

The
Outdoor
City

Sheffield

Cliffhanger 2019

in association with Sheffield BID





Estimated attendance of **50,000+** people over the weekend.

Around **4000** people watched the Finals of the British Bouldering Championships live on Devonshire Green.

Exhibitors across the city centre saw good participation for their activities once again, with orienteering and caving two of the most popular.



Social Media

We used the Cliffhanger video captured at the 2018 event to promote this year's event. We also boosted the Facebook post for the video with £100 spend.

Facebook video views: 11.2k
Facebook video reach: 34,457
(8623 organic, 27,472 paid)

Totals across The Outdoor City social channels including Facebook, Twitter and Instagram: 57 posts
188,913 reach/impressions

BMC Social to promote the BBCs

87 tweets from the GB Climbing & main BMC Twitter accounts, generating 600k+ impressions.

98,575 Facebook reach over the weekend

43 posts from the GB Climbing & main BMC Instagram accounts.

The Facebook event listing for Cliffhanger alone generated 46k reach



EamonnChapman
@YapperC

Replying to @FoEduSport @FVOrienteers and 2 others

Athena and I did our first mini Orienteering event together this weekend in #Sheffield #Cliffhanger #Southyorkshireorienteering she ❤️ it 😊



Oriana Trejo- Astrodivulgación
@Ori1189

Go #Sheffield! We might not be the biggest city in the UK but we are home of the National #BoulderingChampionship 🤩. Amazing weekend enjoying this sport. Congratulations to the winners and see you all soon back in Sheffield. #cliffhanger #BMC @VisitSheffield @theoutdoorcity



LucySibbald
@LucySibbald

Only in Sheffield could you find diving in the city centre! Thanks @DiveworldUK for an unforgettable experience - I think you've started something 😊🤿 #cliffhanger #theoutdoorcity 🏊



Anna Lowe
@annalowe physio

Brilliant day at #cliffhanger Loads of fab outdoor activities & mostly free too. Gotta love Sheffield #OutdoorCity



SPORT All Sport



British Bouldering Championships finals

7 Jul 2019

Summary

- Nathan Phillips defends men's senior title
- Holly Toothill wins the women's event for the first time
- Events count towards possible selection for GB climbing team

SPORT Climbing

Home Episodes



British Bouldering Championships 2019

Climbing

Watch live coverage from the Climbing World Championships.

On iPlayer



DEVONSHIRE GREEN
La Sportiva BMC British Bouldering Championships 2019: Finals
51,916 views · Jul 9, 2019

teamBMC 30.6K subscribers SUBSCRIBED

The full replay of the La Sportiva BMC British Bouldering Championships 2019 finals. Watch the strongest climbers in Britain battle it out to be crowned British Bouldering Champion.

BMC British Bouldering Championships 2019

Once again the Semis and Finals of the championship were streamed live via BBC Sport, online and via the Red Button.

BBC Livestream views: 22,885

BMC also streamed the event live from their own YouTube.

Total YouTube views: 62,560

(10,645 Semis and 51,915 Finals)

TOC Website

Total page views: 9470

Cliffhanger remains the most popular event page on The Outdoor City website and third most popular page on the whole website.

BBCs on the BMC Website

Total page views: 24k

Impressions on the homepage banner: 37k



BMC Sheffield BID **Cliffhanger 2019** BMC Sheffield BID

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