

Guy Fawkes 400 Review of events

- 29 October St Peter's School – *The Gunpowder Plotters Ball* – commemorating the infamous deeds of one of the school's most famous Old Peterites, the school hosted a glittering event featuring live music, a Jacobean Fayre and a firework display. **862 people attended this sold out event.**
- 29/30 October Barley Hall – Guy Fawkes weekend. Tudor players Sir Robert Cecil's men brought their own their unique brand of living history to Barley Hall with their new play on the Guy Fawkes story. **1300 attendances.**
- 29 October Barley Hall – *A Jacobean Evening* – a candlelit performance of the Guy Fawkes story from Sir Robert Cecil's men plus music from the time with the minstrels from Trouvere. **45 people attended this sold out event.**
- 29 Oct/5 Nov City Centre – York Renaissance Project – Illuminating the City: creative lighting schemes throughout the city centre. **Estimated attendances were 38,000 (inc. the night of 5th November) plus at least 10,000 during the day-time on 5th November.**
- 30 October, 4/5 November Guy Fawkes trail by Yorkwalk – a guided walk exploring the (several!) birthplaces & haunts of one of York's most famous sons. Museum Garden gates. **204 attendances.**
- 31 October St Peter's School – *Fireworks, Principles and Practices*, an explosive public lecture presented by Kimbolton Fireworks' very own Godfather of Fireworks, the Rev'd Ron Lancaster. **300 attended the lecture.**
- 31 October, 2/7/9 November St Michael-le-Belfrey – Gunpowder Workshop by the pupils of St Peter's School for York's primary school children. **All were fully booked with 180 attendances. In addition over 1,000 people came to see the Parish Register with the entry of the birth of Guido Fawkes.**
- 1- 5 November *Remember, Remember . . . The Tragedy of the Gunpowder Terror* a new play from Riding Lights Theatre, at the Friargate Theatre. **Sold out for 6 performances (inc. one matinée). 546 attendances.**
- 1-6 November York Dungeon – Coming face-to-face with Guy Fawkes and hearing the story behind the treason, gunpowder and plot. This was not for the nervous. **Over 1600 attendances.**
- 3 November York St John Fountains Lecture Theatre – *reflections on Guy Fawkes: religion and politics revisited* with Professor Mary Hickman. **130 attendances.**
- 3 November National Centre for Early Music – *Ye Traitors All: Music from the time of the Gunpowder Plot*. York Early Music Band 'The York Waits' performed popular music from 1605, with narrated accounts of the life and times of the plotters

presented by broadcaster Tim Healey. **178 attendances out of 180 capacity.**

- 3 November St Peter's School - *The Desperate Remedy: Henry Gresham and the Gunpowder Plot*, an entertaining evening in the company of author Martin Stephen, whose novel is an exciting and delightful re-telling of the Gunpowder Plot. **Because of illness, Martin Stephen was unable to attend and his place was taken at short notice by Jim Sharpe (see next item). 175 attended**
- 4 November St William's College - *Remember, Remember the 5th of November* – a public lecture by Professor James Sharpe, Professor of History at York, and Professor Lisa Jardine, Queen Mary's, University of London, based around a new book by Jim Sharpe and published by Profile Books in October. **Full house – 150 attendances.**
- 4 November St Peter's School - *Gunpowder Plot Festival Concert*, performed by an orchestra and chorus of over 200. Programme included Handel's *Music for the Royal Fireworks*, *Hallelujah Chorus* and many more favourites. **400 attendances.**
- 5 November Guy Fawkes 400 – City Centre: a celebration of the 400th anniversary of the Gunpowder Plot in the home town of its most well-known conspirator. Entertainments included lighting projects and projections, a symphony with church bells, brass instruments and percussion, street entertainments and a skyline fireworks display. **Attendances were estimated at 80,000 in and around the city centre area.**
- 5 November St Michael-le-Belfrey - Yorkshire Bach Choir: *Gunpowder, Treason & Plot* music and words for 5 November 1605. **280 attendances.**
- 5/6 November English Heritage at Clifford's Tower – joining a costumed duo and witnessing the story of the 1605 traitors, including Catesby and Fawkes, in the real story of the infamous plot. **973 attendances.**

Total attendances: 126,323.

Media coverage

Kay Hyde, York Tourism Bureau, has analysed the media coverage generated for the GF400 programme. The calculation is based on estimating what the coverage would have cost as advertising space. This gives us a value of £125,000, with a reach of 5 million readers.

On top of this there was also significant, separate coverage of the Renaissance: Illuminating York programme, with the lighting of the West End of The Minster being the main feature. We do not have a value figure for this coverage. For both GF400 and Renaissance, coverage was local, regional, national and international.

The visitor and tourist legacy is likely to be high as we are only aware of one negative article outside of York – in the Yorkshire Post, although the accompanying colour photo would have had a greater, positive impact.

Economic benefits

As indicated above, the profile of York has been positively promoted widely. This should have a knock-on effect for future visitors/tourists.

The immediate economic benefit has been calculated by Economic Development as a potential spend of £2m on food, drink, evening entertainment and travel.

Credits

Thanks are due to the following who brought the programme together and made it happen.

Steering group: Jackie Pyrah (St Peter's School), Mark Brayshaw (Rocking Horse Promotions), Len Davies, Ian Tempest, Liz Topi and Peter Boardman (City of York Council for York@Large), plus assistance from Jeni Farnhill (St Michael-le-Belfrey) and Rory McCarthy (CYC).

Marketing group: Matt Beer (CYC), Hilary Layton (University of York), Jackie Pyrah (St Peter's School) and Kay Hyde (York Tourism Bureau).

Programme: all of the entertainers, artists, lecturers plus St Peter's School/Simon Marriott and Jackie Pyrah, Barley Hall/Gill Page, GF Trail leaflet and Renaissance/Rory McCarthy and the several venues, Yorkwalk's Guy Fawkes Trail/Warwick Burton, St Michael-le-Belfrey/Jeni Farnhill, Riding Lights Theatre Company/all of the company, York Dungeon/Helen Douglas, York St John/Dianne Willcocks, York Waits/Tim Bayley, National Centre for Early Music/Delma Tomlin, University of York/Hilary Layton, English Heritage-Clifford's Tower/Sue Sadler, Yorkshire Bach Choir/Peter Seymour, street entertainment/Len Davies and Kirsty Halliday (CYC), Bells, Brass and Percussion Symphony/Simon Desorgher plus the bellringers/Bell captains, conductors from the University of York Music Department, Brass Bands/Shepherd Building Group, Golden Rail and Ebor, City Screen, Viking Moat House Hotel, Water Tower/Ian McAndrew of the Helmsley Group and Kimbolton Fireworks/Darryl Fleming and Simon Page.

Event management and infrastructure support: Peter Boardman, Len Davies, Kirsty Halliday, Nicola Booth, Liz Topi, Audra Cree, Charlie Croft, Gill Cooper (all CYC), AP Security/Andrew Stevens, Events Safety Advisory Group/Dick Haswell and colleagues from the emergency services, Network Management/Ian Symonds, Kippa Matthews for the stills photography and Rose Kent and Ed Torsney (Cube Media) for the filming

. . . and, of course, our funders: Illuminate, Urban Cultural Programme and City of York Council.