

Policy Committee Decision Report

Title of Report: Tramlines Festival and The Fringe at Tramlines 2024 - Impact Report

Date of Decision: 12th December 2024

Report To: Economic Development and Skills Policy Committee

Report Of: Kate Martin – Executive Director – City Futures

Report Author: Lisa Firth – Director of Parks, Leisure and Libraries /
Gary Clifton – Service Manager – Major Events

Executive Summary: This report provides an update to committee on the impact and outcomes of the 2024 Tramlines Festival and Fringe at Tramlines events.



Policy Committee remit:

This report is to be considered by the EDS Policy Committee as its remit includes:

- **Major and City Centre events**

Does the report contain confidential or exempt information - No

Recommendations:

1. Committee is asked to note the contents of the report.
2. Committee is asked to note and endorse the continued support of the Tramlines Festival and the Fringe at Tramlines.
3. Committee is asked to note the continued contribution of the festival to Sheffield's economy.
4. Committee is asked to note the continued benefits of the festival to the local community, including those involved in the festival.

Financial Implications: No – Adrian Hart

Legal Implications: No – Patrick Chisholm

Equality and Engagement Implications: No - Ed Sexton

Climate Change Implications: No - Lisa Firth

Background Papers: None

Appendices: None

1. Background to the issue

- 1.1 Events are important for building Sheffield's brand and reputation. They enhance the city's image, show the world what Sheffield does well and bring in audiences that might not otherwise experience Sheffield. Events are animators of destination attractiveness but more fundamentally they are key marketing propositions for a destination.
- 1.2 The Tramlines Music Festival and the Fringe at Tramlines are one of the UK's longest running, city-based music festivals and a highlight in Sheffield's year-round calendar of events and festivals and has been held successfully in the city since 2009.
- 1.3 In 2018 the main Tramlines Festival moved to Hillsborough Park (this was from its previous home of Ponderosa Park and prior to that, Sheffield City Centre). At that point Sheffield City Council took on the responsibility to plan and deliver the Fringe at Tramlines event in Sheffield City Centre to ensure the original ethos of a free music festival in Sheffield's city centre wasn't lost.
- 1.4 The review of the 2023 event included a commitment to produce an annual event output report.

2. Proposal

2.2 Tramlines Music Festival

- 2.2.1 SCC's Major Events team use the UK Sport / DCMS economic impact modelling tool to assess the economic benefits of major events held across the city. Tramlines Music Festival is estimated to have generated £5.45M of economic benefit into the Sheffield economy, with over 108,000 attendances. This generated a GVA Workforce job roles supported in the local economy of 91.
- 2.2.2 The Tramlines Local Resident Ticket Scheme was open to over 4000 households in 2024. 1565 free or discounted tickets were distributed via this scheme. Since the festival moved to Hillsborough Park Tramlines has donated £762,990 worth of tickets to Hillsborough residents.
- 2.2.3 Of the customers who attended the 2024 event, over the 3 days, approximately 19% had an address registered in the S6 area; this is in addition to those who received tickets through the resident's scheme, meaning over 8,000 people attended from Hillsborough and the surrounding area.
- 2.2.4 The festival has donated over 1500 tickets to Tickets for Good, Sheffield young carers and other local charities since 2018.
- 2.2.5 The Tramlines Trust raised over £62,000 at the 2024 event, of which £32,000 will be granted to Sheffield and Hillsborough charities, with over 50% to go



directly to Hillsborough. This year's contribution also includes planting 11 lime trees in Hillsborough Park.

- 2.2.6 Recipients of the funding include **A Mind Apart**, which provides inclusive theatre education, and **Kids Plant Trees**, a group dedicated to enhancing local green spaces through youth-led tree planting. **Holme Lane Community Garden** received funding to expand its urban garden, while **Hillsborough Pumas Under 12s**, **Hillsborough Arena Sports Association** and **Hillsborough Hornets Disability FC** will use grants to boost facilities and opportunities for youth in sports. **Reach Out Childcare Services** and **Osborne House Community Nursery** each received grants to support quality childcare and family services.

Hillsborough Together continues its community cohesion efforts, and the **Owls Foundation** is using its funding for community outreach initiatives tied to Sheffield Wednesday FC. **Under the Stars**, a music and arts organisation for people with learning disabilities who also regularly perform at the festival, and Hillsborough Primary School are both using funds to support education and social care.

- 2.2.7 Tramlines has a dedicated Resident Liaison team, which is present in Hillsborough Park for the duration of the build, event and de rig period on site. This team has a direct line through to the event management team to quickly escalate any issue. Queries from residents across the event were down by 24% from the 2023 iteration of the event.

- 2.2.8 The festival encourages customers to make to their way to the festival in as green a manner as possible (walking / public transport). Tramlines has also created a resident permit scheme, one of the largest for an inner-city music festival in the country. This ensures those residents who live near the park, are allowed access their road whilst prohibiting festival goers. The scheme extends to 50 roads around the park.

- 2.2.9 Support for local, emerging and upcoming talent is extremely important to the festival, they want to stay true to the original ethos of the festival. This is supported in several ways and via the Sarah Nulty Power of Music Trust. Local groups offered opportunities at this year's festival include Pattern and Push, Slambarzt, Under the Stars, Leadmill Studio Orchestra.

Since 2018, Tramlines has offered **296** slots to local artists, including **71** slots to 'Apply to Play' up and coming artists. With a recent win at the 2023 UK festival awards for '**Best Festival for Emerging Talent**'

Since 2022, Tramlines have welcomed 47 young artists through their development programmes, providing a platform to connect the artists with their aspirations of performing on a major stage in front of thousands of people. As a result of these partnerships, artists have been scouted for high profile sync



licence deals and label signings, have collaborated with many different organisations and projects whilst furthering their careers in music and performance. Artists like Rumbi Tauro, Kdot and Coco have continued to play bigger stages at Tramlines.

2.2.10 In 2024, the festival worked with 125 local businesses with over 1200 local staff working the event. 39% of the traders are from Sheffield and the creation of “Little Hillsborough” where hyper local businesses were invited to trade on site. Since 2018 the event has hosted 68 student work placements in partnership with Sheffield Hallam University, the University of Sheffield and Waterbear College.

2.2.11 Following the 2021 event, the festival was awarded “Gold Status” by Attitude is Everything for its commitment in making the event accessible to all.

2.2.12 For 2024, the ground protection was increased by 4,200 sqm, this was a 124% increase from the 2023 festival and helped to ensure the damage to the park was minimised.

2.3 The Fringe at Tramlines in Association with Sheffield Business Improvement District

2.3.1 The Fringe at Tramlines Event was attended by approximately 45,000 attendees and is estimated to have generated £1.86M of economic benefit into the Sheffield economy and created around 31 jobs.

2.3.2 This year’s festival was spread over 40 venues across the city together with the main stage on Devonshire Green, thus providing one of the largest and most diverse range of performances since the festival began back in 2009. This supported nearly 400 local and emerging artists.

2.3.3 This year, the Sarah Nulty Power of Music Foundation supported a new addition on the Cathedral Forecourt for the 30th Anniversary of Chill Foo Front’s Steet Party.

2.3.4 The main stage gave performance opportunities and exposure to key local organisations including: Water Bear Music College, The Sraha Nulty Power of Music Foundation, Under the Stars and Tracks. Collectively this event gave many young, disadvantaged and disabled people the chance to perform in front of thousands of people.

3. How does this decision contribute to the Council Plan?

This report supports 2 objectives from the council plan:

1) A creative and prosperous city full of culture, learning and innovation.



2) Great neighbourhoods that people are happy to call home.

4. What community or partner engagement has been undertaken and how has it informed the proposal?

There has not been any consultation specifically regarding this report.

4.1 Tramlines carry out Consultation regarding the festival each year and this includes the views of Hillsborough residents (using Tramlines resident survey), people from across Sheffield, festival goers and strategic partners.

4.2 A Residents Debrief Consultation will be held in December 2025 at the HASA site in Hillsborough Park.

5. What alternative options did we consider?

5.1 Alternative Option 1: Do Nothing

This option was rejected as Committee would not have received a report setting out the impact of both festivals on the city's economy and community groups across Sheffield. The committee would not be aware of the benefits both these events bring to Sheffield.

6. How has equality, diversity and inclusion been actively considered?

6.1 There are no direct equality, diversity and inclusion impacts arising from this report and, because this is an update report for committee only, an Equality Impact Assessment has not been completed.

6.2 Disability access and safety for the Hillsborough Park site is an active consideration throughout the planning and the Tramlines weekend itself. The details in this report do not have any significant impacts (either positive or negative) for any group of people who share a protected characteristic.

7. Financial and Commercial Implications

7.1 There are no financial or commercial implications arising from this report. The report does not propose:

- Any new expenditure
- Reprofiling or reallocation of existing expenditure within a budget
- New or adjusted income generation (e.g. from charging)
- Grant funding from an external body
- New or amended contractual relationships

8. Legal Implications

8.1 There are no legal implications arising from this report. The report does not have any other legal considerations that the Committee should be aware of.



9. Climate and Environmental Implications

- 9.1 There are no climate implications arising from this report and a Climate Impact Assessment has not been completed.

10. Other implications

There are no other implications arising from this report.

11. Reasons for decision

- 11.1 Committee is asked to note the work carried out by SCC, Tramlines Festival organisers together with SCC strategic and operational partners, they will continue to work together to drive further impact benefits from these two major events.

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