

Affordable Art Fair Hampstead 2012 – Post Fair Report

OVERVIEW

- The second edition of AAF Hampstead welcomed 18,500 (adult) visitors over the course of four and a half days and £2.8 million* of art work was sold by the 107 galleries exhibiting.
- AAF's charity beneficiary was Keats Community Library who raised a fantastic £11,120 plus gift aid as well as utilising the fair as a platform to promote the charity to a wider audience and recruit members.
- AAF supported local organisations including Hampstead School of Art, Heath Hands, City of London Corporation, and North London Open Space Education team.
- Laithwaites and Cass Art London sponsored sections of the fair which helped generate revenue. We hope to build on all these relationships and continue the partnerships into the future.
- Operations were problematic mainly due to marquee contractor delays and structural issues which put extreme pressure on completion and opening the event in time.
- Poor weather throughout the build and during the event meant the site became very muddy very quickly which increased delays, caused problems for exhibitors and visitors, and substantially increased expenses for additional products to overcome issues.
- AAF Hampstead made a small profit of £15,000.

**AAF does not take any commission on artwork sold – this figure is solely based on the items sold by all the participating galleries*



VISITORS

Attendance	2011	2012
Wed	2500	2500
Thu	2800	3000
Fri	2025	3600
Sat	4550	4400
Sun	5125	5000
TOTAL	17000	18500
Art Sales	2011	2012
Wed	206696	257292
Thu	345056	511479
Fri	337850	457200
Sat	757575	725085
Sun	926853	933712
TOTAL	2574030	2884768
Announced	£2.6 million	£2.9 million

- 1,500 visitor increase from 2011 overall.
- Increased attendance on Friday due to 3,500 free tickets for two distributed.
- Slight decrease in attendance over the weekend - visitor numbers were affected by severe weather conditions and half term when many families leave the area.
- 82.5% of the total visitors entered the fair using either a complimentary or a discounted invitation, 62% of which gained free entry. 7.5% increase in visitors using complementary and discount tickets on 2011.
- 51% of visitors surveyed had not been to an Affordable Art Fair before.

TICKETS

Complimentary Ticket	Visitor Redemption 2011	Visitor Redemption 2012
Complimentary invitations (Free entry)	9224	11515
Total visitors enter for free	9,224 (55% total visitors)	11,515 (62% total visitors)
Discount Ticket	Visitor Redemption	Visitor Redemption
Discount invitations (HP, Concessions)	3370	3786
Total visitors coming in with an offer	3,370 (20% total visitors)	3,786 (20.5% total visitors)
TOTAL complimentary & discount invitations distributed	12,594 (75% total visitors)	15,301 (82.5% total visitors)

FINANCE

- Hosting the fairs back to back enabled AAF Hampstead to share the marketing campaign and some of the production elements with AAF Battersea the week before.
- Unfortunately ticket revenue decreased due to the increase in complimentary and discounted tickets.
- We are delighted to be able to offer so many complimentary tickets to attract a wider audience, however, year on year we predict this to affect our bottom line. In the future, we may have to consider limiting the numbers of complimentary invitations distributed.
- Overheads have remained the same as in 2012 despite an overall increase due to recruiting extra staff for the fairs and the launch of six new art fairs around the world.

INCOME	2011	2012
Rent of stands	649,590 (2202sqm)	749,125 (2305sqm)
Extra stand fittings	69,000	72,000
Tickets	60,000	53,500
Sponsorship	0	9,500
TOTAL	778,590	884,125

EXPENSES	2011	2012
Structures	200,000	204,000
Stand build	47,000	47,900
Stand lighting	22,000	22,000
Heating & fuel	23,100	38,250
Camden Council	5,000	1,900
Carpets	14,000	14,050
Wi-Fi & Connectivity	5,000	4,500
Production	69,400	88,700
Electricity & rigging	62,000	63,000
Heras fencing & track	15,600	13,100
Toilet hire & service	17,800	18,000
Marketing & PR	140,000	133,000
Overhead	164,800	164,800
TOTAL	785,700	813,200

COLC REVENUE		
Site Fee	30,000	30,000
Operations Fee	20,000	25,000
PV Ticket Charity Donation	560	870
TOTAL	50,560	55,870

AAF Total expenses	836,260	869,070
TOTAL PROFIT	-57,670	15,055

AAF HAMPSTEAD 2013 AND BEYOND

- There are some major logistic issues with the tent contractor that must be addressed and, once 2012 has been reconciled, we will endeavour to either contract a new supplier or, use the existing supplier with assurances that this year's tent issues have been fixed.
- Exhibitors are much happier to exhibit at a stand alone Hampstead fair from June 2013 for several reasons:
 - Not splitting the market with AAF Battersea the week before
 - Artists are able to produce more quality work for one art fair opposed to two
 - Better weather conditions will improve accessibility onto the site
 - Extended daylight hours helps the build and breakdown schedule as well as better for Late View evenings when the area has been very dark previously
 - No conflict with other art fairs, public or school holidays
- Potential issues in 2013 are a dramatic increase in venue and production costs. Production implications could include temperature control and staffing. Increased expenses include:
 - Venue hire is charged at a premium due to peak event season
 - Essential air conditioning requires three times the amount of power and fuel
 - Hampstead marketing budgets will have to increase as they are no longer shared with AAF Battersea
 - Peak season on Hampstead Heath will increase staffing and health and safety pressures particularly with regards to vehicle movements on site
- An increase in production and venue costs will impact our bottom line unless we can increase revenue to ensure the third edition of the fair does not make a loss.
- If agreed, a second event hiring the marquee after the art fair in 2014 will increase profitability for COLC and AAF.
- We appreciate that moving to June means added management pressure for COLC; therefore we aim to increase the site hire fee to reflect this. We are currently budgeting for 2013 and are working on cost savings in order to increase the hire fee up to 16.5% if possible. However, as AAF only made a small profit in 2012 and costs will increase in 2013, we need to ensure that we improve the bottom line in year three otherwise the success and longevity of the art fair will be jeopardised in the future.
- AAF aim to work with the local community to tie into their Summer Festival and create a London culture hub around Hampstead, helping attract visitors into the area.
- Throughout the duration of the fair, the East Heath and Jack Straws pay and display car parks were full maximising revenue for COLC. However, limited parking on site meant visitors were turned away to park elsewhere, potentially losing custom. We need to research other parking solutions to increase availability.



2013 AAF TIMETABLE

- AAF Battersea Spring Collection: 7 – 10 March
- AAF Bristol: 26 – 28 April
- AAF Hampstead: 13 – 16 June (take over 29 May, hand back 24 June)
- AAF Battersea Autumn Collection: 24 – 27 October

CONCLUSION

Overall the second edition of the Affordable Art Fair Hampstead was deemed a success by exhibitors and visitors alike. Many of the community and supporters of Keats Community Library very much enjoyed the fair. A number of consultative committee groups have kindly written to express their gratitude of free admittance and for bringing a community centric annual arts event to the Heath.

There are further improvements to be made; the delays to the build and bad weather caused many problems which we must resolve and overcome in its third year. Longer daylight hours will help the build and breakdown schedule; however we need to assess the marquee contractor for 2013.

We had aimed for better attendance, and believe that the 1,500 increase in visitors is largely down to the free Friday tickets distributed. Moving the fair to an annual June date will hopefully attract more visitors as the date will not clash with school holidays nor be at a time when there are many other art fairs in London. It will be great to be a part of the Hampstead Summer Festival underlining the areas rich traditions with the arts and continuing to incorporate many community values.

Affordable Art Fair staff and exhibitors would like to take the opportunity to thank the City of London Corporation and members of the Consultative Committees for their continuing support and we are all looking forward to working together to create successful events on the Heath again in the future.



APPENDIX

1. A Snapshot of Visitor Feedback

- *What is good about the fair is its accessibility, sense of adventure - something for all tastes so doesn't matter if you don't like it all.*
- *More variety of artwork.*
- *Very impressive.*
- *I'm pleased to see such a variety of buyers too - as opposed to the upmarket fairs which seem very limited in their appeal!*
- *Thought the quality of food was very good - simple but tasty!*
- *There have been improvements every year since AAF began! Continue as you are doing.*
- *Perhaps an AAF with price range less than £1000.*
- *Very accessible, love the layout, good selection and quality of art on show!*
- *Don't go over £4,000!*
- *Really appreciate the good quality, affordable food in the cafe.*
- *While it is affordable, I think there could be more art that is less expensive for those with no budget at all.*
- *It's very well done - bit less music in the cafe would help though.*
- *Ticket cost too high.*
- *Better road signs.*
- *Everything good!*
- *Keep the same caterers!*
- *Think the way in which the fair works is great!*
- *Thank you for allowing pets! It enables us to come.*
- *Cheaper tickets, food and drink.*
- *Think the fair is great!*
- *Bigger range of lower priced art.*
- *Too hot.*
- *Crèche fantastic.*
- *More space.*
- *Maybe have the fairs more often?*
- *Late opening that is free of children.*
- *More seating.*
- *Encouraging the 'own art' scheme to allow monthly payments.*
- *Brilliant as is, fantastic toilets.*
- *Have a bigger area with under £500 works.*
- *Fair dates too close together and too geographically close together.*
- *One family day, rest of fair for adults only.*
- *Hard to find from tube - clearer signing would help.*
- *Love the toilets.*
- *Entrance fee quite high.*
- *Would it be possible to spread it over a few more days?*