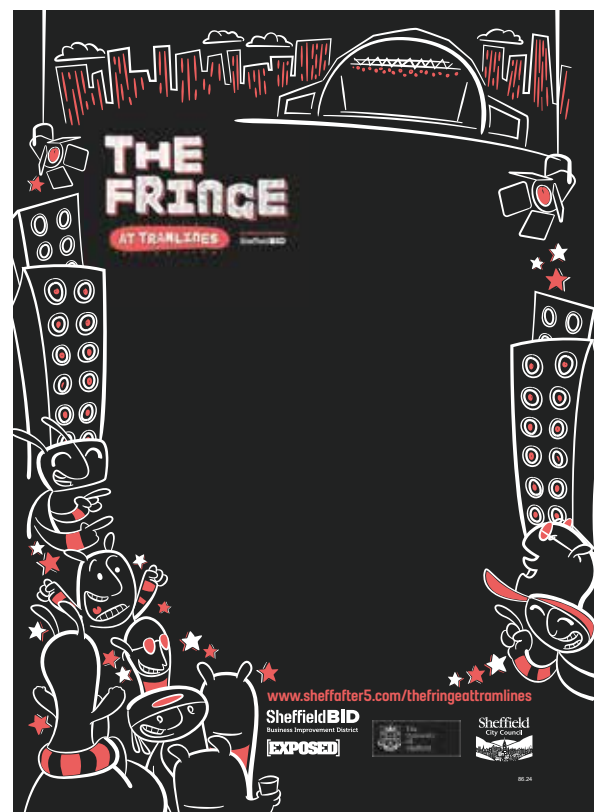


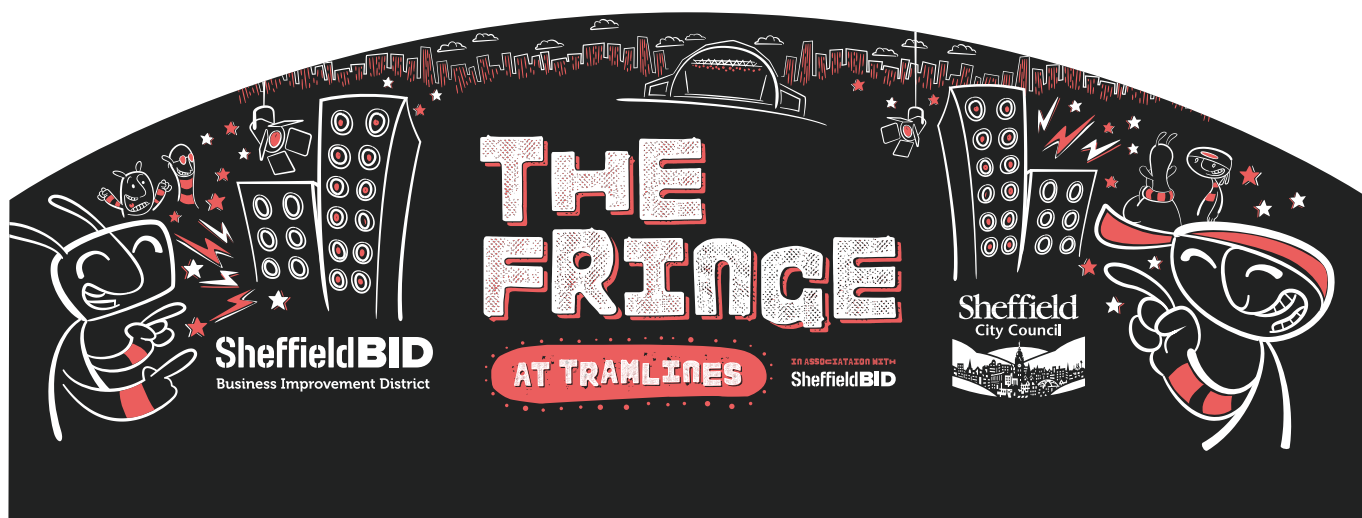
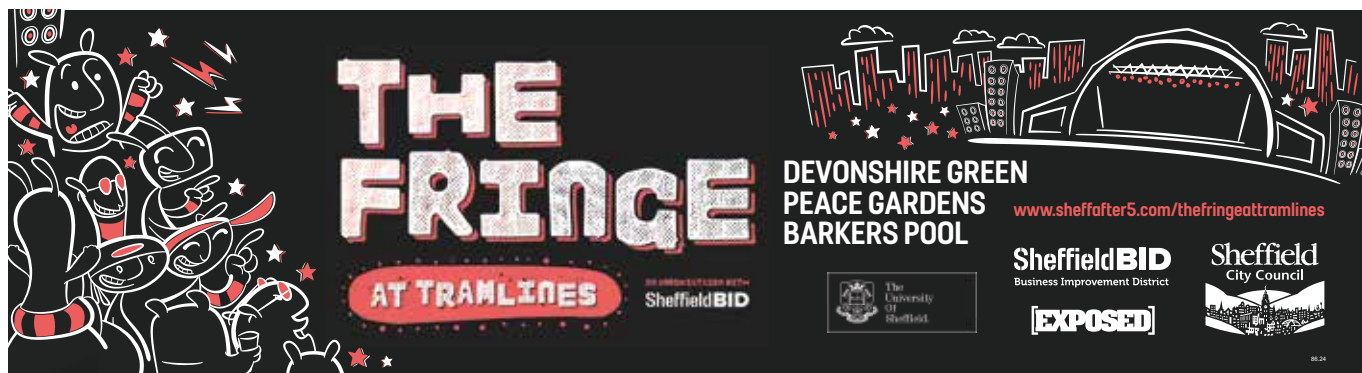
Branded assets



Press advertisement & empty belly posters

Positive public sentiment:
"Great tramlines
fringe vibes like
tramlines 2008 all
over again!"





Town Hall banner, stage backdrop and speaker covers



Attendance:
70,000
across the weekend

Branding – supplied
to around 40 venues
across the city for use in
their bespoke marketing

Programme –
printed copies were
available in 35 venues
across the city

lamp post banners
& programme





Social media posts