

<b>Committee(s):</b> Policy and Resources – For information Culture, Heritage and Libraries – For information	<b>Dated:</b> 20 April 2023 22 May 2023
<b>Subject:</b> Destination City – 2023 Bartholomew Fair	<b>Public</b>
<b>Which outcomes in the City Corporation’s Corporate Plan does this proposal aim to impact directly?</b>	3, 7, 9, 10
<b>Does this proposal require extra revenue and/or capital spending?</b>	<b>N/A</b>
<b>If so, how much?</b>	<b>N/A</b>
<b>What is the source of Funding?</b>	<b>N/A</b>
<b>Has this Funding Source been agreed with the Chamberlain’s Department?</b>	<b>N/A</b>
<b>Report of:</b> Damian Nussbaum, Executive Director of Innovation and Growth (IG)	<b>For Decision</b>
<b>Report author:</b> Luciana Magliocco, Destination Director, Innovation and Growth	

## Summary

This report presents Destination City plans for the upcoming programming of the Autumn 2023 Bartholomew Fair.

## Recommendation(s)

Members of P&R are asked to review and approve the following Bartholomew Fair Autumn 2023 proposal in light of previous recommendations from the committee.

## Main Report

### Background

1. In November 2022, P&R and CHL approved the Destination City Implementation plan which outlined the programme’ strategic priorities.
2. The strategic priorities set the foundations in which to grow the City’s brand equity and enhance the overall experience. With successful delivery establishing the City’s leisure credentials and enhancing its attractiveness as a global Destination of choice to customers, partners, and investors.
3. One of the strategic priorities, based on the recommendations of the Independent Review was the need to concept and deliver less but more impactful high-quality major activations that are designed to drive footfall that encourages spend, enhance the customer experience and keep audiences coming back for more.
4. Learnings from The Golden Key event highlighted the need to allocate a minimum of six months planning to deliver the kind of high quality, wow-factor

activations that the Independent Review called for, and to put in place appropriate marketing and measurement provision.

5. Recommendations from The Golden Key:
  - a. To activate the festival across all areas of the City.
  - b. To have a longer lead marketing and communications strategy to maximise coverage and stakeholder engagement.
  - c. To have a structured and robust stakeholder engagement plan that would be signed off by members and would inform how the Destination Team engage key stakeholder sets from a participatory and communication perspective.
  - d. To increase participation across retail, F&B and hospitality businesses through the new stakeholder engagement plan.
  - e. To have improve reporting capabilities to more accurately assess performance and against footfall.

## **Current Position**

6. Research has been undertaken to inform the creative approach, KPIs and festival framework to revive Bartholomew Fair in September 2023.
7. Planning is underway to build out the stakeholder engagement plan, partnership strategy and marcomms plan. These will ensure a clear and structured approach to Bartholomew Fair communication to all relevant audiences and stakeholder onboarding.
8. The event budget has been scoped to deliver a high production schedule of events and a marketing and advertising campaign that seek to deliver against the Destination City KPI's of reappraising perceptions, driving awareness, footfall and spend to ensure the event schedule delivers tangible results for the Corporation's investment.
9. Artists and suppliers have been engaged to inform the creative proposal for the festival drawing upon historic and contemporary culture and trade to present a City-wide schedule of events.
10. Event KPIs and measurement metrics are being set to ensure all aspects of planning and delivery are designed with an outcomes rather than outputs approach. For footfall, the methodology applied is the estimated footfall across the capacities of each event. The metrics will be defined with the support of our new comprehensive Insights programme.

## **Proposal**

11. Bartholomew Fair will present a City-wide schedule of events consisting of 'owned activity' across all districts which will be covered by the Destination Team event budget. The schedule will seek to amplify activity through a wider

programme of 'partner activity' funded and delivered activity to deliver maximum ROI for the Corporation. See Appendix 1.

12. Bartholomew Fair has a three pillar approach:
  - a. Creative Programming
  - b. Consumer Marketing and Stakeholder Communications
  - c. Stakeholder Engagement and Participation

### **Creative Programming:**

13. Bartholomew Fair will celebrate the City as the Creative Heart of London aiming to draw upon the creators and makers of the City potentially including showcasing the Livery Companies as well as international spectacles, installations, performances, workshops and Fairs at different points across the City each week of the festival to encourage audiences to move between the locations and to keep on coming back.
14. Bartholomew Fair 2023 will seek to integrate arts, sustainable fashion and design as key themes; a rich celebration of global culture and trade.
15. Bartholomew Fair festival schedule will be split across 'owned activity' and 'partner activity' to stretch budget and resource capabilities.
16. Bartholomew Fair has been designed to present the City to target audiences as a collective of fascinating spaces, to drive audiences between attractions and events.

### **Consumer Marketing:**

17. A marketing and communications strategy will be created to drive audience awareness and engagement and encourage attendance. Target audiences have been identified as 'Experience Seekers' with a primary focus on London and Domestic audiences in year one.
18. A newly appointed communications agency will work with the Destination team to deliver an audience acquisition framework and integrated marketing communication plan. Clear KPIs on awareness, perception shift and conversion will be set and measured.
19. This marketing communications plan will include a PR strategy, out of home media strategy, media partnership strategy and digital strategy. Creative assets, content and messaging will be informed by the new Destination brand guidelines.
20. A marketing toolkit will also be produced for local businesses to promote the event on their marketing channels to extend reach and credibility.

### **Stakeholder Engagement**

21. A stakeholder engagement plan is being developed to map out all stakeholder sets and create a structured approach to engaging with each group for either communication purposes, participatory purposes or both.

### **Corporate & Strategic Implications**

22. Strategic implications – includes alignment with the [Corporate Plan](#) across outcomes 3, 7 and 10, supporting a flourishing society, a thriving economy, and the shaping of outstanding environments.

23. Financial implications – 30% of the event's cost was allocated to 2022/2023 DC budget and the remainder will be spent in 2023/2024.

24. Resource implications – the event will be managed and delivered by existing DC team except where specialist consultancy is required. The costs of additional resources are accounted for in the budget.

25. Legal implications – none identified.

26. Risk implications – the growth of visitor markets, visitor footfall and spend, is subject to a series of macro-factors outside of the control of the Destination City team. These include but are not limited to the cost-of-living crisis; train strikes and terrorist threat.

27. Equalities implications – the event will be developed to engage visitors from a wider range of backgrounds and characteristics.

28. Climate implications – sustainability principles are core to Destination City programmes, we regularly monitor climate implications from planning until delivery.

29. Security implications – a significant number of people will be attending the event. We will work closely with the Director of Security, conducting a full risk assessment.”

### **Conclusion**

30. This report summaries the proposal for the Destination City Autumn 2023 Bartholomew Fair. Further supplementary documentation can be found in the appendix.

### **Appendices**

- **Appendix 1 (public) Bartholomew Fair – a city spectacular! overview**
- **Appendix 2 (non-public) Bartholomew Fair proposed budget overview**

### **Background Papers**

- 31 January 2022, Culture, Heritage and Libraries, 3 February 2022, Resources Allocation Subcommittee, 15 February 2022, Finance Committee and 17 February, Policy and Resources - Destination City – Strategic Review Independent Review Report – Growth Bid

- 5 May 2022, Policy and Resources and 16 May 2022, Culture, Heritage and Libraries - Destination City – City Envoy Network and Major Events 2022 and 2023
- 7 July 2022, Policy and Resources and 18 July 2022, Culture, Heritage and Libraries - Destination City – Next Steps on Implementation
- 15 September 2022, Policy and Resources and 19 September 2022, Culture, Heritage and Libraries - Destination City Update
- 14 November 2022, Policy and Resources and 17 November 2022, Culture, Heritage and Libraries - Proposals for the implementation of Destination City
- 19 January 2023, Policy and Resources and 23 January, Culture, Heritage and Libraries - Draft High-Level Business Plan 2023/24 – Innovation & Growth
- 23 March 2023, Policy and Resources - Destination City – Growth BID Reprofile

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