

Case Studies

Loughborough Town Centre



“Loughborough’s festive lights are the trigger for the start of Christmas; lights capture the imagination of the community young and old and support the economic success of the town, its shops, businesses and market traders drawing customers into the town. For 2018 the council decided that it was time to replace its aging festive lights and undertook a tender exercise to realise a new scheme.

Martin Avill from LITE Ltd created a lighting solution that fully met the council’s aspirations; a combination of standard and bespoke lighting met our brief to reflect the heritage of the town and connect the various streets and town centre locations together, producing a display that very much captures the spirit of Christmas.

The quality of the lights is excellent and the giant Bells are truly spectacular, the use of projection has greatly enhanced our scheme. A brand new installation brought its challenges but LITE Ltd, Martin and his colleagues supported our installation company positively which saw the lights switched on at our major Christmas Light switch on event, thousands of people gather in the Market Place to witness the lights going on for the first time.

Feedback from the public has been extremely positive it almost seems a shame to take them down in January.

“LITE Ltd, you have truly put the WOW factor back into Loughborough’s Festive Lights”
Thank you.”

Kevin Stanley
Charnwood Borough Council