

JUNE BOOM

EXETER 2026

CELEBRATING ARTS, CULTURE & CREATIVITY IN THE CITY



visit
exeter



Exeter
City Council

CAMPAIGN

REVIEW





What is June Boom?

June Boom is a city-wide cultural marketing campaign that brings together and promotes the diverse programme of events taking place across Exeter throughout June.

Led by InExeter in partnership with Visit Exeter and cultural organisations across the city, the campaign celebrates Exeter's creativity, promotes what is happening across the city, and encourages residents and visitors to discover new events and experiences.

Launched in 2025, June Boom was created to provide a collective platform for Exeter's cultural sector, bringing individual events together under a single, high-profile campaign. From festivals and live music to theatre, comedy, exhibitions and family activities, June Boom showcases the breadth and variety of the city's cultural offer while reinforcing Exeter's reputation as a vibrant destination in the South West.



June Boom 2026

This was the second year of the campaign, building on the foundations and success of Year 1.

The campaign sought to retain the strengths of the original concept while responding to feedback, increasing visibility, and strengthening collaboration with cultural producers and partners across the city.



Campaign Aims in Year 1

Drive visitors into the city and support the local economy

Increase awareness of events and activities taking place throughout June.

Encourage attendance through a coordinated city-wide campaign.

Attract more people into the city centre, benefitting local businesses and venues.

Raise the profile of Exeter as a cultural destination

Position Exeter as a vibrant and creative city with a diverse cultural offer.

Showcase the breadth of experiences available throughout June.

Strengthen Exeter's reputation as a must-visit destination in the South West.

Strengthen collaboration across the cultural sector

Bring together event organisers, venues and stakeholders under a shared campaign.

Amplify the reach and impact of individual events through collective promotion.

Celebrate Exeter's creativity and foster a sense of shared purpose across the city.

Campaign Objectives Year 2

Build on the success of Year One and maintain momentum

Following a successful pilot year, it was important to sustain the momentum and strong foundations established during Year One. With significant organisational changes including the disbandment of Exeter Culture, the campaign aimed to ensure that June Boom continued to deliver a comparable scale and quality of activity despite these operational challenges.

Strengthen engagement and collaboration with cultural producers

Establish a June Boom Cultural Producers Working Group to provide regular updates, encourage greater involvement in campaign planning and decision-making, and strengthen relationships between organisers and participating cultural organisations. The group would also support increased collaboration and knowledge sharing across the sector.

Increase the visibility of the campaign

Following feedback, a key objective for Year Two was to make June Boom more visible through enhanced branding, marketing activity and a stronger physical presence across the city centre, helping to raise awareness among residents and visitors.

Refine and strengthen the June Boom brand

Deliver a campaign that remained clearly identifiable as June Boom while responding to feedback from Year One. The aim was to retain the core strengths that contributed to the campaign's success while introducing improvements and refinements that enhanced its effectiveness, relevance and value for both participants and audiences.



Campaign Delivery

The campaign delivered wide-reaching promotion through coordinated digital, print, and physical assets:

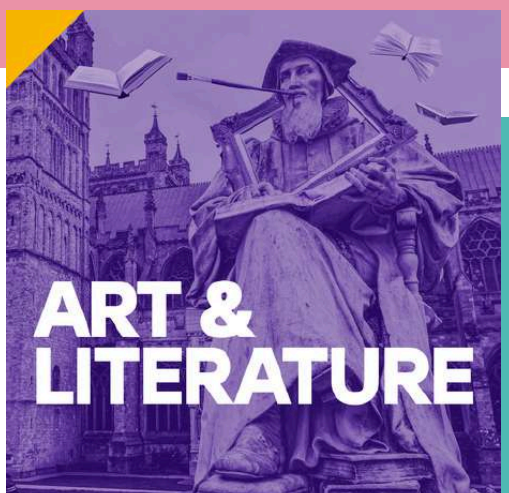


Branded assets

Refreshed artwork to highlight the four updated programme categories: Art & Literature, Comedy, Festivals & Markets, and Music & Performance. Updated and distributed campaign logos for stakeholder use, alongside a range of printed materials including posters, postcards and leaflets.

Showcasing the June Boom Programme

A June Boom press launch, campaign press release and comprehensive press pack helped raise awareness and provide media with a central source of information throughout the month. A new Festival Line-up design was introduced on city centre monoliths and promotional leaflets with all events promoted through the dedicated June Boom page on the Visit Exeter website. Four weekly newspapers and supporting blog content further helped audiences discover events taking place across the city.

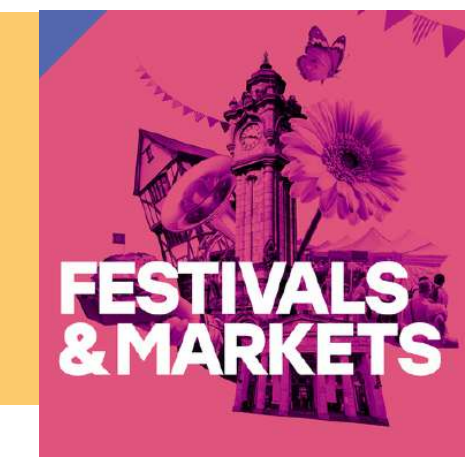


Outdoor promotion

High Street banners complemented the city centre monoliths and digital screens, while adverts across buses, bus stops and railway stations extended the campaign's reach across Exeter and the wider region. There was bus rear advertising in Exeter, Torbay and Plymouth with on board posters as well as at bus stops on night bus routes and city gateways. GWR supported with advertising poster sites at Exeter and surrounding town stations.

Reaching new audiences

Visit Exeter led a coordinated promotional campaign across social media, newsletters and paid advertising, supported by InExeter. Meta advertising was used before and during June Boom to extend reach and drive awareness, while radio advertising ensured coverage across additional audiences. Exeter City Council further supported the campaign through the summer edition of the Exeter Citizen and promotion via visitor information points across the city.



June Boom Launch

18/05/2026

BEGINS:

An epic month for Exeter: June Boom events revealed

You won't want to miss June in Exeter, with an impressive array of over 200 events celebrating arts, culture and creativity in the city. Whether you're an art lover, culture seeker, or a fan of live music and gigs, the city promises an electrifying calendar that will leave you craving more.

From live music to side-splitting comedy, thought-provoking exhibitions, bustling markets and vibrant festivals, Exeter is where creativity flourishes and enjoyment is guaranteed. This is not just an events programme - it's your ticket to an unforgettable month out.

What's Hot:

Unmissable highlights include the trailblazing Exeter Respect Festival, a powerful celebration of diversity now in its 29th year; the uncontrollable energy of Exeter Comedy Festival, giving the Southwest the spotlight on comedy it deserves; the pioneering Reclaim Festival, championing women in the arts; Art Work Exeter's 'Custom Made' residency, and the booklovers' favourite Exeter City of Literature Book Market.

Exeter Respect Festival

Belmont Park | Saturday 6 – Sunday 7 June

The South West's longest-running festival for diversity and inclusion returns, bigger and bolder. Expect pulsating music, interactive workshops, global cuisine and family fun. This year's headline acts include Avatar, leading a Punjabi dance extravaganza, and Crina, set to ignite the stage with vibrant Romanian rhythms.

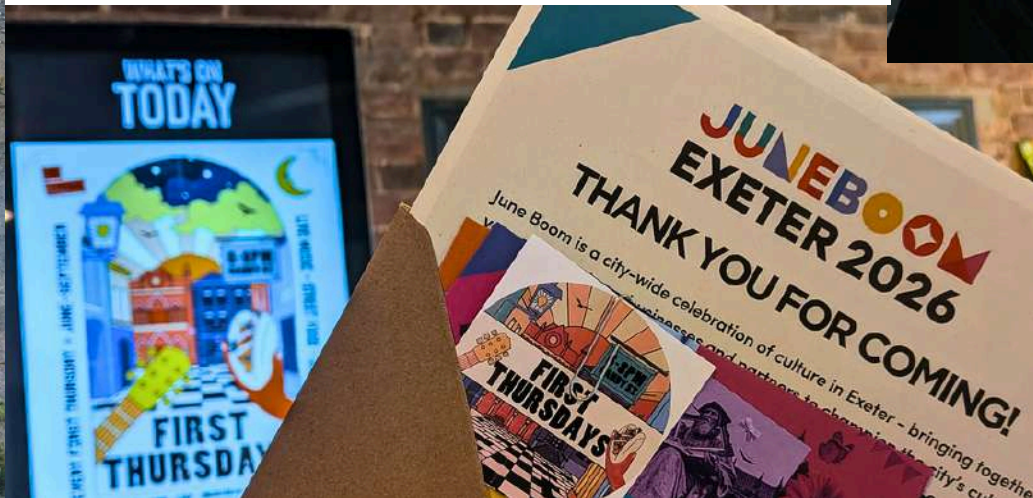
Exeter Comedy Festival

Citywide | Wednesday 3 – Sunday 7 June

Get ready for riotous laughter across Exeter as the Comedy Festival storms through more venues and brings more comic legends than ever: Nish Kumar, Mike Wozniak, Josie Long and many others are set to deliver stand-up gold in surprising locations. It's the event that's putting Exeter centre stage in British comedy.

Reclaim Festival

Barnfield Theatre | Wednesday 17 – Saturday 20 June



Timeline

The campaign included pre-June activity alongside sustained promotion throughout the month to maintain momentum and awareness.

Earlier marketing promotion

This year we were able to utilise some of the collateral we produced last year and were able to go live earlier with the campaign.

The website was in good shape and was updated as new events were listed so we were able to launch the awareness of the campaign much earlier.

New deliverables

New parts of the campaign such as the Monolith advertisement took longer to produce and was later than we would have liked. It was promising to see the public stopping at the Monoliths and reading about June Boom. With producing these now the hope would be that the production of these could be made live much earlier for 2027.

Phased Campaign Activity

The campaign launched in May to build awareness, with a concentrated push leading up to June to promote what was coming, followed by reinforcement messaging throughout the month.

Week Commencing:	27 Apr	4 May	11 May	18 May	25 May	1 Jun	8 Jun	15 Jun	22 Jun	29 Jun
Street Banners	x	x	x	x	x	x	x	x	x	x
June Boom website	x	x	x	x	x	x	x	x	x	x
Social media		x	x	x	x	x	x	x	x	x
Citywide digi screens			x	x	x	x	x	x	x	
Press Release				x						
Bus stop ads				x	x					
City Monoliths					x	x	x	x	x	x
GWR station poster sites					x	x	x	x	x	x
Digital bus stop ads					x	x				
Bus rear advertising					x	x				
Press Launch						x				
Visit Exeter Meta Ads						x	x		x	
Bus rear advertising					x	x				
Radio Exe advertising					x	x	x	x	x	x

June Boom Stats

4,528
UNIQUE
VISITORS TO
JUNEBOOM
WEBSITE

LAUNCH META
AD: 166,315
IMPRESSIONS,
72,428 REACH,
4,528
ENGAGEMENT

FINAL WEEK
META AD: 122,353
IMPRESSIONS,
69,556 REACH,
2,460
ENGAGEMENT

200+
EVENTS
LISTED

6 JUNE 2026:
32,958
VISITORS
HIGHER THAN 2025
JUNE BUSIEST DAY
UP 5.73%

LONGER STAY
PARKING
INCREASED

6 JUNE 2026:
4 HOUR CAR
PARK TICKETS
70.3%
INCREASE YEAR
ON YEAR

BUSIEST
DAY MOVED
FROM
TRADITIONAL
PAY DAY

DWELL TIME IN
CAR PARKS
INCREASED AT 4
OF THE 5 SITES,
CENTRAL PAY
AND DISPLAY
DOUBLED

CAR PARK
TICKET SALES
UP YEAR ON
YEAR

Newspapers

JUNE BOOM SAYS
Don't miss out!
Find out about all that's on in Exeter:
visitexeter.com/juneboom

JUNE BOOM EXCLUSIVE

ON YOUR MARKS, GET SET... GO!

JUNE BOOM IS BACK!

Make sure you're well hydrated, limbered up and have diaries at the ready, because once again Exeter is putting the Boom in June with a bonanza of arts, culture and creativity. Comedy, visual art, performance, literature, music, talks, spoken word... whatever your bag, there's so much going on you might need a Harry Potter-style time turner to fit it all in. To give you a steer, let's dive into what's on the reser for Week One... Named in The Guardian as

a must-see for art aficionados, *Bruce Asbestos: Bottle Shown 2* at Exeter Phoenix (until 20 June) is a playful, thoughtful exhibition with the colour (green) turned all the way up. Mixing installation, digital media, sculpture and painting, the show celebrates every green character who's stolen your heart (Gilbert the Alien, anyone?) while shining a light on what it means to create art in the Age of AI.

Join the artist for a *Talk about his work* at 12 noon on Saturday 9th.

CONTINUED ON PAGE 2...

WEEK 2!
WHAT TO SEE & DO
CHECK OUT THE FULL
PROGRAMME:
VISITEXETER.COM/JUNEBOOM

EXETER IS TURNING UP THE VOLUME

It last week was a whirlwind, get ready for a torнадо, as we hurtle into week two of June Boom.

You better get those dancing shoes dusted off because music is taking centre stage this week.

With an eclectic mix guaranteed to bring the joy, here's our round-up of all the action... Looking for top-end DJs so the dancefloor can stand in for the gym? Then *Rhythm of the 90s* (Exeter Phoenix, 12 June) are not to be missed. Consistently voted as one of the best experiences at Glastonbury, this seven-piece live covers band specialises in 1980s dance and rave anthems. You'll be shaking your tail leather non-stop!

Rhythm of the 90s at Exeter Phoenix

JUNE BOOM SAYS
Don't miss out!
Find out about all that's on in Exeter:
visitexeter.com/juneboom

CITY EXCLUSIVE

RECLAIM FESTIVAL PUTS WOMEN'S VOICES CENTRE STAGE

Get ready for another 7 days of must-see events during our month-long celebration of all things arts and culture - there's tonnes more to see and do.

Another week, another mini-festival! *Reclaim* (Barnfield Theatre, 17-20 June) is a lively programme of work centred around women artists and theatre makers, women-led companies, and stories driven by women.

Immerse yourself in locally sourced female greatness, including: the utterly brilliant *In Bed With My Brother's Rage Room* (Fri 19, 2pm); a chance to catch fresh work in progress at *Scratch Night* (Wed 17, 7pm); an extract from Beyond Face's new piece *Auntling* (Thur 18, 6.30pm); AK Golding's anarchic coal-mining cabaret *Into the Pit* (Thur 18, 8pm); and *The Game Show*, a riotous new theatre piece dressed up as a TV game show, where the grand prize is... women's health (Fri 19, 6.30pm). There's also workshops, mentoring sessions and networking opps galore.

PLENTY MORE LAUGHS AS DEREK MITCHELL COMES TO TOWN

The Comedy Festival might be over for another year, but there's still plenty of laughs to be had. Derek Mitchell is the undisputed Instagram king of character-driven sketch comedy. Catch him IRL for *Double Dutch: Two* (Exeter Phoenix, 17 June), his new show about living between cultures, marrying into Dutchness and trying to find meaning in the mess of modern life.

THE LAST HURRAH!
A MONTH OF ARTS, MUSIC, COMEDY, & CULTURE WRAPS UP - DON'T MISS THE LAST OF THE FUN!

THE ULTIMATE FINAL WEEK LINE-UP

A SPECTACULAR FINISH TO ROUND OFF JUNE BOOM

BALLETBOYZ AT THE NORTHCOTT
READ ALL ABOUT MUSIC & PERFORMANCES IN THE CITY ON PAGES 2 & 3

As we head into the final furlong, the June Boom cup is still overflowing with copious cultural delights! Here's our look ahead at all the last week's action...

Two people who've experienced life at its extremes give talks this week. *Death Zone* (Barnfield Theatre, 23 June) lets us hear from Adriana Brownlee, a British mountaineer, paragliding pilot and adventure athlete who's the youngest woman to have climbed K2 as well as all 14 of the world's 8,000m peaks.

Then, at Exeter Phoenix on 25 June, Agile Rabbit present *To Lose a War: Lee Anderson in Conversation*, in which the acclaimed author and New Yorker writer discusses his career covering the tragedy of US involvement in Afghanistan.

Maybe not as perilous but equally as fascinating, Ella Al-Shamahi - palaeoanthropologist, TV presenter, explorer and stand-up - presents a talk on our remarkable origin story. *Becoming Human*

(Exeter Phoenix, 28 June) goes back to Homo Sapiens' humble beginnings, and tracks our progress as we continue to innovate and travel like no other species of human. Expect a talk that draws on the latest discoveries, heart, humour and wild expedition stories.

CATCH SOME INCREDIBLE TALKS THIS WEEK. LEFT TO RIGHT: ADRIANA BROWNLEE, LEE ANDERSON & ELLA AL-SHAMAH!

A collage of images showcasing advertising for the 'JUNE BOOM EXETER 2026' festival. The collage includes several locations: Cranbrook, Exmouth, Alphington Road, Crediton, West Clyst, and GWR. The primary visual element is the festival's poster, which is divided into four quadrants representing different themes: Music & Performance (blue), Festivals & Markets (red), Comedy (yellow), and Art & Literature (purple). The poster also features the text 'JUNE BOOM EXETER 2026' and 'CELEBRATING ARTS, CULTURE & CREATIVITY IN THE CITY'. A central image shows a newspaper clipping from the 'Exeter Citizen' with the headline 'Get set for Summer' and a sub-headline 'JUNE BOOM EXETER 2026'. The collage also includes images of a bus rear, a person sitting on a bench, and a person standing next to a poster. The overall theme is promoting the festival through various media and locations.

CRANBROOK

EXHIBITION

BUS REARS

GWR



CREDITON

WEST CLYST

ALPHINGTON ROAD

Financials

A combination of direct funding, in-kind support and partner contributions enabled June Boom to deliver a high-profile citywide campaign.

InExeter led the June Boom campaign with the largest financial contribution of £10,000. Together with funding from Exeter City Council and Visit Exeter, this created a total campaign budget of £14,500.

Visit Exeter supported delivery through a dedicated June Boom webpage, integrating event listings, blogs and its What's On guide, alongside promotion across its channels. Through Exeter City Council resources, the campaign also benefited from digital screens, city centre monoliths, poster sites, a feature in the Exeter Citizen, printing support and staff resource.

Staff resource supported campaign planning and delivery, cultural producer liaison, and the coordination of a dedicated working group.

This budget does not reflect the significant in-kind contributions from transport partners and city businesses, whose promotion and support were instrumental to the campaign's success.

In total, June Boom benefited from more than £33,000 of financial and in-kind investment, demonstrating the strength of partnership working across the city.

Contributions	Financial	In-kind staff	In-kind resources
InExeter	£10,000	£11,048	
Exeter Council & Visit Exeter	£4,500	£2,000	£5,860
Total	£14,500	£13,048	£5,860

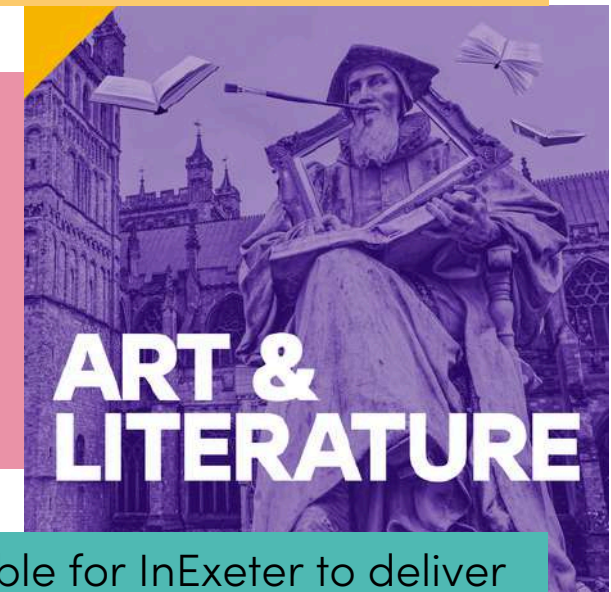
Campaign Evaluation



Year Two of June Boom successfully delivered against the objectives set for the campaign, building on the foundations established in Year One while increasing awareness, visibility and partner engagement. Momentum was maintained throughout the campaign, with greater visibility across the city and increased awareness of the June Boom brand. The refreshed visual identity responded to feedback from partners and audiences, while the introduction of a dedicated working group strengthened relationships with cultural producers and ensured they felt more involved in shaping and delivering the campaign.

Evaluation has combined available city centre performance data with qualitative feedback gathered through one-to-one discussions with cultural producers. These conversations have provided valuable insight into both the strengths of the campaign and opportunities for future development.

While attracting visitors into a city centre during a period of prolonged hot weather presents challenges, there is evidence that people do make dedicated trips into Exeter to attend events and engage with the programme.



Partnership working was central to the campaign's success. It would not have been possible for InExeter to deliver June Boom alone. Each partner brought valuable expertise, resources and audiences, enabling the campaign to achieve greater reach and impact than would have been possible independently. The support and buy-in from cultural producers was particularly important in creating a citywide programme with a shared sense of ownership.

The campaign also benefited from a strong bank of creative assets and in-kind support, helping maximise the value of the available budget and allowing resources to be focused on activity that delivered the greatest impact.

Overall, Year Two demonstrated the value of a collaborative, citywide approach to cultural promotion, strengthening partnerships, increasing awareness of the programme and creating a strong platform for future growth.





Looking forward to Year 3

June Boom as a marketing campaign is working well, a good reputation and visual identity has been established. It is clear people are engaging with events.

In its first two years, June Boom has established a strong visual identity, built recognised promotional channels and strengthened partnership working between InExeter, Exeter City Council, Visit Exeter and the city's cultural producers. It has helped bring together activity including the UNESCO City of Literature Book Market, Art Week Exeter, Exeter Comedy Festival, Respect Festival, Reclaim Festival and events at key venues including Exeter Phoenix, the Barnfield Theatre and the Corn Exchange.

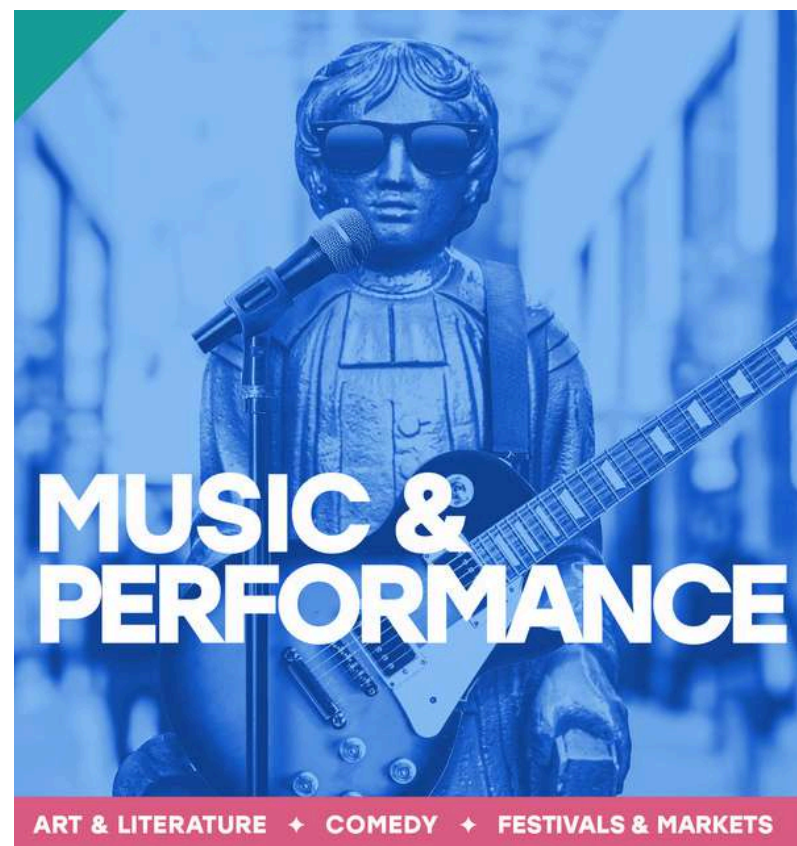


EXETER 2027



Ambition for the city

The opportunity for 2027 is to build on that foundation and move June Boom from being principally a coordinated marketing campaign into a more visible, participatory and city-centre focused cultural festival. Our ambition is for June in Exeter to feel more tangible, more connected and more distinctive, with activity that people can see, encounter and join in as they move through the city centre. For more details on the vision for 2027 [click here](#).



Thank you to everyone who was involved in the June Boom campaign. If you have any feedback or wish to discuss further, please get in touch.

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