

PRESTON EVENTS CITY

Your guide to outdoor event locations in PRESTON



Preston
City Council

www.visitpreston.com





Contents

Introduction	4
Why Preston?	5
Preston's Events Office	8
Outdoor Event Locations	8
University Square	9
Avenham and Miller Parks	11
Moor Park	13
Preston Bus Station	15
The Flag Market	17

About this guide

This guide introduces the key outdoor event locations available to hire in Preston and the City's Events Office.

Get in touch with the Events Office to discuss your ideas and to find out more.



By email

events@preston.gov.uk



By phone

01772 903663



This guide has been produced and printed by **Visit Preston**. Further information can be found at **visitpreston.com**



Introduction

Are you looking for a new location to host your event or festival?

Look no further than Preston. Located in the county of Lancashire, Preston is a vibrant, dynamic, and developing city that is well-connected via rail and road. It has a growing population both within the city-centre and the suburbs.

A compact city with a big heart, Preston is not afraid to take risks and has hosted many exciting events and festivals, including:

- The Encounter Festival
- Prestfest
- The Caribbean Carnival
- Egg Rolling
- Rock in the Park

The University of Central Lancashire

Our University city is also proud to host large-scale events at the University of Central Lancashire (UCLan) in the heart of Preston, including an annual Science Festival welcoming 15,000 people and summer and winter Graduation events.



1179

Events are in our DNA, and Preston has been home to the Preston Guild event since 1179. This once-every-twenty-year civic, community and cultural celebration is the bedrock of Preston's cultural offer.



Photography: Ruth Mark

Why Preston?



7 million

Preston attracts 7 million visitors a year, generating £330 million in visitor spending.



141,800

Preston has a population of 141,800 (60% under the age of 44 and 24% from ethnic minorities).



90,000

Preston provides 90,000 jobs in the city across a wide range of business sectors.



1179

Events are in Preston's DNA, as the home to the Preston Guild since 1179.





Well-connected

Preston is well connected, with a thorough motorway network, the largest bus station in Europe, and a main interchange railway station.



20,000

A university city, Preston is the home of the University of Central Lancashire (UCLan), with over 20,000 students.



Compact

As a compact city, it is possible to get anywhere within the city-centre on foot in 15-minutes.

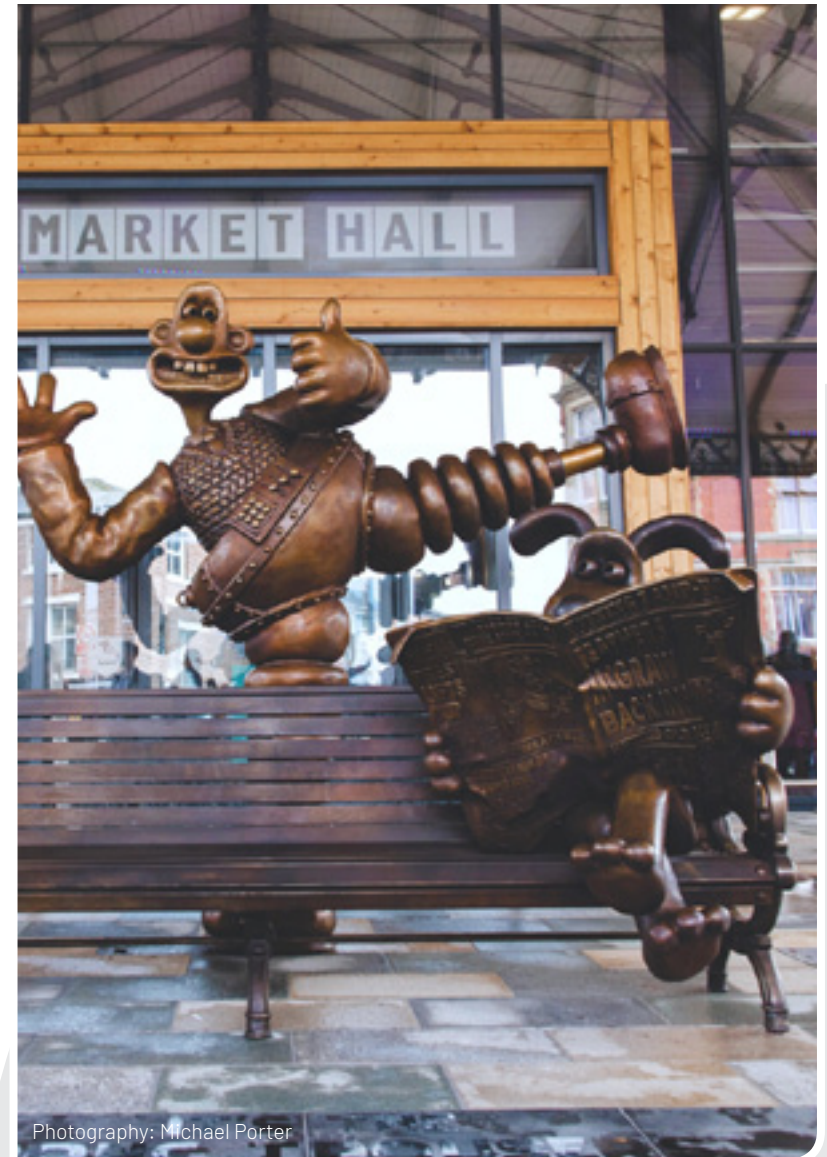
94%

A 94% satisfaction rating of Preston's current events programme*

82%

82% of visitors would attend outdoor events in Preston again*

*Data extracted from a 2018 events evaluation



Photography: Michael Porter



Preston's events office

The Events Office delivers comprehensive support for all types of events in the city - ensuring you achieve a high-quality event experience in Preston.

Years of experience

The team has years of experience and industry knowledge of events alongside links with local suppliers and key partners to enhance your event.

Promotion

The Events Office will also help to actively market and promote events via the Council, Business Improvement District (BID), and its partners' considerable social media reach.

Contact us

Get in touch to learn more about our venues, discuss your ideas and work with us to bring your event to Preston.



By email

events@preston.gov.uk



By phone

01772 903663

VIEW

**Outdoor
event
locations in
PRESTON**





MODERN

University Square

University of Central Lancashire, Fylde Rd, Preston, Lancashire, PR1 7DP

University Square is a modern, accessible outdoor event location with the capacity for live music, sporting, and corporate events. Just a stone's throw from the city-centre, the square is a popular destination for students and visitors.

University Square welcomes various events throughout the year. It hosted the Mobile Events Tent and has featured live music, performances, and cultural and community events. The University of Central Lancashire also regularly delivers a range of outdoor events on the square, including, Graduation celebrations, The Lancashire Science Festival, Craft and Food Markets, Conferences, Dinner events, and more.

Measuring over 2000m² the square holds up to 4000 people* with data and power infrastructure and has a premises licence.

Licensable capacity	4000
Event types	<ul style="list-style-type: none">• Large scale single or multi-day entertainment events• City run starting/finish point• Conferences• Dinners, BBQs and Receptions• Markets

* Dependent on event set-up



PICTURESQUE

Avenham and Miller Park

South Meadow Lane, Preston, Lancashire, PR1 8JP

Avenham and Miller Park are in the heart of the city yet feel far removed from their urban surroundings. The parks are interlinked with beautiful scenic paths creating one large and diverse space with lots to offer.

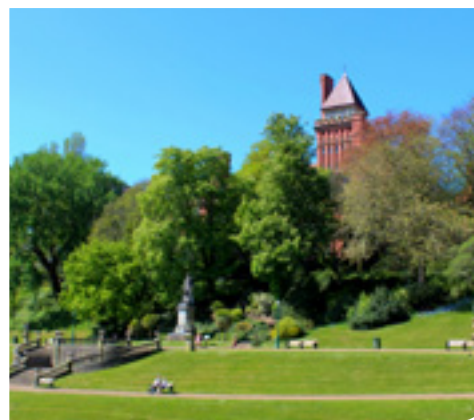
The parks create a retreat away from the hustle and bustle of the city, mixing the natural beauty of the River Ribble with landscaped gardens, exotic trees, and historical structures. Due to their central location and six main entrance points, Avenham and Miller Park are easily accessible by foot, bike and have car parks and public transport hubs nearby.

Avenham Park

The natural amphitheatre in Avenham Park is the ideal spot for events. The park's paths circle this large green space and offer serene views from all angles. Avenham Park is also home to the Pavilion Café, and hosts various events throughout the year, including the annual Preston Egg Rolling event, outdoor theatre shows, vintage fairs, and fun events.

Miller Park

You will find many picturesque locations in Miller Park suitable for events. Tree-lined paths run alongside the River Ribble and continue through Avenham Park. Home to a set of historical steps which lead up to the Derby Walk - getting its name from the Earl of Derby statue that stands tall overlooking the path. Miller Park has many fascinating and historical points of interest, which include its listed water fountain, rock features, spiralling gardens, and a large basalt rock from the Giant's Causeway.



Licensable capacity	9,999
Event types	<ul style="list-style-type: none">• Theatre stationary or promenade• Family focused garden party style events• Pop up intimate music performances



EXTENSIVE

Moor Park

Moor Park Avenue, Preston, Lancashire, PR1 6AS

The Grade II* listed Moor Park sits on the outskirts of the city-centre, retaining a Green Flag Award in recognition of its heritage and maintenance.

As the oldest and largest parkland in the city, Moor Park offers vast open green spaces and notable beauty spots. Surrounding by a network of paths, Moor Park offers an extensive, flexible location ideal for events.

Throughout the year, Moor Park hosts a range of events, from night-time bat walks, historic-tours and music festivals; there are plenty of events to get excited about. This location could provide the versatile space you're looking for.

Licensable capacity	19,999
Event types	<ul style="list-style-type: none">• Large scale single or multi day entertainment events• Assault courses• Charity runs• Circuses• Large scale fairgrounds





UNIQUE

Preston Bus Station

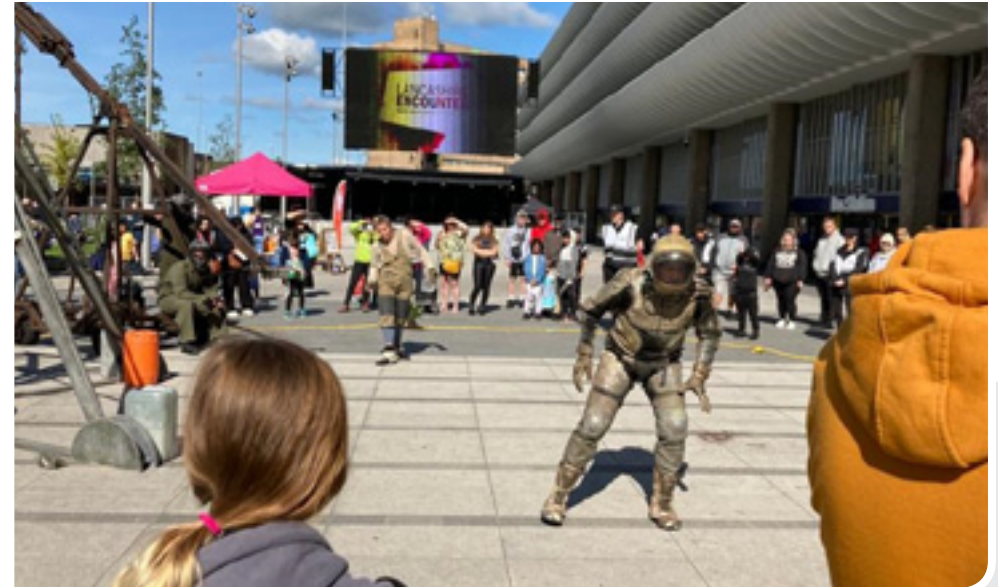
Derby Street, Preston, Lancashire, PR1 1DT

Preston Bus Station is the central bus station in Preston, Lancashire. Constructed in 1969, the station received grade II listed building status in September 2013.

Renowned for its brutalist architecture, Preston Bus Station could be the iconic backdrop for your next big event. A large concrete area is positioned just in front of this busy spot, and the bus station has already hosted large-scale events as part of the annual Encounter Festival.

Preston boasts excellent connectivity and is at the heart of the transport network in Lancashire. The architecturally unique bus station is the largest in Europe and provides a central location for any event.

Licensable capacity	3,000
Event types	<ul style="list-style-type: none">• Markets• Large scale single or multi-day entertainment events• Interactive promotional events• Arts & cultural events



A large crowd of people is gathered at night for a festival. In the background, there is a stage with bright lights and smoke. A large, illuminated '10' logo is visible on the right side of the image. The word 'CENTRAL' is overlaid in large, white, outlined letters across the center of the image.

CENTRAL

The Flag Market

Moor Park Avenue, Preston, Lancashire, PR1 6AS

The historic Flag Market, located in Preston city-centre, facing the Harris Museum, Art Gallery, and Library. The main square features the Cenotaph and other historical buildings, eateries, shops, and bars.

Events take place throughout the year on the Flag Market, including artisan markets, outdoor theatre, live music, carnivals, and light switch-on events. Locals and visitors alike often pass through the Flag Market during their visit to the city-centre, as it's a key location for retail and socialising. This large space is flexible and is suited to any event. Events here are sure to create a buzz with passers-by.

Licensable capacity	4,000
Event types	<ul style="list-style-type: none">• Smaller scale community functions• Interactive promotional events• International & Arts & Craft Markets• Fan Zones



Photography: Michael Porter



Photography: Paul Yates

Visit Preston



www.visitpreston.com



[@VisitPreston](https://twitter.com/VisitPreston)



facebook.com/visitprestonlancs



instagram.com/visitpreston

All photo credits to Preston Photographic Society, Preston City Council and UCLan.

