

## *London's Burning*

A festival of arts and ideas

Produced by Artichoke

30<sup>th</sup> August-4<sup>th</sup> September 2016

Executive Summary - audience and  
economic impact research report



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November 2016

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# Background

## Introduction

*London's Burning* was a festival of art and ideas to commemorate the 350th anniversary of the Great Fire of London. The festival was part of Great Fire 350, a City-wide season of cultural events to mark this anniversary.

The festival was produced by leading arts charity Artichoke, and took place 30 August - 4 September 2016, inviting audiences to rediscover the City of London and adjacent areas through a series of art installations, performances and talks. The event offered an opportunity to contemplate the lasting impact the Fire had on the architecture, outlook and infrastructure of the City, including some of its most iconic buildings and landmarks, through a unique Artichoke perspective.

*London's Burning* received founding sponsorship from the City of London Corporation, an award from Arts Council England's Ambition for Excellence programme, further support from the Department of Culture, Media and Sport, and a raft of sponsors and funders.

To evaluate the impact of the programme Artichoke commissioned The Audience Agency to undertake audience research and economic impact assessment. This report sets out the findings of the research in terms of the audience and economic impact.

## Research objectives

The overall objective of the audience research was to assess the success of *London's Burning* against the objectives for the programme, including:

- To understand who engaged with the programme - including demographic profiling
- To understand their motivations for attending and their experience - including perceptions and awareness in the context of the City of London location
- To assess the economic impact of the event programme - including attender spend

Other aspects of the project were evaluated by Artichoke and its partners. This included additional impact data collected through social media and press tracking.

## Programme



*Dominoes*



*Fire Garden*



*Holoscenes*



*Of all the People in all the World*



*London 1666*

The elements of the *London's Burning* programme were:

- **Of all the People in all the World**, Stan's Café (Inner Temple, Tues 30th August-Sun 4th September)
- **Holoscenes**, Early Morning Opera (Broadgate, Thurs 1st-Sun 4th September)
- **Fires Ancient**, Martin Firrell (St Paul's, Thurs 1st-Sun 4th September)
- **Fires Modern**, Martin Firrell (National Theatre, Thurs 1<sup>st</sup> - Sun 4<sup>th</sup> September)
- **Fire Garden**, Carabosse (Tate Modern, Thurs 1st-Sun 4th September)
- **Dominoes**, Station House Opera (City of London, Saturday 3rd September)
- **London 1666**, designed by David Best (River Thames, Sun 4th September - on public view from Monday 29th September)
- **London's Burning Talks Programme** (30th August-4th September, various venues)

# Methodology

## Audience survey - Face-to-face

Feedback was collected by a team of researchers who carried out face-to-face interviews with attendees, from Friday 2<sup>nd</sup> - Sunday 4<sup>th</sup> September. Fieldwork was split between the eight events (excluding talks and tours), based on the expected footfall. Potential respondents were selected randomly from the crowd to ensure a representative sample. Only over 16's were interviewed.

## Fieldwork locations:

- Of all the people in all the world - Inner Temple
- Fire Garden - Tate Modern
- Fires Ancient - St. Paul's cathedral
- Fires Modern - National Theatre
- Holocenes - Exchange Square, Broadgate
- Dominoes - 3 routes (fieldworkers collected information along each route)
- London 1666 - between Blackfriars and Waterloo
- Fire Food Market - Guildhall Yard

## Audience survey - e-survey

A post event e-survey was sent out via Visit London's social media sites and to a mailing list of contacts collected specifically in connection with this event. To encourage a representative sample, a £100 M&S voucher prize draw was offered as an incentive.

Where the same question was asked in both the face-to-face and e-survey, the results have been aggregated. If a question was asked in only one survey, this is noted in the analysis of the results.

## Audience numbers

Footfall figures were collected by event staff at *Of All the People in All the World*, *Holocenes*, and *London 1666*. Sales figures were used to calculate the attendee size of the Fire Food Market. The Audience Agency conducted head counts between Friday 2<sup>nd</sup> - Sunday 4<sup>th</sup> September, at *Fire Garden*, *Fires Ancient and Fires Modern*, and *Dominoes*.

## Economic impact

The attender surveys and footfall counts also provided the necessary data to estimate the economic impact of the event as a whole, on the City of London. This was calculated using the Economic Impact Calculator, from the toolkit developed by the West Midlands Cultural Observatory.

## Sample size and margin of error

597 responses were received over the course of the research, giving an overall margin of error of  $\pm 4\%$ . This margin of error will be larger for questions with smaller sample sizes and smaller where results deviate from 50%. Margins of error are given at the 95% confidence interval, and refer to the largest margin of error found within that question (i.e. the answer code with the response nearest to 50%; other answer codes will have smaller margins of error).

## Weighting

443 surveys were collected face-to-face and 154 were completed via the e-survey. To ensure the results describe *London's Burning* as a whole, the face-to-face results have been weighted according to the audience size for the event at which it was conducted. The e-survey results have not been weighted.

## Additional data

Additional data has been gathered to give a full picture of the impact of *London's Burning* over the period of the event, as follows:

- Partners provided retail and food and drink percentage index figures
- Website usage monitoring undertaken by Artichoke and London & Partners
- Media monitoring data undertaken by Artichoke and London & Partners
- Advertising value equivalency (AVE)
- Volunteer numbers and experience
- Education and Community Engagement

## Headline figures

### City of London and economic impact

- 90.5k visits were made to the *London's Burning* events and installations across the programme
- 80% of attenders were in the City specifically for *London's Burning* events
- 95% of attenders agreed that events like *London's Burning* are good for the City of London's image
- The festival generated an estimated £7.2m of economic activity, with an overall economic impact of £2.5m
- 72% of attenders said they had spent in the areas where they attended *London's Burning* events

### Participant impacts

- 396 volunteers took part in the *London's Burning* programme
- 89% of volunteers gave the experience a rating of 7 or more out of 10
- Over half (54%) of the volunteers were new to Team London
- 62% of volunteers said that it gave them a sense of pride in contributing to their community
- Over 8000 hours of participation in the education and community engagement programme by primary school children and at-risk young people
- 2 young people offered direct employment

### Audience profile

- 86% of attenders were from the UK; 79% of these were based in London.
- 83% of respondents identified as being from a White background; 55% White British and 28% as White other.
- 34% of attenders fell into the 25-34 age group
- Audience Spectrum segments: 39% highly engaged Metroculturals and 23% lower engaged Kaleidoscope Creativity. (Indicates that the programme attracted a broad range of cultural engagement levels)
- 87% of attenders rated the whole experience as 'Very Good' or 'Good'.
- 96% said that attendance made them want to see more things like this.

## Press and media reach

- £2,201,589 Advertising Value Equivalent based on figures provided by Gorkana, Artichoke's clippings agency
- Potential media reach estimated at 101.8 million
- #LondonsBurning was the top trend on Twitter on Sunday 4 September
- 6.7 million views of London 1666 content, including the live streaming of the burn

## Summary of key findings

### Numbers and patterns of attendance

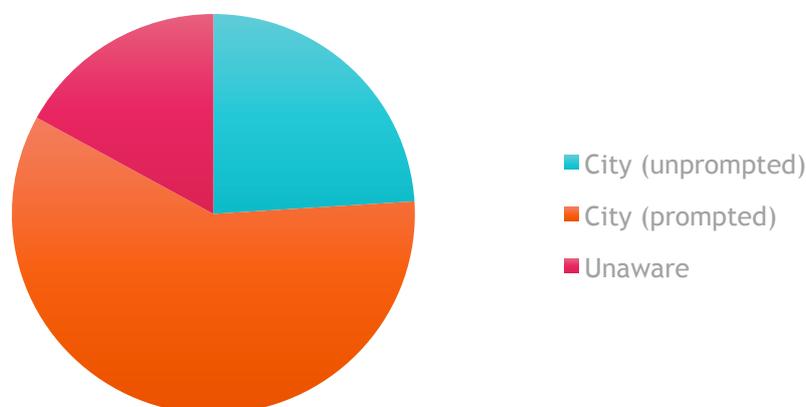
- An estimated 90,611 visits were made to the events and installations across the programme.
- *London 1666* was the most prominent event. It attracted an estimated audience of 50,000, and 68% of respondents across all events said they had seen or intended to see it.
- The overall average self-assessed dwell time of attenders was 70 minutes.

### City of London awareness and impressions

- 83% of respondents knew that they were in the City of London. 23% identified the area they were in as the City unprompted.
- 80% of people at the events would not have been in the City had it not been for *London's Burning* events.
- Of visitors to London, 20% planned their trip to London specifically to attend *London's Burning* events.
- 95% of attenders said that they 'Strongly Agreed' or 'Agreed' that events like *London's Burning* are good for the City of London's image.

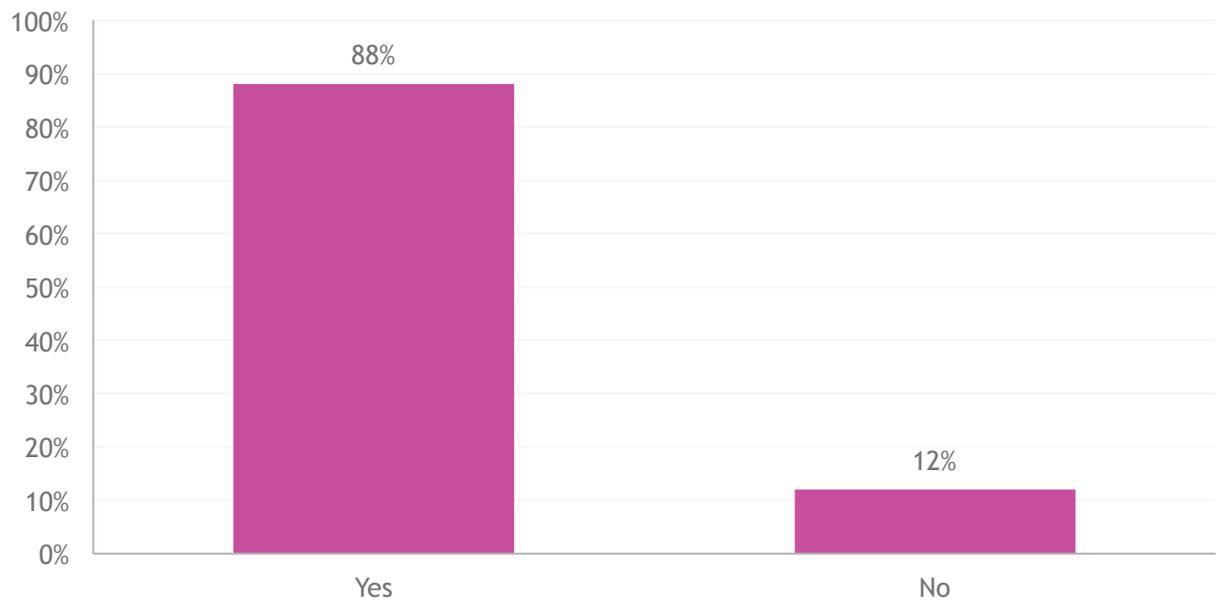
### Knowledge of City of London

[Face-to-face, within City of London only] Did you know we're currently within the City of London?



Base: All respondents - 349  
Margin of error: ±3%

Did you know that some/all of the events you went to took place in the City of London?

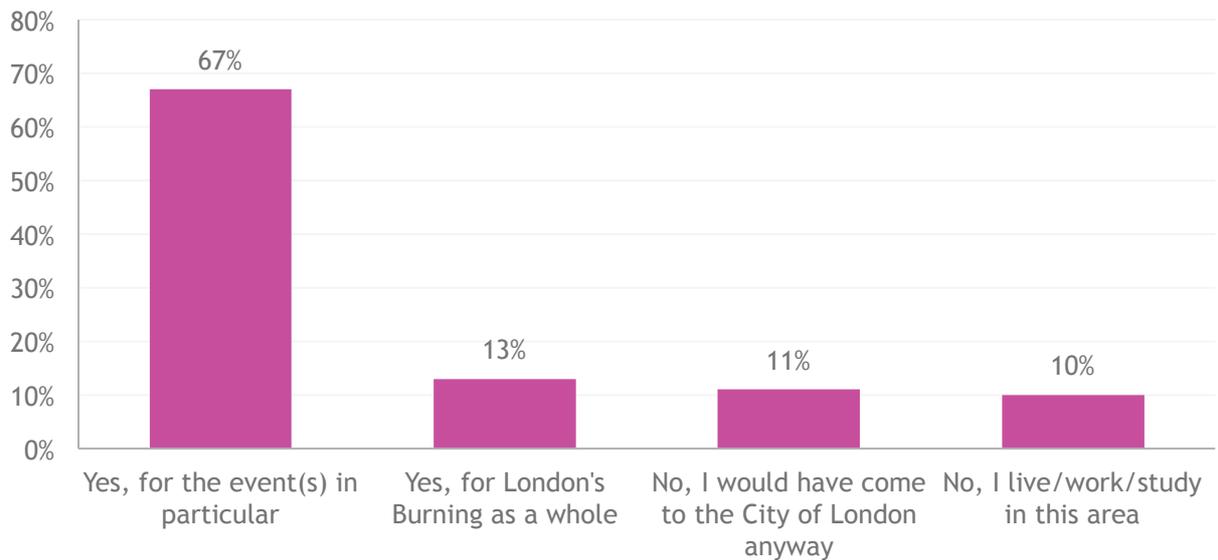


Base: All e-survey respondents - 118

Margin of error: ±6%

### Visiting the City of London

Derived from: Did you plan your trip to the City of London particularly for London's Burning?

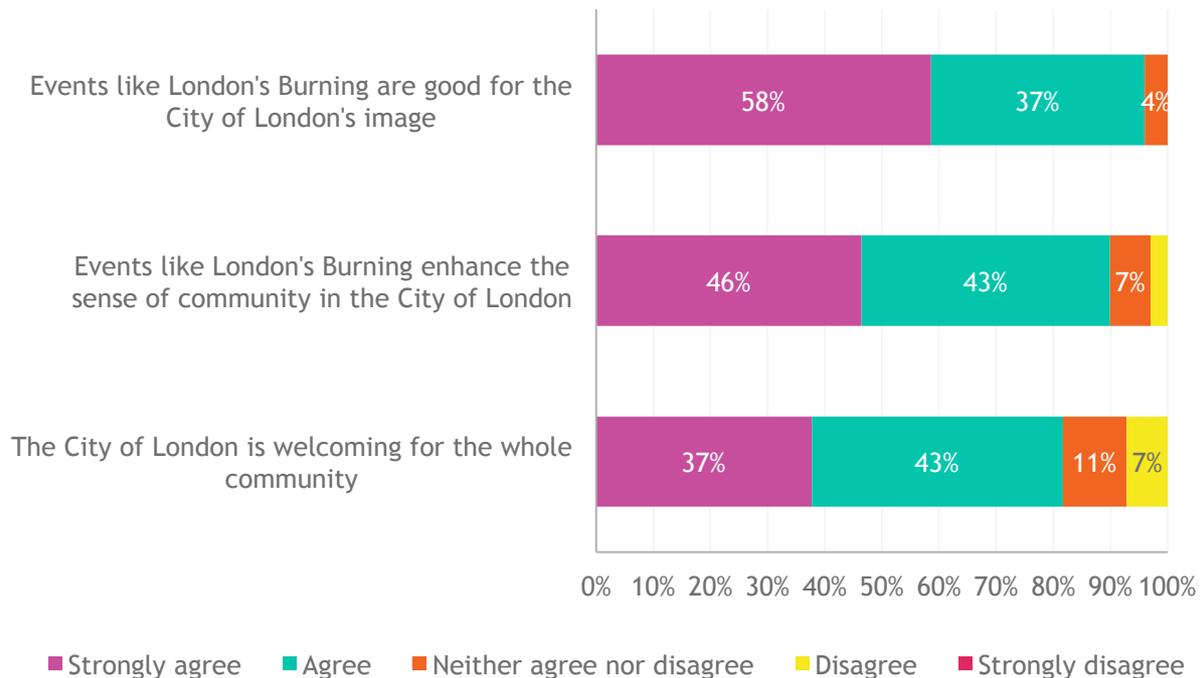


Base: All respondents - 420

Margin of error: ±3%

## Experience of the City of London

Thinking about your experience of the City of London and the events which took place, to what extent would you agree or disagree with the following statements?



Base: All respondents - 452 / 451 / 452

Margin of error: ±5% / ±5% / ±4%

## Volunteer participant impact

- 396 people volunteered to participate in the programme
- 3820 volunteer hours were given to the event, including 3560 for *Dominoes*
- 89% of volunteers gave the experience a rating of 7 or more out of 10
- Over half (54%) of the volunteers were new to Team London and for almost a quarter (22%) it was their first volunteer experience.
- 62% of volunteers said that it gave them a sense of pride in contributing to their community / London.

*“I feel that we helped to give great joy to the people who watched the blocks fall. It was thrilling. I am very happy to have been involved.”*

*“Volunteering on Dominoes was such great fun - I met new people, I saw places of London I never knew and I was part of an amazing artwork!”*

## Education and Community Engagement

- Over 1000 instances of engagement with schoolchildren and young people
- Over 8000 hours of participation
- 18 school workshops involving a total of 520 children
- 9 pre-engagement training sessions with 132 young people
- 40 design, cutting and construction workshops with 38 young people participating
- 4 CNC cutting workshops at Machine Room with 11 young people
- 32 young people given Construction Skills Certification Scheme training
- 2 young people offered direct employment
- 9 young people connected with prospective employers

*“I am from East Africa, from quite a traditional background where men make the houses and women don’t, so working on this project I feel like I am breaking barriers. My family are really supportive and are interested in what I am doing. I can't wait to show them what I've done.”*

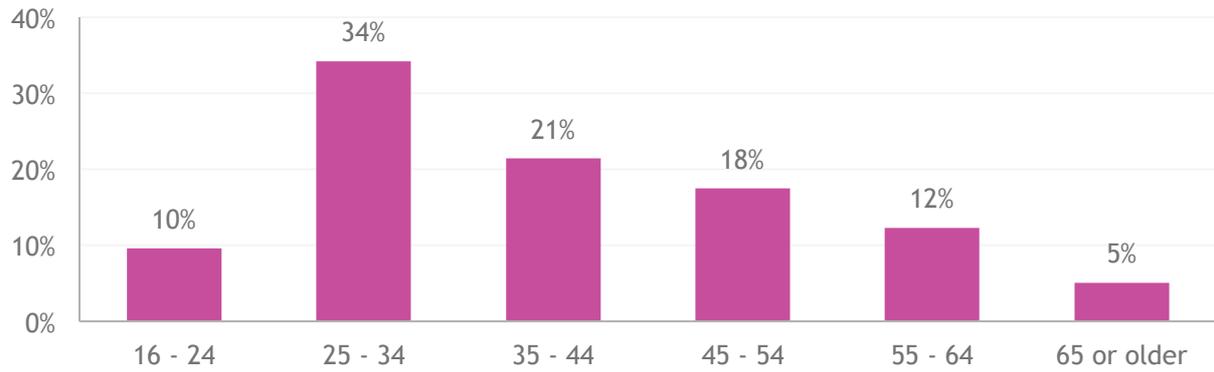
*“I just wanted to say how much my class enjoyed the workshop today. Emma was fantastic and so great with the children. The children were really engaged and produced some lovely pictures”*

## Attender profile

- The most prominent single age group was 25-34 year olds, with over a third of respondents (34%) falling into this group.
- 83% of respondents identified as being from a White background; 55% identifying as White British and 28% as White other.
- 89% of respondents identified as having no long-term limiting disability or illness.
- The most prominent Audience Spectrum segments were the highly engaged Metroculturals (39%) and the characteristically lower engaged Kaleidoscope Creativity (23%).
- Most attenders (86%) were from the UK, and 79% of these were based in London.
- Overseas visitors accounted for 14% of respondents, with most of these being from the USA.

### Age group

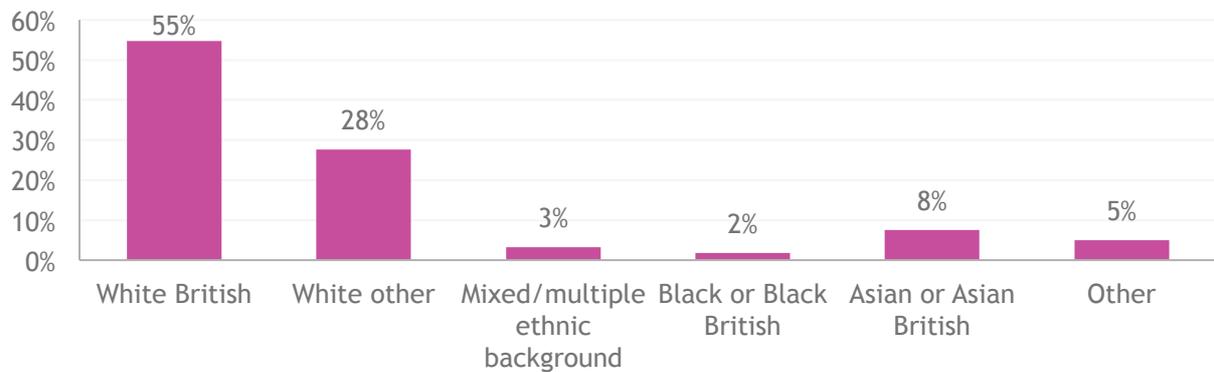
Which of the following age groups do you belong to?



Base: all respondents - 550 Margin of error: ±4%

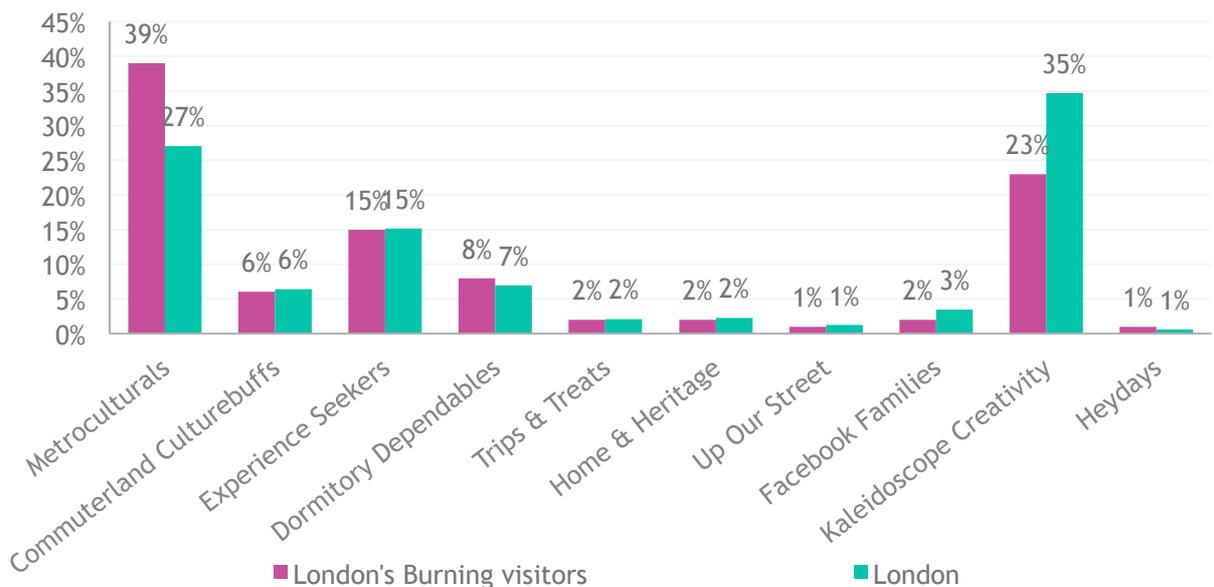
### Ethnicity

What is your ethnic group?



Base: all respondents - 556 Margin of error: ±4%

### Audience Spectrum profile



Base: all matched UK postcodes - 372 Margin of error: ±4%

- **Metroculturals (39%):** Highly engaged prosperous liberal urbanites. They are the most highly engaged segment, accounting for 52% of bookers in London, and often appear as the most prominent group in London audience profiles.
- **Kaleidoscope Creativity (23%):** Urban and culturally diverse they are generally characterized by low levels of engagement but, due to their prominence in the population and the greater opportunity for local engagement in London, they do appear at significant levels in London audience profiles; particularly for free, outdoor, events.

Pinpoint map - UK

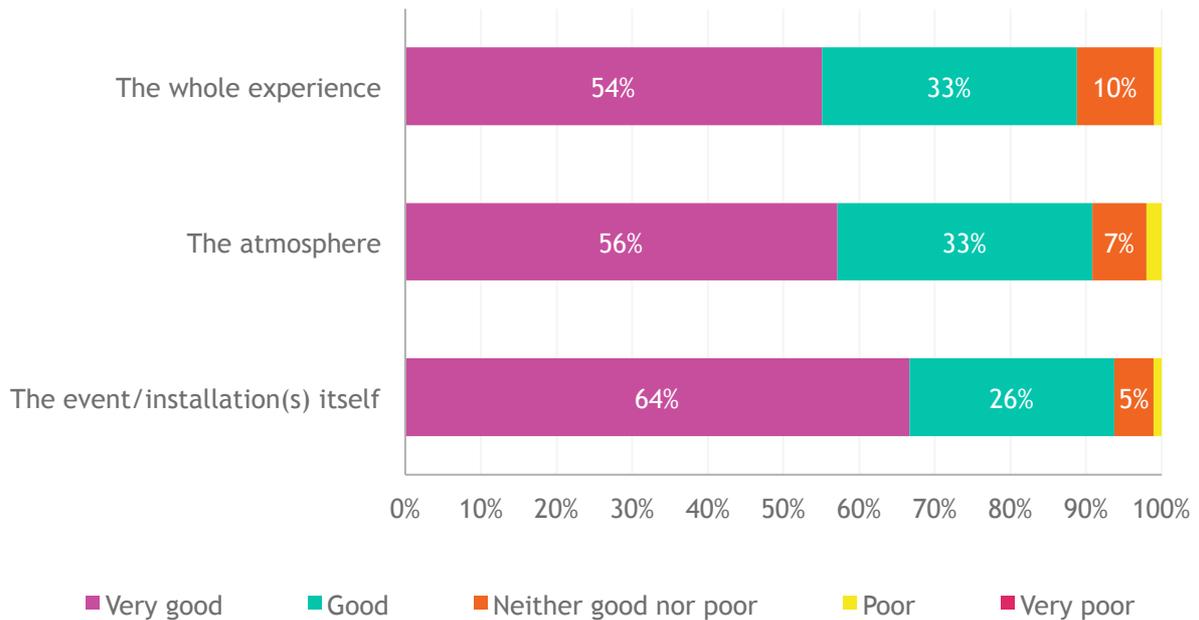


Base: all valid UK postcodes - 455



## Rating the event

How would you rate the following?

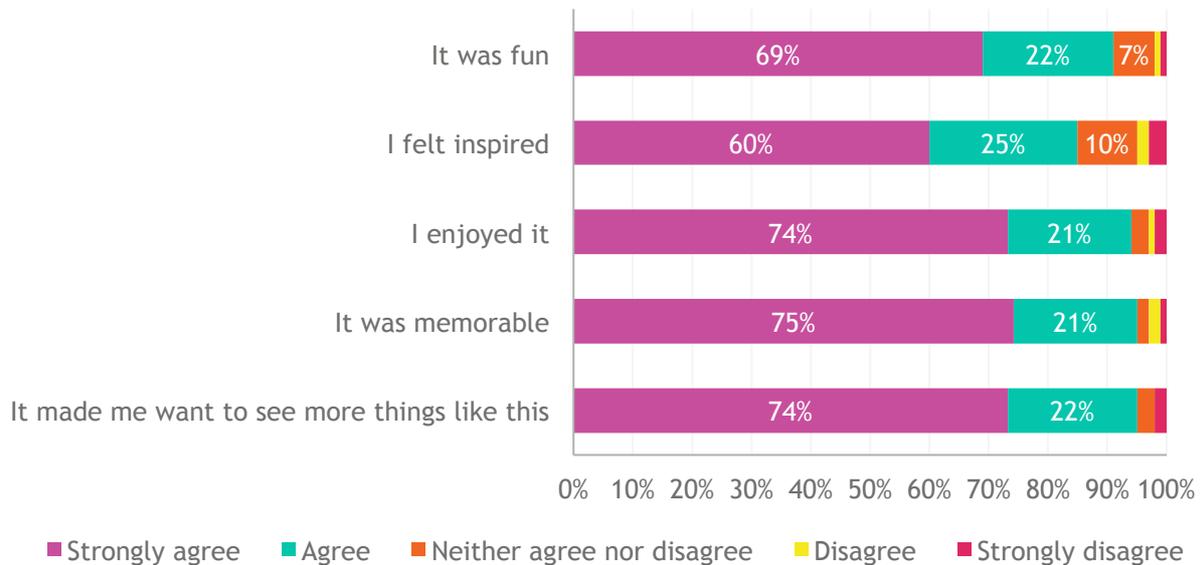


Base: All respondents - 558 / 558 / 557

Margin of error: ±4% / ±4% / ±4%

## Attender experience

Thinking about the event where you spent most of your time. To what extent would you agree or disagree with the following statements?



Base: All e-survey respondents - 117 / 115 / 117 / 117 / 117

Margin of error: ±8% / ±9% / ±8% / ±8% / ±8%

## Economic impact

The economic impact assessment refers to impact within the City of London as a discrete geographic area.

- The evidence suggests that *London's Burning* generated around £7.2m of economic activity, with an overall economic impact of £2.5m.
- 72% of attenders said they had spent in the areas where they attended *London's Burning* events. This included spend on local travel and accommodation, food, drink and shopping.
- The average spend was £15 per person overall.

### Output - economic

Output	
Total number of participants/attendees	83,685
Total number of visits* generated by event(s) <sup>1</sup>	57,524
Visits generated by event(s) which involved visitors staying in paid accommodation	892
Total participant/attendee spend generated	£4,368,044
Total spend by delivery organisation(s)	£2,892,198
Total economic activity	£7,260,242
Additional attributable spend by participants/attendees <sup>2</sup>	£2,117,697
Additional attributable spend by delivery organisation(s) <sup>3</sup>	-£96,516
Total economic impact (before multiplier)	£2,021,181
<b>Total economic impact (after multiplier)<sup>4</sup></b>	<b>£2,526,476</b>

### Output - jobs

Output	
Number of volunteers that worked on the project	620
In kind contribution made by volunteers	£300.00
Number of full-time jobs created	8
Number of part-time jobs created	2
Number of full-time jobs created for local people that live within the City of London	8
Number of part-time jobs created for local people that live within the City of London	1

## Total spent overall

	Total	On local travel	On accommodation	On food, drink, shopping etc.	On other purchases
Mean	£37	£4	£81	£21	£2
Median	£15	£0	£70	£10	£0
Mode	£0	£0	£0	£0	£0
Total	596	596	596	596	596

## Marketing and PR

### Advertising Value Equivalent

- £2,201,589 AVE based on figures provided by Gorkana, Artichoke's clippings agency

### Press and media reach

- Over 400 pieces of coverage
- Potential media reach estimated at 101.8 million
- 55 National articles and picture stories
- 39 Broadcast pieces
- 66 London-centric stories
- 224 International Print and online pieces

## Digital impact

### London's Burning

- 340k visits from 240k users to visitlondon.com/greatfire350 and 881k page views
- 91m Twitter reach (#greatfire350 and #londonsburning)
- 3.74m Facebook reach for *London's Burning*

### London 1666 films and live stream

- 6.7 million views of *London 1666* content, including the live streaming of the burn
- #LondonsBurning was the top trend on Twitter on Sunday 4 September

## Marketing reach

- 65,000 *London's Burning / Great Fire* 350 brochures were produced
- 20,000 online brochures and 6,000 online *Dominoes* route maps downloaded
- The festival appeared on branded sleeves covering 20 map stations across the City of London
- Site-specific signage for installations across the City of London and at other relevant locations.

## Contacts

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