



Coronation & Eurovision Screening Events at Nottingham Castle

WHAT'S ON
NOTTINGHAM





BACKGROUND

Nottingham City Council was offered grant funding from the Department for Culture, Media and Sport to host live screenings of the King's Coronation, Coronation Concert and Eurovision Song Contest in May 2023. A further grant was offered by the BBC, allowing Nottingham to become an official Eurovision Live Site and BBC Broadcast Partner for the Grand Final screening on Saturday 13 May.

Nottingham Castle was used as a location for the screenings as part of a phased re-opening strategy.



Department
for Culture
Media & Sport



Funded by
UK Government

CORONATION



EUROVISION



TICKETING & ATTENDANCE

Due to limited capacity in the castle grounds, the screening events were ticketed through the council's ticketing partner Gigantic. A £1 entry fee was agreed to cover the ticketing admin costs and to help reduce the number of no-shows.

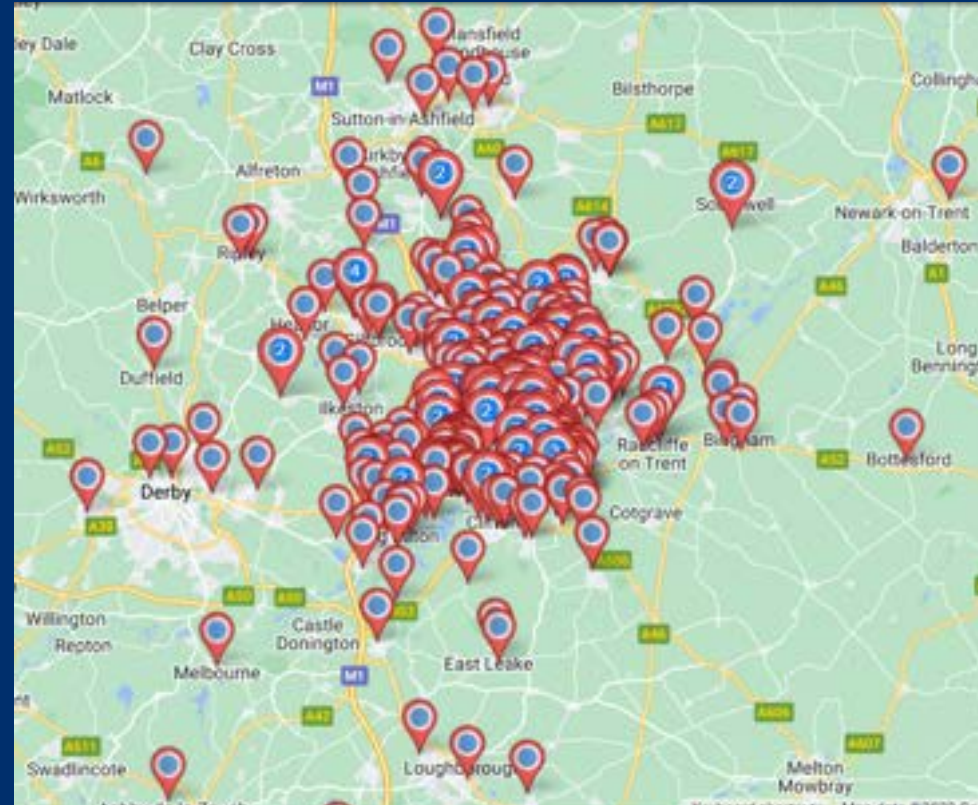
	Booked	Scanned	Admitted with no ticket	Total	Capacity %
Coronation	1520	791	59	850	52%
Coronation Concert	1511	832	52	884	55%
Eurovision	1970	1173	10	1183	60%

The Coronation and Coronation Concert were promoted as picnic-style screening events, to allow more space for picnic blankets and camping chairs. The capacity for the Eurovision event was increased and promoted as a concert-style screening.

All screenings were fully booked, but on average only 56% of bookers turned up to the events. Rain was forecast for the Coronation screening which is likely to have contributed to the lower turn out.

In addition, 100 tickets were reserved for Ukrainian residents, guests and hosts in Nottingham (via the Homes for UK scheme) for the Eurovision screening.

TICKET BOOKERS POSTCODE DATA - CORONATION



89% of bookers were from Nottinghamshire postcodes.

Others came from as far as Washington DC, France and Austria.

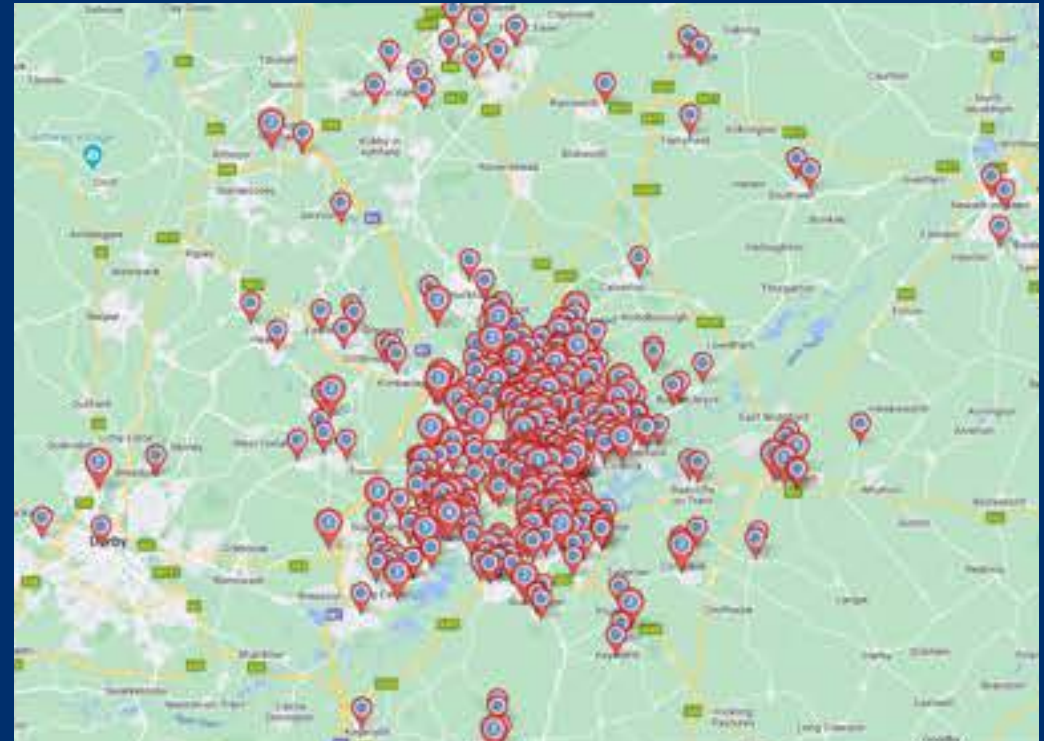
TICKET BOOKERS POSTCODE DATA - CORONATION CONCERT



89% of bookers were from Nottinghamshire postcodes.

Others came from as far as San Francisco, Czechia and Germany.

TICKET BOOKERS POSTCODE DATA - EUROVISION



85% of bookers were from Nottinghamshire postcodes.

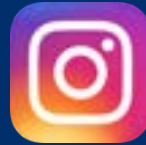
Others came from as far as Austria and Washington DC.

DIGITAL MARKETING REACH - CORONATION & EUROVISION

What's On Nottingham & My Nottingham



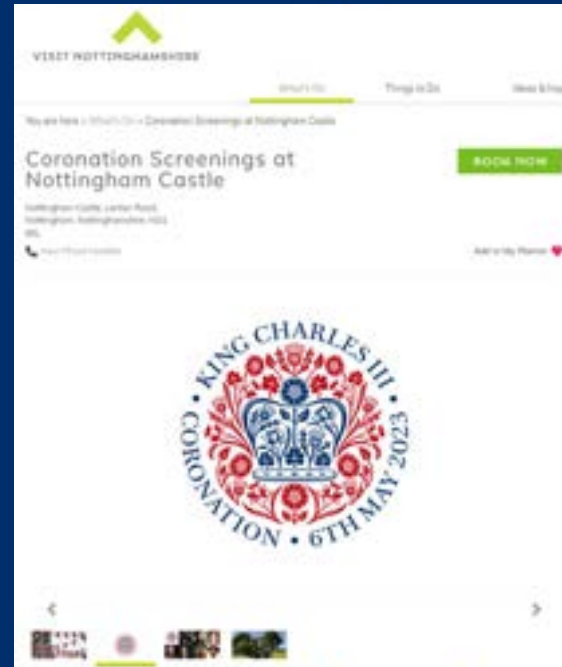
Impressions: 118,048
Reach: 114,814
Engagement: 8,986



Impressions: 34,207
Reach: 31,684
Engagement: 1,912
Story views: 75,069



Impressions: 101,449
Engagement: 2,316



What's On Nottingham
website views
(24 March - 14 May)

Coronation Screenings
Total page views: 13,063

Eurovision Screening
Total page views: 15,042

E-NEWSLETTERS

The events and activities were featured in six What's On Weekly emails from 24 March - 5 May.

- 49,430 subscribers per edition
- 164,232 total opens
- 3,233 link clicks
- 37% average open rate

Content was also featured in five council news bulletins sent during the pre-election period.

- 44,608 subscribers per edition
- 138,062 total opens
- 1,095 link clicks
- 39% average open rate



MEDIA COVERAGE

Press releases were issued to local and national media for both Coronation and Eurovision events. As well as pre-event coverage from Notts TV and ITV Central, media including BBC East Midlands Today, BBC Radio Nottingham, Gem Radio and Nottingham Post attended the events.



SCREEN BRANDING & SIGNAGE

Totems were placed outside the gate (listing the event terms and conditions), and inside the grounds with signage to amenities.

A timber structure was built to surround the 28sqm screen, which enabled the Coronation and Eurovision branding to be displayed.

Branded barrier jackets were also used for each event.



CORONATION CROWN & CITY DRESSING

Nottingham's Council House was adorned with a three-dimensional replica Coronation Crown, measuring 4.2m wide x 3.8m high, from 25 April - 9 May. The crown was also used during the 2022 Platinum Jubilee celebrations, constructed by Nottingham-based scenic artists Makers, who have over 30 years' experience in art fabrication and model-making.

This year, the crown was retro-fitted with LED lighting effects, as the Council House joined the UK-wide "Lighting Up The Nation" that saw the country join together and illuminate iconic locations across the UK.

Digital screens promoting the events were displayed at Loxley House and the Tourism Centre on Smithy Row. 6 sheet posters were also displayed at bus shelters around the city.



LIGHTING UP THE NATION

The Council House was illuminated during the Coronation celebrations.



LIGHTING UP THE NATION

The Council House and Nottingham Castle were illuminated during the Eurovision celebrations.



FEEDBACK



BBC STORYVILLE

As part of the Eurovision cultural festival, a curated selection of BBC Storyville documentary films were offered to Eurovision partner cities. Nottingham's Broadway Cinema screened three documentaries about the conflict in Ukraine. The screenings took place on Friday 12 May - tickets were free, resulting in the following audience numbers:

Eastern Front: 24

When Spring Came To Bucha: 24

We Will Not Fade Away: 10

Feedback from the cinema revealed that the audience was predominantly not Ukrainian, but regular Broadway political documentary attendees.

As well as promoting via What's On Nottingham and My Nottingham channels, an email was sent to the council's Homes for Ukraine distribution list. Content included the Eurovision screening tickets and the BBC Storyville films.



BBC Storyville Films at Broadway Cinema
Friday 12 May




Storyville, the BBC's landmark international feature documentary strand, is hosting a series of films at the Eurovision cultural festival this month.

As Nottingham is an official BBC Eurovision broadcast partner, three of these films will be screened at Broadway Cinema on Friday 12 May. The films tell stories from Ukraine, from its rich cultural heritage to the frontline of the conflict with Russia.

All films are suitable for 10+. Tickets are free but booking is required.

[Book now](#)

The films:

Eastern Front	When Spring Came To Bucha	We Will Not Fade Away
		
Friday 12 May, 4pm	Friday 12 May, 6.15pm	Friday 12 May, 8pm
<p>On 4 February 2022, Ukrainians, together with his family, volunteered to join the front and fight on the front line. They provided the enemy support and reconnaissance of the battlefield.</p> <p>This film reveals the experiences of these young men for six months, full of danger, despair, but also hope, information, love, and even joy, both in victory and in defeat.</p>	<p>In early 2022, the small Ukrainian town of Bucha near the capital, Kyiv, was occupied by the Russians, only for several weeks. After a month of intense fighting, the Russian army withdrew, leaving the town destroyed to be seen.</p> <p>In Ukraine's quietest corner, in Bucha, ordinary Ukrainians made an extraordinary decision to build their children's homes.</p>	<p>For two teenagers living in the conflict-torn Ukrainian region of Ukraine, a Ukrainian tradition provides a brief escape from reality.</p> <p>A part of a generation that is often forgotten, it aims to recognize and celebrate the fragile beauty of life.</p>
Book now	Book now	Book now

OTHER ACTIVITIES

Other Coronation initiatives were promoted alongside the screening events, via the council's channels.

The Big Help Out

The Big Help Out encouraged people to volunteer in their local communities on Monday 8 May. Unfortunately no data is available as to how many volunteers gave their time to support volunteer initiatives in Nottingham.

Street Parties & The Big Coronation Lunch

Free residential road closures were offered for the Coronation bank holiday weekend, allowing people to take part in The Big Coronation Lunch. 10 street parties were approved and facilitated by Highways (Network Management) across the weekend.



