

Committee(s)	Dated:
Culture, Heritage and Libraries – For Information	24/10/2016
Subject: Great Fire 350: top line findings	Public
Report of: David Pearson, Director of Culture, Heritage and Libraries	For Information
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Summary

In April 2015, the City Corporation approved sponsorship of £300,000 for one of the country's leading creative companies – Artichoke – to develop a series of high-profile spectacles to commemorate the 350th anniversary of the Great Fire of London.

This report provides headline results for the programme they delivered including achievements across funding, footfall, PR and education and community work. A more in-depth report considering economic impact, legacy and reputational benefit will be presented to your Committee in December.

Headlines include the securing of just under £3m in funding for the event, a social media reach in excess of 90m, over 1000 engagements with schoolchildren and young people, a global PR reach of 101.8m and the viewing of programme content through digital platforms in excess of 7m.

In all areas where it has been possible at this stage to measure impact, Artichoke has exceeded the expectations of our funding objectives, delivering a moment when the City has shined, and – in the current political environment – supported the Mayor of London's message to the world that London is open.

Recommendation

Members are asked to note the report.

Main Report

Background

1. The Great Fire of London, which devastated the City in September 1666 and led to its almost total reconstruction, is one of the most well-known events in the City's history. It is on the National Curriculum at Key Stage (KS) 1, (5- to 7-year-olds) providing a critical way of engaging children with London's history and drives significant visitor footfall to the City, especially in the October half-term week. 2016 marks its 350th anniversary.

2. In April 2015, your Finance, Policy & Resources, and Culture, Heritage and Libraries Committees approved a sponsorship package of £300,000 for one of the country's leading creative companies – Artichoke – to develop a series of high-profile spectacles to commemorate the anniversary amid a longer and more wide-ranging umbrella programme of activities delivered by City stakeholders. Under the terms of the agreement, the City Corporation was to be credited as Founding Sponsor.
3. Following this, your Finance Committee requested that a report be returned to the Culture, Heritage and Libraries Committee which estimated the benefit-in-kind that the City Corporation was likely to offer Artichoke in support of their events. Discussions with the lead departments and teams involved led to an estimated additional total value of just over £113,000 in staff time, services and waived fees.
4. Running from 30 August to 4 September 2016, the Artichoke programme – entitled *London's Burning* – comprised:
 - a. **OF ALL THE PEOPLE IN ALL THE WORLD, Stan's Cafe, Inner Temple:** exhibition exploring the cost of the fire in grains of rice, comparing historical facts with contemporary moments.
 - b. **FIRE GARDEN, Compagnie Carabosse, Tate Modern:** burning metal structures, cascading candles and flickering flowerpots.
 - c. **FIRE OF LONDON, Martin Firrell, St Paul's Cathedral and the National Theatre:** a two-part installation with fire illuminating the dome of St Paul's and projections describing a series of landmark moments that have shaped modern London on the National Theatre.
 - d. **LONDON'S BURNING talks series:** speakers included Simon Callow, London's highest-ranking female fire fighter and authors Ben Rawlence and Suzanne O'Sullivan.
 - e. **HOLOSCENES, Early Morning Opera, Broadgate:** a 6-hour underwater performance-installation embodying the trauma of flooding and climate change.
 - f. **LORD MAYOR'S TEA PARTY, Mansion House:** hosted by the Lord Mayor, this invitation-only tea party recognised the numerous towns and boroughs who contributed to the rebuilding of the City just after the Fire.
 - g. **DOMINOES, Station House Opera, City of London:** an on-street kinetic sculpture that traced the path of the Fire using over 350 volunteers, 26,000 breeze blocks and 7km of City streets.
 - h. **LONDON 1666, David Best and Artichoke, River Thames:** finale to the *London's Burning* programme which saw a 120-metre long sculpture of Restoration London floated onto the Thames and set alight.
 - i. **FIRE FOOD MARKET, Real Food Festivals, Guildhall Yard:** not delivered by Artichoke but promoted as part of their programme, ensuring the Yard featured in the festival and providing refreshments for audiences.

5. In addition to this activity and as part of our agreement, Artichoke provided a framework for the participation and promotion of 26 City providers delivering 68 events commemorating the anniversary. This umbrella programme commenced with the opening of the Museum of London's *Fire! Fire!* Exhibition on 23 July and will conclude with the Lord Mayor's Show fireworks on 12 November.
6. This report outlines headline statistics in relation to the City's investment in Artichoke and the success of the above in realising funding objectives, as known at the time of writing and noting that final numbers have yet to be confirmed. A full monitoring and evaluation report will be presented to your Committee by Artichoke Director Helen Marriage at your December meeting – this will consider economic impact, legacy and perceptions of the City as well as confirm the information given within this report. The report is being developed by the Audience Agency.
7. A number of other highly successful projects were planned as part of the City's commemoration of the anniversary, including the development of a new Great Fire website and learning tool led by Museum of London in partnership with the Guildhall Art Gallery, the Monument and London Metropolitan Archives. Funded through a £100,000 grant to the Museum of London from the Arts Council of England and £50,000 from the City's Department of Community and Children's Services, the site launched on 2 September 2016.
8. The website and other City-led Great Fire projects are not covered under this report which focusses on the Artichoke contribution only. It is anticipated that they will be covered in future reports to City Corporation Committees in 2017.

Current Position

9. For ease of reference, headline statistics are provided under the following headings: funding, umbrella programme, physical attendance, digital, education and community and PR:

FUNDING

10. The City Corporation's sponsorship provided the seed funding needed for an ambitious total sponsorship target of £3m. In a tough financial climate when much public investment in culture has been diverted to the regions, Artichoke achieved just under this target (£2.9m) from 72 funders, these being a combination of statutory funders, sponsors, trusts and foundations and individual donors. This represents c. £9 raised for every £1 of City Corporation investment.
11. Major supporters included:
 - a. The Department of Culture Media and Sport with an award of £1m;
 - b. Arts Council England with an award of £750,000 from its Ambition for Excellence programme;
 - c. Paul Hamlyn Foundation with an award of £150,000 from its Access and Participation Fund;
 - d. RSA Insurance Group, Cheapside Business Alliance, Broadgate, British Land, GIC, Aon, Land Securities and Fuller's; and
 - e. 34 City livery companies with cumulative funding amounting to just under £100,000.

12. In addition, significant benefit-in-kind (BIK) was achieved, including the City Corporation’s contribution described in item 3 as well as those from London and Partners (media partner – see next item) and The Space who produced a live digital broadcast of the finale *London 1666*, hosted by Lauren Laverne.

UMBRELLA PROGRAMME

13. In support of the umbrella programme which features 68 events delivered by 26 City / City Fringe organisations, Artichoke secured London & Partners as the lead Media Partner for the project and a website featuring all partners’ content was hosted on visitlondon.com/greatfire350. To date, the website has attracted 200,000 visitors and 881,000 page views.
14. In addition, London and Partners managed a high-impact social media campaign covering the full programme (Artichoke and umbrella elements). This achieved a 56m reach on Twitter (#greatfire350).
15. The benefit in kind offered by London and Partners in waived fees, services and staff time equates to £175,000.
16. The umbrella elements of the programme were paid for by presenting venues and companies; however, the collective marketing campaign to promote them was delivered using your Culture, Heritage and Libraries local risk budgets.
17. As part of this, a Great Fire 350 brochure detailing all partner events was developed with 100,000 copies produced and distributed across London. To date (noting the umbrella campaign does not conclude until 12 November), 87,000 copies have been sent out with an estimated pick up rate of 83% as calculated by London Calling (the distributor). Ordinarily, a 75% pick up rate is regarded as a successful campaign. A separate, dedicated *London’s Burning* leaflet featuring the Artichoke events only was also produced and 65,000 copies distributed.

PHYSICAL ATTENDANCE

18. The City’s streetscape does not lend itself to large audiences with narrow streets and alleyways precluding major spectacles watched by millions. For this reason, marketing and PR around the Artichoke events was designed to minimize numbers and ensure crowd safety. The global resonance of that PR however, and the opportunity for the public to watch events through social media platforms were exploited to the full to deliver the funding objective of positioning the City and London as a place for culture and widening access to its history and collections. Statistics relating to PR are covered later in this report.
19. While the attendance to umbrella (partner) events is not yet known, and the numbers of those viewing events such as the projections on St Paul’s are incalculable, the Artichoke events where attendance could be measured are estimated to have attracted the following audiences:

Event	Estimated audience figure
Of all of the People in all of the World (Inner Temple)	3,593
Fire Garden (Tate Modern)	20,000

Holoscenes (Broadgate)	3,600
Lord Mayor's Tea Party (invite only)	150
Dominoes	10,000
London 1666	50,000
Fire Food Market	2,463
TOTAL	89,806

DIGITAL

20. Engagement across digital platforms has been impressive, extending the reach of the project by millions and delivering a worldwide audience for the Artichoke events and the City's cultural and heritage offer more generally.
21. Website statistics are given in item 13 along with social media reach for the umbrella programme. In addition to this, 20,000 online brochures were downloaded from the website for the *London's Burning* programme along with 6,000 maps of the Dominoes route.
22. The Twitter feed #LondonsBurning (run by London and Partners from 29 August to 11 September and covering the Artichoke elements only) achieved a reach of just under 35m, bringing the total Twitter reach (for both accounts) to just under 91m.
23. Furthermore, the London and Partners Facebook campaign for *London's Burning* achieved a 3.7m reach, with 157,000 watching the live stream of the *London 1666* burning from this platform, with a further 342,000 watching it from their YouTube channel.
24. Overall, *London 1666* content achieved 6.2m views across all platforms including live streams while a film of the Dominoes event hosted on *Time Out's* website (and part of the PR achievements described below) has achieved 964,963 views at the time of writing (27 September 2016).
25. On Sunday 4 September, #LondonsBurning trended above *Poldark* and *X Factor* on Twitter, demonstrating the significant public interest in the event from UK audiences.
26. The estimated Advertising Value Equivalent (AVE) of the digital elements of the campaign is £8m. AVE is a standard industry measurement used to estimate the equivalent advertising value of coverage generated and refers to the cost of buying the space taken up by a particular article, had the article been an advertisement.

EDUCATION / COMMUNITY

27. Aligning with our funding objective "to provide skills for apprentices and on-going recognition of the City Corporation's contribution to the national curriculum", Artichoke delivered a significant community and education programme around the *London 1666* finale event. Targets for this activity were:

- a. Disengaged young people who are vulnerable, excluded or at the risk of offending;
- b. Unemployed young people, NEETs (young people Not in Education, Employment or Training) or at risk of becoming NEETs; and
- c. Schoolchildren at Key Stage 1 (noting the Great Fire is part of the National Curriculum, see item 1).

28. The target boroughs for recruiting the above were Camden, Hackney, Islington, Newham, Southwark and Tower Hamlets, with participants invited to take part through local council networks, youth groups, partners in the vicinity of the site at which the replica of Restoration London was built and Youth Offending Officers.

29. Activity included:

- a. Cross-curricular workshops with Key Stage 1 pupils invited to draw their hopes for the future of London with their ideas incorporated into the design of the sculpture;
- b. Unemployed young people aged 16–24 on a training scheme to build the artwork, working alongside the artist, master carpenters, crew and other young people to develop technical skills in carpentry, event management and construction;
- c. A Graduation Event and Careers Day at Barbican on 6 September;
- d. Community displays at which a selection of schoolchildren's drawings (when cut into decorative panels) were exhibited at Islington Green, London Fields, Swiss Cottage, and a City NatWest branch; and
- e. Assistant Producer Traineeships with participants working alongside members of Artichoke teams across production, VIP and artist liaison, development and communications.

30. Again, the results of this work are impressive and include the following headlines:

- a. 18 primary schools workshops delivered totaling 780 hours and engaging 520 pupils;
- b. Nine pre-engagement training sessions delivered totaling 152 hours and engaging 132 participants at local youth groups and employment centres;
- c. Four CNC cutting workshops delivered (CNC stands for Computer Numerical Control and is used to control machine tools), totalling 88 hours and engaging 11 young people;
- d. 40 design cutting and construction workshops delivered totalling 2,744 hours and engaging 38 young participants;
- e. 32 CSCS (Construction Skills Certification Scheme) trainees engaged with two offered a job and nine directly connected with prospective employers;
- f. Five Trainee Assistant Producer placements; and

- g. 356 volunteering opportunities across the full programme of activities totaling 3,560 hours and delivering a volunteering legacy for the City with 89% of volunteers rating the experience as 7 or above – a very high score in comparison to other volunteering opportunities offered through Team London who ran the programme.

PR

- 31. A high priority for our funding of this project was “to provide a significant opportunity for the City Corporation to demonstrate its contribution to London as a world City on a global scale”. The PR generated by the events has exceeded expectations by a long way with headlines as follows:
 - a. 415 items of coverage achieved, including 55 national articles and picture stories; 39 broadcast pieces, including ITV National News, BBC and ITV London News; 66 London centric stories; 25 key arts titles, and 152 articles in the international press including the *Bangkok Post*, *ABC Australia* and *The New York Times*;
 - b. Together, these generated an international reach of 101.8m with an estimated AVE (see item 26 for AVE definition) of £2.2m (print media only, excludes online and broadcast);
 - c. Many articles included reference to the City Corporation, quoting your Head of Cultural and Visitor Development who spoke at the press launch to an audience of 29 UK and international journalists;
 - d. Picture stories in *The Times* secured four days in a row (with a front page photo piece post event) and two picture of the day pieces in *The Telegraph*;
 - e. A dedicated BBC Radio 4 documentary following the Artichoke team over four months and broadcast on 3 September 28, 2016;
 - f. A live digital broadcast delivered in partnership with The Space, with a special cut of the livestream aired on BBC4 on 5 September; and
 - g. Regional press featuring the various Lords Lieutenants, Lord Mayors and Council Leaders attending the Tea party at Mansion House.
- 32. All print and digital collateral as well as press releases and launches referenced the City Corporation as Founding Sponsor with press releases including a quote from the Chairman of Policy & Resources.

Corporate & Strategic Implications

- 33. As per the funding bid report received by your Committee in April 2015, the City Corporation’s funding of this event sought to:
 - a. meet the groundswell of expectation from local, London and national stakeholders for the City to mark the event and provide a framework through which they can contribute to a shared programme of activity;
 - b. ensure ownership of the Great Fire (our biggest cultural export)

- c. provide a significant opportunity for the City Corporation to demonstrate its contribution to London as a world city on a global scale;
- d. deliver significant economic benefits for local and London businesses;
- e. provide an opportunity for the City's cultural providers to work together on a shared theme in a major way, delivering a legacy of networks across exponents, funders, retail and other businesses;
- f. align with the City Corporation's own visitor, cultural and education objectives as stated in its related strategies; and
- g. deliver legacy benefits that include:
 - i. reputational gain and a positive shift in perceptions about the City;
 - ii. profile for our education and related activities, driving audiences;
 - iii. skills for apprentices and on-going recognition of the City; Corporation's contribution to the national curriculum;
 - iv. the furtherance of London's developing role as a "Smart City" and a leading voice for resilience matters; and
 - v. funding for our cultural activities through a legacy of networks and relationships.

Conclusion

34. As the headlines in this report demonstrate, the comparatively modest investment the City Corporation has made in this project has returned significant dividends and delivered on nearly all objectives, with information relating to economic impact, perceptions of the City and legacy coming to your December Committee once these have been estimated.

35. Without doubt, the Great Fire 350 commemorations have delivered a moment when the City has shined, and – in the current political environment – supported the Mayor of London's message to the world that London is open.

36. Economic prosperity is driven by culture, and culture is an essential ingredient for world cities like London. The two are inextricably linked. People want to be in a place where culture happens, where imaginations are unlocked, minds inspired and lives enriched. The Great Fire 350 programme has helped enhance the City's and London's reputation as such a place and, if momentum to put on such events continues, will have a lasting legacy with tangible rewards in the years to come.

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