

Economic Impact

Tramlines is one of the UK's longest running, city-based music festivals and is a highlight of Sheffield's year-round calendar of events.

The festival generated a **£3.7m** boost to the local economy this year, according to an independent review from Sheffield City Council measuring event impact. This takes into account the following factors:

- Spectator visits to Tramlines and the city of Sheffield during the event
- Commercial accommodation spend
- Expenditure outside of the event
- Attendees from outside of Sheffield/overseas
- Local talent playing
- Local suppliers, contractors and staff being used

Tramlines boosts the local cultural sector by generating over £500,000 for the Tramlines Fringe over the last 14 years. Held in the city, the Fringe is a free entry music festival held on the same weekend as Tramlines, specialising in developing and showcasing emerging local talent.

Tramlines In The Community

Since our move to Hillsborough Park in 2018, we have ...

- Fundraised **£213,800** for charity.
- Hosted **68** work placements & internships with local students.
- Programmed **226** slots to Sheffield artists, including 56 through Apply to Play, a scheme which offers the next generation of local talent the experience of playing at a large-scale event.

In 2023 we ...

- Fundraised **£57,600** for local charities.
- Supported **27 Sheffield & South Yorkshire-based organisations** through the Tramlines Trust, awarding over 50% of funding grants to charities or businesses in Hillsborough including Hillsborough Hornets Disability FC, RivelinCo, A Mind Apart & more.
- Donated **£5000** to Hillsborough's Christmas Lights.
- Donated **300 tickets** to organisations including Tickets for Good & Sheffield Young Carers, alongside other local charities for their own fundraising raffles.
- Worked with **125 local businesses** and over **1200 local staff** at the festival, with 30% of 2023 traders coming from Sheffield.
- Increased the budget and resources for the Resident Parking Scheme by 80%, allowing us to more than double the number of homes covered by signage and stewarding.

Hillsborough Initiatives

This year, we launched the 'Little Hillsborough' initiative where four local businesses (Annie Jude's, Bricks & Bits Toy Shop, House of Luxe and Luke Horton Art) were invited to trade at the event with all operational costs covered by the festival.

Tramlines also provided £60,000 worth of screen advertising packages to Hillsborough businesses free of charge and shared the 'Hillsborough Hotspots' campaign in the lead up to the event across Tramlines' social media channels, the website and a newsletter to an 80,000 email customer base.

Testimonials

"Tramlines has been very generous to our young carers and their families over the years, donating in excess of 80 tickets each year and even finding extra ones where demand has outstripped the original (already very generous) offer, allowing the young people we support attendance to the festival, when otherwise they would have no way of doing this. 60% of the young people we support in Sheffield come from within the 20% most deprived areas and we know that this kind of treat would be out of reach for many of the families."

- Sheffield Young Carers, Charity Guestlist Recipient

"Having such an eclectic festival so close to my hometown is really inspiring as an emerging artist. This was my first ever festival I performed at, and was a great stepping stone for my career. The exposure that people from Yorkshire and beyond get to experience different music genres within the city has such a positive impact."

-Rumbi Tauro, Local Artist

"I've always loved having Tramlines in Hillsborough Park, it creates a buzz and should bring a lot of revenue and exposure to the businesses in the area. Having the stall inside was such an amazing opportunity for me as such a small business and I was thrilled to have the opportunity and with my takings. I really hope to get to do it again next year (hopefully with less rain!) and would be really upset to lose the opportunity if the festival moved elsewhere. I know a lot of businesses in the area, especially hospitality venues, take a lot over the weekend and it can really benefit small independent business owners in the area."

-Annie Jude's, Little Hillsborough Trader