

THE CITY ARTS TRUST LIMITED

REPORT TO THE CITY OF LONDON CORPORATION ON THE 2012 FREE STREET ENTERTAINMENT PROGRAMME

The City Arts Trust Limited (hereinafter referred to as “the Trust”) was invited by the City of London Corporation (hereinafter referred to as “the CLC”) to programme and manage a series of free outdoor arts events in the City during the summer of 2002 and, following the success of the first, this series has taken place every summer since. These events give the Festival the vast majority of its audience numbers, with platforms for the Festival’s expanding education and community programme. This paper reports on the programme presented during June – July 2012.

EXECUTIVE SUMMARY

The Free Summer Events programme provided a dynamic and varied range of entertainment for the City community:

- 38 CLC funded events took place.
- 171 other events were realised through partnership with other arts organisations or additional financial support from the private and public sectors.
- Audience reach estimated at more than 140,000.
- 39 venues, with an additional 50 street piano locations.
- 642 workshops took place through the Festival Education Programme, involving 6,558 participants.
- 132 of these workshops were delivered in 23 primary and secondary schools.
- 1,000 children took part in the Festival Procession.

Estimated attendances for the CLC-funded Free Street Entertainment Programme amounted to 33,340 people with a further estimated 2.2 million passersby who witnessed the 50 Golden Street Pianos placed across central London. The total audience figure for other events was 109,387 bringing the total audiences across the Free Summer Events programme to 142,727 (33,340 + 109,387 = 142,727).

There were 6 exhibitions in the programme, 3 of which showcased student works.

The programme extended beyond the Square Mile onto Hampstead Heath for *World on the Heath Family Day*, and into Canary Wharf for concerts in Canada Square Park.

The CLC’s grant for Free Street Entertainment was £71,019. Considerable support for additional programming was leveraged thanks to the CLC’s core funding and the effect has been to more than triple the scope of the Free Summer Events Programme.

CITY OF LONDON CORPORATION FUNDED STREET ENTERTAINMENT PROGRAMME

50 Golden Street Pianos – (2 events)

Outdoor pianos across the City and central London

- CLC funding provided 21 pianos in City of London sites with other funding sought for 29 pianos in neighbouring boroughs and free lessons at all sites.
- Total estimate of 45,412 people actively played or sang at the 50 pianos – including an estimated 18,980 at the 21 City located pianos - with an estimated 2.2 million passersby classified as audience across central London.
- A further 300 attended the launch at Millennium Bridge, featuring Tony Hadley
- 300 members of the public took part in free piano lessons provided at all 50 pianos
- Widespread public attention was once again given to this project, with many

pianos in constant use throughout the day and hundreds of people uploading photos, clips and comments at www.streetpianos.co.uk

Golden Keys to the City – Gherkin, Millennium Bridge, Paternoster & Devonshire Squares (8)

Pop-up student choir performances created for the City's street pianos

- Total estimate of 629 people enjoyed the events, presented by 4 local schools.

Commuter Music - Liverpool Street Station (8)

World music and street performance

- Total estimate of 4,157 people stopped to enjoy the events although many hundreds more experienced the music on their way past.
- 4 Thursday evening concerts were presented, with an extended road closure and staging built in the pedestrianised area of Liverpool Street. Additional street performance was included this year to generate a street party atmosphere.

Music in the Yard - Guildhall Yard (11)

World, folk and jazz music

- Total estimate of 2,262 people stopped to enjoy the events with many more passing by.
- Partnership with The Worshipful Company of Musicians for a lunchtime jazz series.
- *Music in Offices* presented choirs and musicians from various London firms.
- *Level Playing Field* initiative presented on the Friday focusing on disabled musicians collaborating with non-disabled peers, in partnership with Drake Music and including numerous workshops, plus two concerts.

World on the Heath Family Day - Hampstead Heath (1)

Music, participative arts, games and unusual sports

- Total estimate of 4,750 visitors over the course of the afternoon.
- An extensive music programme presented on and around the bandstand, including John Williams, Guildhall School Jazz, and attracting large audiences.
- Cheese-rolling, archery, tug-of-war and European lawn games attracted many families.

Barts Summer Series - Barts Hospital courtyard (3)

World music

- Total estimate of 271 attended these events with many more enjoying the performances from within wards surrounding the courtyard.
- The fifth year of this event series held in collaboration with Vital Arts.

Paternoster Square (5)

Music, dance, food, urban beekeeping and children's activities

- Total estimate of 1,991 attended and/or participated in events.
- *Golden Honey Feast* celebration for the final day of the Festival, with more than 900 people attending to taste honey from the City's beehives.
- This series had a total of 8 events, 5 of which were funded through the CLC funded programme, the remaining 3 were funded by Broadgate Estates.

OTHER FREE EVENTS DURING THE FESTIVAL PERIOD

50 Golden Street Pianos – (50 events)

Outdoor pianos across the City and central London

- CLC funding provided 21 pianos in City of London sites with other funding sought for 29 pianos in neighbouring boroughs and free lessons at all sites.
- An estimated 26,432 people played and sang at the 29 pianos located in neighbouring boroughs - with an estimated 2.2 million additional passersby for all 50 pianos, classified as audience across central London.
- 300 members of the public took part in free piano lessons provided at all 50 pianos

- Pianos were sponsored by various City organisations.

Outsiders, Sydney Dance Company - various locations (45)

Pop-up dance performance for the street pianos

- Total estimate of 1,525 people enjoyed the events.
- New commission choreographed by Rafael Bonachela with music by Gwilym Simcock.

Canary Wharf – Canada Square Park (3)

Weekend of concerts

- Total estimate of 1,495 attended these events.
- The fourth year of the Festival's funding partnership with Canary Wharf Arts & Events featured Jazz Jamaica celebrating 50 years of Jamaican independence, a Bastille Day celebration and a concert by Aurora Orchestra.

Four Corners – Millennium Bridge, Festival Gardens, Paternoster Square, St Paul's Steps (4)

Multi-site dance performance

- Total estimate of 1,745 stopped to enjoy the events.
- 60 dancers from four conservatoire London and UK schools with four professional choreographers to create new dance.
- A fifth performance was cancelled due to inclement weather - the only cancellation of the entire free summer events programme.

Euromix Garden – Broadgate Circle (12)

European music and folk dancing

- Total estimate of 2,901 attended these events.
- A new series promoting intra-European collaborations, supported with funding from Broadgate Estates and the European Union Commission, set amongst a wildflower meadow cultivated by West Ham Nursery.

The Gherkin – 30 St Mary Axe (2)

Tango dancing, cucumber and pickling events

- Total estimate of 688 attended these events with many hundreds of passersby.
- A new partnership supported with funding from 30 St Mary Axe.

Devonshire Square Summerfest – Devonshire Square central and west courtyards (11)

Music, dance and street theatre

- Total estimate of 1,995 attended these events.
- Supported with funding from Devonshire Square Estate.

New Street Square (6)

Music, dance and street theatre

- Total estimate of 1,775 people watched these events.
- Supported with funding from Land Securities.

Exhibitions (6)

Stories from the Square Mile (trees along Cheapside), GOLD: Power and Allure (Goldsmiths' Hall), Festival Procession exhibition (St Mary-le-Bow), Bronze Art Medals (St Lawrence Jewry), Romuald Hazoume (October Gallery), Live Music Sculpture (Tower Bridge)

- An estimated total of 40,475 attended the exhibitions.
- *Stories from the Square Mile* was a colourful panel exhibition unfolding around the trees along Cheapside, supported by the City Bridge Trust, and presenting older adults' perspective of cultural life in the City including the past 50 years of the Festival.
- *Live Music Sculpture* was a new music commission in partnership with the Tower Bridge Exhibition, designed for the walkways, which drew strong public and press interest.

Festival Procession and Finale – Guildhall Yard to St Paul’s Steps (2)

Music, carnival arts and costume

- Total estimate of 10,000 people watched the Procession. 1,000 primary and secondary school students took part and formed the audience for the finale.
- *Flowers of the World* theme, working with recyclables provided by the City’s Recycling and Waste Disposal team. Supported with funding from the City Bridge Trust.

Around the City - Bell-ringing at St Mary-le-Bow, Bank of England Open Days, Festival Service, Organ recitals, Barbican Children’s Library, BBC Singers, Great St Helen’s sculpture space (10)

Music, history

- Total estimate of 16,161 attended these events.
- The Festival service took place in St Paul’s Cathedral, with music and words to reflect the Festival’s themes, and was again very well supported.

Festival lectures – Gresham College, Guildhall Old Library (5)

Talks and spoken word

- Total estimate of 993 attended these events.
- A diversity of subjects and ideas around Festival themes, including Sir Andrew Motion discussing 50 years of arts in the City.
- Supported by Gresham College.

Tomorrow’s Artists Today - Guildhall School of Music & Drama series (12)

Lunchtime music recitals

- Total estimate of 1,495 attended these events.
- Partnership project with the Guildhall School of Music & Drama with music chosen to reflect the Festival’s themes.

Paternoster Square (3)

Music, dance and children’s activities

- Total estimate of 733 attended these events.
- The remaining 3 out of 8 events at Paternoster Square were supported with funding from Broadgate Estates.

MARKETING & PR

2012’s Free Summer Events Programme provided the Festival’s marketing and PR team with an exceptional product to promote, with over 200 high-quality free events in outstanding locations.

The City of London was promoted through a comprehensive marketing and PR campaign which included 60,000 Free Summer Events brochures, a pre-Festival roadshow at major railway stations, a station poster campaign, press and digital advertising, the Festival website, street banners, feather banners and A-boards at the sites of all Festival events, plus signage on 50 Golden Street Pianos in the City and neighbouring boroughs.

The Festival worked with Kallaway PR to showcase the free, outdoor programme. Editorial coverage, reviews and listings across the whole Festival achieved **£1,038,163** in equivalent advertising value, and reached a circulation of **235,137,893** people. This was achieved in the following ways:

- Key press and stakeholders were invited to a breakfast launch in February.
- The Festival distributed several press releases focusing on key aspects of the free programme.
- Press were invited to review visually exciting and press-worthy free events.
- Event listings were sent out to press contacts and uploaded onto relevant websites.
- Two photo-calls were staged to highlight the Golden Street pianos story as a way in to publicising the full free events programme.

ARTISTIC PROGRAMMING AND DEVELOPMENT

In 2012 the Trust sought to build on developments which the programme underwent during 2010 and 2011, notably:

- Presenting larger scale street arts events for increased audience impact
- Increased and improved levels of technical production
- Enhanced public relations strategy for wide-reaching promotion and strong press coverage
- Animating recently developed and pedestrianised areas of the City
- Inclusion of guest international artists alongside local artists, to provide a culturally rich and diverse programme
- To sustain and develop strong creative partnerships with City arts organisations
- To provide City-wide programming with expanded audiences

Audience figures for the CLC Free Summer Events Programme from 2007 – 2012:

	2007	2008	2009	2010	2011	2012
CLC-Funded Events	21,150	19,090	22,480	33,300	27,375	33,340*
Other Free Events	31,350	38,213	37,928	34,646	45,830	109,387*

* Plus an estimated 2.2 million passersby who benefited from the 50 Street Pianos across central London.

Event numbers for the CLC Street Entertainment Programme from 2007 – 2012.

	2007	2008	2009	2010	2011	2012
CLC-Funded Events	35	39	37	40	40	38
Other Free Events	48	62	65	74	90	171^

^ Includes free lessons at all Street Pianos, classed as 50 events, plus 45 pop-up performances by Sydney Dance Company

FINANCE

Free Events (CLC Street Entertainment Budget)	Actual (£)
50 Golden Street Pianos, plus launch (21 City locations) (2)	22,500
Golden Keys to the City (8)	1,800
Commuter Music at Liverpool Street Station (8)	6,767
Music in the Yard – Guildhall Yard (11)	13,900
World on the Heath Family Day – Hampstead Heath (1)	5,237
Barts Summer Series (3)	1,895
Paternoster Square (5)	5,220
Marketing/publicity/signage	6,600
Technical staffing	2,600
Management	4,500
Total Expenditure for Outdoor Programme	71,019
Free Events (CLC Street Entertainment Budget)	Income
CLC	71,019
Total Income for Free Events	71,019

Additional Free Events during the Festival period	Income
Land Securities (New Street Square events)	13,000
Land Securities (Street Pianos)	2,500
Sir Robert McAlpine Ltd (Street Pianos)	1,000
Broadgate Estates (Euromix Garden, Broadgate Circle)	15,328
Broadgate Estates (Street Pianos)	3,000
European Union Commission	20,000
Devonshire Square Estate	6,000
Broadgate Estates (Paternoster Square)	7,000
Canary Wharf Group (Canada Square Park events)	20,000
Canary Wharf Group (Street Pianos)	3,000
Clifford Chance (Street Pianos)	1,000
30 St Mary Axe (Gherkin events)	5,000
City Bridge Trust (Procession, Stories from the Square Mile)	32,000
In-kind and other*	See note*
Total Income for additional Free Events	See note*

*Partnerships with other organisations led to projects and activities in the programme for which the Trust was not always directly responsible for meeting the costs or for receiving the appropriate funding. Therefore the figures are not readily accessible or assessable. The Trust also benefited in-kind from the free use of a number of spaces and these venue costs have also not been quantified.

It should be noted that the cost of staffing and overheads, along with the majority of the marketing expenditure, is covered within the main Festival budget, which is the subject of a separate report.

FORWARD PLANS AND ASPIRATIONS

The Trust plans to make the Free Summer Events a vital part of the City's cultural activity in 2013, developing and promoting its standing as the City's flagship outdoor arts programme.

Building existing communications with the CLC's PR office and also through the Festival's own PR consultancy, for wider spread promotion and coverage of outdoor events, is a highly important strategic ambition for the Festival.

2-3 large scale, high impact outdoor events involving multiple partners, attracting large audiences and promoting the Square Mile, will be an important ongoing focus.

Increased participation by local children, young people and City communities through events such as the Festival Children's Parade will be a continued focus, enriching the level and diversity of contact between the public and the Festival's artistic programme. Projects designed to enhance public awareness of the Festival for its duration will also be a feature.

The Trust plans to maintain a pattern of free lunchtime and early evening events, both indoor and outdoor, with enhanced weekend programming in the City's tourist spots, and enlisting multiple City arts organisations - upholding the holistic arts offer of the CLC, maximising creative potential.