

Committee(s):	Date(s):
Culture, Heritage and Libraries	7 March 2016
Subject: Shakespeare 400: working in partnership	Public
Report of: Director of Culture, Heritage and Libraries Report of: Nick Bodger - Head of Cultural and Visitor Development	For Information
Summary	
<p>This year marks the 400th anniversary of the death of William Shakespeare and a wide programme of activities celebrating the life and work of the Bard will be taking place across the country. Working with national and regional strategic partners, your Culture, Heritage and Libraries Department (CHL) has been busy securing exposure for the City's own programme of Shakespeare-related activity in UK and London-led tourism and cultural campaigns.</p> <p>At the same time, using the unique selling proposition (USP) that Shakespeare lived and worked in and near to the City, your CHL has developed a local City/Bankside campaign, securing funding partnerships with Shakespeare's Globe and the Barbican to produce collateral under the banner <i>Shakespeare Woz Ere</i>. The campaign sees 70k brochures highlighting the work of 20 City and Bankside cultural providers, a dedicated web presence on the City of London's website and digital support from London & Partners and others that delivers an audience reach in its millions.</p> <p>A second partnership between Guildhall Library and the Guildhall School of Music & Drama delivers a focal "moment" for the City's Shakespeare programme with a themed Son et Lumiere in Guildhall Yard on the 4 and 5 March 2016. Building on the considerable success of their Magna Carta 800 collaboration, this new show and the associated programme of activities in Guildhall Art Gallery which take place at the same time, form a valued part of the Barbican's Weekender programme <i>Play On</i>, with partners co-promoting each other's events to achieve greater impact.</p>	
Recommendation(s)	
<p>It is recommended that:</p> <ul style="list-style-type: none"> • Members receive and note the contents of this report 	

Main Report

Background

1. This year marks the 400th anniversary of the death of William Shakespeare with destinations and cultural providers from all parts of the UK, seizing the opportunity to celebrate their links with the Bard, and explore his work, life and times.
2. The collective and significant programme of activities that this delivers is being promoted by the agencies responsible for engaging domestic and overseas visitors with UK national and local tourism products; they include Visit Britain, VisitEngland, London & Partners and regional destination marketing organisations.
3. In recent months, using its membership and partner agreements as appropriate, your Culture, Heritage and Libraries Department (CHL) has been working to ensure that City content for Shakespeare is included in the media and marketing campaigns undertaken by these agencies. This includes a new Shakespeare Son et Lumiere in Guildhall Yard being featured in the national *English Tourism Week* campaign (run by VisitEngland) and a two-page feature on City activities in *London Planner* (Visit Britain's and London & Partners' official visitor guide to the capital).
4. London's overall contribution to the Shakespeare anniversary is being co-ordinated by King's College London and a consortium of cultural partners has been formed. Led by King's, the consortium includes the Royal Opera House, National Theatre and British Library, as well as many of the City's major cultural providers (such as the Barbican, Museum of London and the London Symphony Orchestra). All partners have been given free use of a specially-developed Shakespeare 400 brand and can upload their events to a website for all London Shakespeare activity at www.shakespeare400.org.
5. To enable all of the City's cultural providers profile through the King's College campaigns, your CHL has joined the consortium as a destination partner and is co-ordinating the upload of City projects to the website, with a focus on smaller City organisations such as the Bank of England Museum and Dr Johnson's House who are not partners in their own right.

Current Position

6. In the CHL Business Plan 2015/18, a number of major anniversaries with which the City has significant links are identified (including Shakespeare), with an action for CHL to support and develop appropriate programmes of activity. In response to this, your Cultural and Visitor Development team consulted widely with City stakeholders to solicit ideas.
7. Overwhelmingly, a local campaign that focusses on the unique selling proposition (USP) that Shakespeare lived here ("Shakespeare Woz Ere") was chosen, so differentiating the City from other parts of London and the UK.

8. Taking the USP and expanding it to include the place where Shakespeare worked (Bankside), the Team partnered with Shakespeare's Globe in November last year to deliver a shared-cost, self-guided walk exploring the London the Bard would have known. The pick-up rate for the leaflet has surpassed all others (4,000 in just six weeks) making it the most popular of our self-guided walks yet.
9. In addition, a three-way funding partnership between your CHL, Shakespeare's Globe and the Barbican has been brokered. Under the banner *Shakespeare Woz Ere*, a brochure highlighting all activities in the City and in nearby Bankside is in development, along with a complementary web presence on the City of London's website. The shared cost campaign will see 70k brochures distributed across London, through door-drops on City Corporation estates and through the venues of featured partners. The campaign begins on 11 January 2016.
10. In support of the campaign, a significant presence across London & Partners' digital platforms has also been secured, with a dedicated eshot to 220k London & Partners' subscribers and a home-page and run-of-site takeover of www.visitlondon.com (27m visitors per annum).
11. Additional activity is currently being negotiated with featured partners, extending the campaign's reach through their channels and delivering significant impact for the City's Shakespeare commemorations.
12. In a bid to boost content for campaign, to complement the growing programme of public events in Guildhall Yard, and to deliver a focal "moment" for the City's Shakespeare activities, a second event collaboration between the Guildhall Library and Guildhall School of Music & Drama has been agreed.
13. Building on the significant success of the Magna Carta 800 Son et Lumiere in September 2015, a new Shakespeare 400 Son et Lumiere will take place in the Yard on Friday 4 and Saturday 5 March 2016, with 20-minute shows running on a loop from 18:45 until 21:00. The show will use imagery from the Library's collections and be choreographed to period music played by Guildhall students.
14. A Shakespeare-themed cocktail bar will be sited in Guildhall Art Gallery on both nights giving a refreshment stop for those watching the Son et Lumiere while also providing access to a new exhibit that marks both Shakespeare's and the Great Fire of London's 2016 anniversaries.
15. Running 20 February to 20 November 2016, *Visscher Redrawn* sees Claes Jansz Visscher's 1616 engraving of London hung alongside artist Robin Reynolds version of the modern-day City. Noting that Shakespeare died in the year that Visscher's print was published, Reynolds has included references to his 37 plays, three major poetic works, and the sonnets, inviting visitors to see how many they can spot.
16. The City of London Heritage Gallery will be displaying the Shakespeare Deed and First Folio at the same time (exhibition runs 9 January to 31 March 2016) adding more interest for Shakespeare buffs at the Son et Lumiere, and free access to the new Martin Parr exhibition at the gallery (running 4 March to 31 July 2016) will be granted on both nights.

17. The Guildhall Galleries collective programme during this weekend will be promoted as part of English Tourism Week (5-13 March 2016) and the Barbican Weekender *Play On*, the latter of these building on an increasing portfolio of partnership working which, as well as cross-promotion like the Yard/Weekender initiative, also sees the Barbican and Guildhall Art Gallery join forces to co-promote their respective Martin Parr exhibitions in spring and summer of this year.

Corporate & Strategic Implications

18. The campaigns and activity outlined in this report support a number of our strategic objectives. These include:
 - a. alignment with the City Corporation's Corporate Plan KPP5 "increasing the impact of the City's cultural and heritage offer on the life of London and the nation";
 - b. alignment with the objectives originally laid out in *The City Together Strategy 2008 /14* under the two key themes: to support our communities and to deliver a City that is "vibrant and culturally rich";
 - c. alignment with the City's Visitor Strategy 2013/17 (action A1.3, 1.5 and 1.11) and with the City's Cultural Strategy 2012/17 *Animating the Heritage* theme; and
 - d. alignment with major corporate projects including our Supporting London agenda, the Cultural Hub proposition and the animation of Guildhall Yard.

Implications

19. Funding for all initiatives outlined in this report is included within existing budget allocations with partner contributions (financial and in-kind) extending the reach and impact of planned campaigns and activities.

Conclusion

20. The City and Bankside's connections with Shakespeare are unique in London. They provide a reason to celebrate and an opportunity to partner, but most particularly, they set us apart – this is the only area of London where an authentic heritage offer can be combined with a great cultural experience to deliver the complete Shakespearean package.
21. That package is no better articulated than through the City's collections and archives, curated by the library of London's history (Guildhall Library) and animated by one of the world's leading drama and music conservatoires, the Guildhall School, as part of a weekend programme promoted by one of London and the UK's most prestigious cultural venues and programmers (the Barbican).
22. Your CHL has worked to harness the City's Shakespeare credentials and deliver a compelling programme and campaign which builds on the City's unique strengths through partnership with historic Bankside and Shakespeare's Globe, delivering an offer greater than the sum of its parts, driving audiences and extending reach for all our stakeholders.