



Revealed: How Much Cities & Towns Spend On Christmas Lights & Decorations 🎄

1 message

Mark Rofe

Reply-To: Mark Rofe

This is the press release I used, with an intro message to the journalist here.

Revealed: How Much Cities & Towns Spend On Christmas Lights & Decorations

A new report ranks the average spend on Christmas lights and decorations in towns and cities - Dundee comes top!



Image: Christmas lights in Manchester

With Christmas just around the corner, festive lights and decorations are being prepared to illuminate towns and cities across the UK, to spread some much-needed Christmas cheer.

The 2020 [Christmas Lights & Decorations Expenditure Report](#) by [Christmastrees.co.uk](#) ranks the average spend on Christmas lights and decorations in towns and cities across the UK as a proportion of their population, revealing the most and least generous spenders across the country.

Key Findings



Dundee is biggest spender as a proportion of population with a spend of £1,274 per thousand people



Barnsley is least generous with a spend of £25 per thousand people



Glasgow is biggest overall spender, with an average spend per year of £419,685



Towns and cities across the UK spend an average of £292 per thousand people

Top 5 Highest Spending Cities and Towns for Christmas Lights and Decorations (per thousand population)

1. Dundee — £1,274 per thousand people.



Image: Christmas lights in Dundee

When it came to the highest overall spend Dundee ranked 5th with an average spend of £188,913. Taking into account the population of Dundee, approximately 150,000 people, the city punched well above its weight with an average spend of £1,274 per thousand — more than four times the national average of £293.

The city is expecting to spend slightly less this Christmas with an estimated budget of £181,000.

2. Glasgow — £663 per thousand people.

Another Scottish city makes it into the top 5, Glasgow was shown to be the most generous overall, with an average spend per year of £419,685. Taking into account population size, Glasgow ranked 2nd with a spend per thousand of £663 — just over twice as much as the national average.

The report also shows that projected figures for this Christmas are likely to be around £343,000.

3. Leicester — £588 per thousand people.

The East Midlands city spends double the national average of £292 per thousand people and an average of £204,904 per year, projected spend is expected to fall slightly to £200,000 this Christmas.

4. Sutton Coldfield — £565 per thousand people.

The suburban town in Birmingham spends an average of £53,749 per year on festive decorations, and is projected to increase their spending this year to £105,000.

5. Kingston upon Hull — £487 per thousand people.

The city in East Yorkshire spends an average of £126,611 and with an estimated population of 260,000 is one of the top five spenders for Christmas lights, spending 1.5 times more than the national average.

Top 20 Highest Spending Cities and Towns (per thousand population)

Rank	Town/City	Spend per
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		1,000 people
1	Dundee	£1,274
2	Glasgow	£663
3	Leicester	£588
4	Sutton Coldfield	£565
5	Kingston upon Hull	£487
6	Cheltenham	£485
7	Carlisle	£464
8	Hartlepool	£457
9	Scarborough	£431
10	St Helens	£430
11	Canterbury	£425
12	Stevenage	£422
13	Aberdeen	£421
14	Newcastle upon Tyne	£415
15	Tamworth	£412
16	Lincoln	£396
17	Brighton	£393
18	Peterborough	£388
19	Manchester	£385
20	Bolton	£377

Full table and data can be found here (table can be sorted by clicking on the columns) <https://christmastrees.co.uk/christmas-lights-decorations-spend/>

Top 5 Lowest Spending Cities and Towns for Christmas Lights and Decorations (per thousand population)

1. Barnsley — £25 per thousand people.



Image: Christmas decorations outside Barnsley Town Hall

At the other end of the scale, Barnsley was ranked as the least generous spender for Christmas lights and decorations with an average spend of £6,128 per year. The South Yorkshire town also ranked the lowest as a proportion of population with a spend of £25 per thousand — more than 10 times lower than the national average.

2. Bury — £44 per thousand people.

Second for the lowest spend per thousand was Bury, the market town in Greater Manchester spends an average of £8,337 a year, and is predicted to spend just £7,000 this Christmas.

3. Eastbourne — £76 per thousand people.

The seaside resort spends an average of £7,385 a year, making the town the second lowest overall spender, however the town ranks 3rd lowest when taking its smaller population into account with a spend of £76 per thousand. Which is just under 4 times the national average.

4. St Albans — £78 per thousand people.

The city in Hertfordshire spends an average of £11,505 a year, and with a population of around 150,000 means the city spends just £78 per thousand. However, this year the city is predicting to triple it's average spend, and has budgeted £34,010 for spending on Christmas lights and decorations.

5. Basingstoke — £81 per thousand people.

Basingstoke has an average spend of £14,168 per year for Christmas lights and decorations, spending £81 per thousand and placing it in 5th place as the least generous spender. The town is budgeted to increase spend marginally this year to £14,800.

Top 20 Lowest Spending Cities and Towns for Christmas Lights and Decorations (per thousand population)

Rank	Town/City	Spend Per Thousand People
1	Barnsley	£25
2	Bury	£44
3	Eastbourne	£76
4	St Albans	£78
5	Basingstoke	£81
6	Basildon	£97
7	Warrington	£102
8	Birmingham	£116
9	Hastings	£133
10	Maidstone	£141
11	Rotherham	£142
12	Belfast	£146
13	Coventry	£148
14	Plymouth	£155
15	Sheffield	£158
16	Braintree	£159
17	Doncaster	£170
18	Slough	£171
19	Winchester	£173
20	Eastleigh	£191

Full table and data can be found here (table can be sorted by clicking on the columns) <https://christmastrees.co.uk/christmas-lights-decorations-spend/>

I hope this of use, full data and methodology can be accessed below.

If you have any questions or there's anything I can do to help, please let me know.

Thanks,

Mark

Methodology:

Average Spend

Average spend data for each town and city are based on the average spend for the past five years from 2015 to 2019 made available by each authority via Freedom of Information requests (unless otherwise stated). In instances where the full data for the five-year period has not been made available, an average of the data and years where data was made available has been calculated.

Population

Population figures for cities and towns are based on the 2018 and Mid 2019 population estimates by the Office for National Statistics (unless otherwise stated).

Full data and methodology can be found here <https://christmastrees.co.uk/christmas-lights-decorations-spend/>

Please contact mark@christmastrees.co.uk for any questions relating to the data.

About: [ChristmasTrees.co.uk](https://christmastrees.co.uk) provide all of the magic — without the inconvenience of driving your own tree home. Our trees are sourced from sustainable, family-owned specialist farms in Scotland. We only work with independent, specialist growers who have been in the business for more than 15 years, and we offer a choice of four varieties of fir so you can find the perfect fit for your home.