



Bartholomew Fair – a city spectacular!

Annual festival celebrating the City as the Creative Heart of London and the birthplace of global trade

Autumn 2023





Learnings from The Golden Key highlighted the need for major events to be **City Wide** and **durational** with **longer lead times** for marketing and stakeholder engagement...

Drive footfall that generates spend. To do this we will create a 4-week schedule of exciting and innovative events that champion our brand pillars and target customers by motivation.

OBJECTIVE

Curate and deliver a schedule of high quality 'owned activity' that reappraises perceptions, drives awareness, footfall and encourages spend in participating businesses.

COMPETITIVE PRIORITY

Incorporate wider Square Mile 'partner activity' into event schedule and marcomms programme to augment content (reasons to visit), increase audience reach and brand credibility.

SUB PRIORITY

Lack of activation across all areas of the City

Insufficient time for extensive consumer marketing and stakeholder engagement

Lack of participation across retail, F&B and hospitality businesses

GOLDEN KEY LEARNINGS

Activate six City districts as a cultural collective, driving footfall to cross fertilize audiences between owned events and partner events

Long lead Marcomms plan to secure maximum coverage and encourage visitors to plan trips. A robust stakeholder engagement strategy and communication plan.

Design programming with business participation in mind. Work with City BIDs, managing agents, landlords and businesses to encourage participation.

WHAT WE ARE DOING IN RESPONSE TO LEARNINGS

City trajectory events to drive audiences across the City, e.g. Imitating The Dog projection mapping installation trail

Marketing Programme including owned, earned and paid media. Stakeholder engagement plan to include briefings, event toolkits and regular communications.

Events programmed to take place in areas with strong retail/F&B offering. Engagement plan to include clear process for securing participation.

BF AND PROJECT EXAMPLES



Our approach will focus on **3 key 'delivery' pillars** to ensure successful planning, implementation and results...

Activation across all areas of the City

1. Creative Programming

Festival Framework

Month-long festival to drive spend, footfall and business engagement over sustained period.

3 thematic strands:

1. **'Star Moment'** - for significant footfall and high profile PR.
2. **'Culture and Commerce Igniters'**- delivering performances/installations to F&B/retail areas.
3. **'Let's Get Involved'** - participatory performances and workshops open to all - City residents, workers and local Londoners.

Sufficient time for extensive comms and stakeholder engagement

2. Consumer Marketing & Stakeholder Engagement

Integrated marcomms campaign developed with appointed comms agency.

1. Launch event
2. Phased PR plan
3. Media partnerships
4. Outdoor and paid media campaign
5. Social media activity with fashion and design influencers
6. Takeover owned channels

Stakeholder engagement plan

1. Map out stakeholder data by category set
2. Create communications plan to include content, channels and frequency
3. Ascertain member approval
4. Roll out plan

Participation across retail, F&B and hospitality businesses

3. Business Engagement & Participation

Culture and Commerce Igniters to:

1. Drive footfall
2. Encourage dwell time & spend in venues
3. Transform & create social spaces

Secure participation of ground floor occupiers through:

1. Partnership with BIDs - develop MOUs to clarify role.
2. Utilise BID comms platforms
3. Host event briefings
4. Event toolkits & shared assets to encourage promotion
5. Work with CoL teams for added SME engagement



Ensuring the festival delivers **tangible results** for the Corporation's investment...
(KPIs to be defined as programme planning evolves)

Drive global profile and target audience awareness and engagement.



Profile & Promotion:
Achieve 100 x high-profile press pieces. Website, social and media targets to be defined.

Drive demonstrable increase in footfall that encourages spend



Footfall:
Achieve 276,000+
Spend:
Target and mechanisms to be defined

Drive local business and stakeholder participation , conversion and advocacy



Business and partner participation:
Secure 15 cultural partners
Business participation targets to be defined

Drive commercial ROI through budget relief and contra deals



Partnerships:
Achieve £tbc of value-added content, in-kind costs and income generation



Bartholomew Fair began as a Cloth Fair in 1133 and ran for centuries in the City, achieving international importance and welcoming all society to trade, feast and enjoy the circus, fairs, fun and sideshows

- Bartholomew Fair was originally a cloth fair. Originally chartered as a three-day event, it would last a full two weeks in the 17th century. With a change in the calendar, the fair commenced on 3 September from 1753. A trading event for cloth and other goods as well as a pleasure fair, the event drew crowds from all classes of English society. It was customary for the Lord Mayor of London to open the fair on St Bartholomew's Eve. The Mayor would stop at Newgate Prison to accept a cup of sack (fortified white wine) from the governor. The Merchant Taylors Guild processed to Cloth Fair to test the measures for cloth, using their standard silver yard, until 1854. The annual fair grew to become the chief cloth sale in the kingdom. By 1641, the fair had achieved international importance. It had outgrown the former location along Cloth Fair, and around the Priory graveyard to now cover four parishes: Christ Church, Great and Little St Bartholomew's and St Sepulchre's. The fair featured sideshows, prize-fighters, musicians, wire-walkers, acrobats, puppets, freaks and feasts.



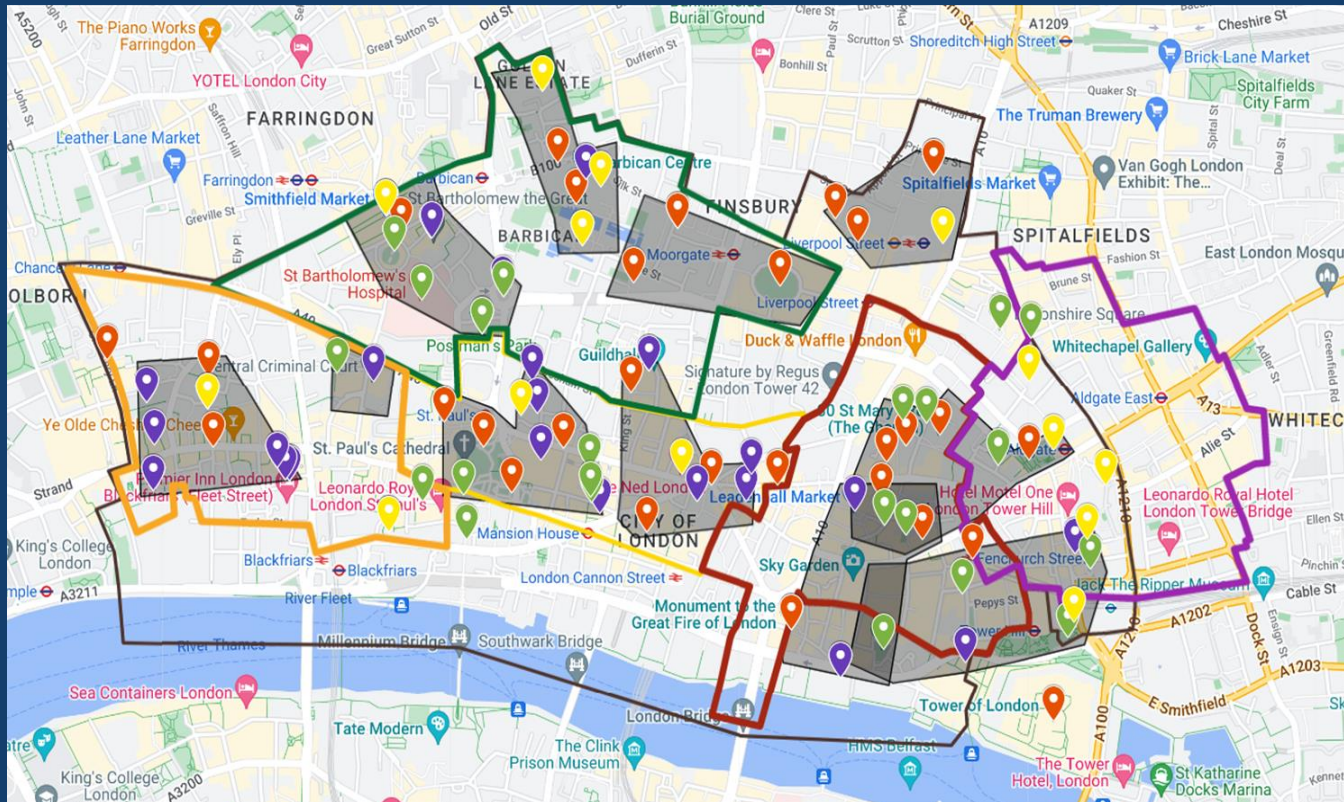
The revival of Bartholomew Fair presents us with a '**Distinctly City**' yet globally resonant festival that can be scaled up each year to become an **annual London calendar** event...

- Celebrating the City's unrivalled history and heritage as a major selling point, we will reimagine Bartholomew Fair with a contemporary spin.
- Inspired by the cloth trade origins, Bartholomew Fair 2023 will integrate innovation, arts, fashion and design as the key themes across the programming...
- Working with cultural attractions, event suppliers and industry partners to present an event schedule that showcases world class art installations, circus stunts, immersive theatre, sideshows, epic feasts and participatory dance workshops.
- Working with tourism and travel partners, media outlets and social influencers to reach and engage with target audiences. The new Destination website will act as an information hub to promote the schedule of events with inspirational content to inspire visitation.



It has been designed to drive footfall across The City, focusing on clusters of emotive and impactful activity that encourage attendance, discovery, dwell time and spend..

Improve wayfinding by increasing awareness that the City is not individual buildings, but a collective of fascinating places to see, spend in and work at.





1. The Festival Schedule will be split across '**owned activity**' and '**partner activity**' to stretch budget and resource capabilities and maximise impact.

The owned activity will be made up of
3 thematic strands...



Strand 1 - 'Star Moments'; a spectacle event that happens each week of the four-week festival and generates repeat opportunities for high profile press coverage.



A bespoke aerial performance on the exterior of St Paul's Cathedral with 8 dancers from world leading vertical and abseil specialists BANDALOO. Attracting an audience of 10,000+ over 3 nights.



World renowned Imitating The Dog will create a magical and engaging narrative projection trail through the City of London on building facades at six points across The City. This exciting storytelling project will be on every night for 4 weeks, attracting 42,000+ people.



Strand 2 - 'Culture & Commerce Igniters' delivering exciting content to F&B/Retail Areas and the spend will follow!

Taking place indoors within key cultural attractions, retail malls or outdoors to complement the local F&B offer, thus transforming the area and encouraging audience dwell time and spend. Attracting 10,000+ in each location such as Leadenhall Market, Livery Halls, One New Change, Broadgate, Middlesex Street, St Paul's Churchyard retail units.



FAYRES: Bringing in renowned market exhibitors in fashion, sustainability, craft and making such as Frock me! Vintage Fashion Fair, the Institute of Positive Fashion and the Craft Council presenting the makers and creators of the future.

MAJOR SHOW: multi artform immersive performances or installations on either a weekend or Monday and Friday





Strand 3 - 'Let's Get Involved' performances and workshops open to everyone, with a focus on engaging City resident, workers and local Londoners



Mural and textiles workshops: delivered with and by Aldgate residents and local businesses.



Livery Company workshops: showcasing the City's rich Livery craft heritage and traditions.



Craft, making and fashion workshops: Hands on creative, making, fashion and design activities for all ages.



Global community dance: residents, workers and Londoners taking part in workshops, classes and promenade performances across the City.



The 3 thematic strands will be supported by an umbrella programme of events, **delivered and resourced by partners...**

We have identified wider **partner activity** that could be incorporated into our festival to leverage audience reach, deliver budget relief and amplify the festival's appeal and content... this element of the programme is subject to securing partner involvement

- London Fashion Week (Sept 9-18)
- London Design Festival (Sept 16 – 24)
- Livery Fair (Sept 24)
- Goldsmiths Fair (Sept 24 – Oct 18)
- St Bartholomew The Great Music Festival (20-29 September)
- Guildhall Art Gallery exhibition of Gold & Silver Wyre (From 23 Sept)
- Barbican Autumn Festival (details tbc)





2. The Festival Schedule will be heavily promoted to **target audience** groups to drive **awareness, excitement and intent to visit**.
3. The **event strands** have been designed to **encourage business participation** and a robust **engagement plan** will be put in place to maximise **business awareness and involvement** levels.



Cumulating to present an engaging 4-week festival for Londoners and visitors alike to enjoy...

The programme will include a mixture of events and experiences, aimed at different audiences and presented on different days, at different times to drive new and return visits...

Weeks	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1 01 - 03 Sept				STAR MOMENT	STAR MOMENT	STAR MOMENT	
Week 2 04 - 10 Sept					HOSPITALITY DRIVER LET'S GET INVOLVED STAR MOMENT	HOSPITALITY DRIVER LET'S GET INVOLVED STAR MOMENT PARTNER EVENT	HOSPITALITY DRIVER LET'S GET INVOLVED PARTNER EVENT
Week 3 11 - 17 Sept	HOSPITALITY DRIVER LET'S GET INVOLVED PARTNER EVENT	PARTNER EVENT	HOSPITALITY DRIVER PARTNER EVENT	PARTNER EVENT	HOSPITALITY DRIVER LET'S GET INVOLVED STAR MOMENT PARTNER EVENT	HOSPITALITY DRIVER LET'S GET INVOLVED STAR MOMENT PARTNER EVENT	HOSPITALITY DRIVER LET'S GET INVOLVED PARTNER EVENT
Week 4 18 - 24 Sept	HOSPITALITY DRIVER LET'S GET INVOLVED STAR MOMENT PARTNER EVENT	STAR MOMENT PARTNER EVENT	STAR MOMENT PARTNER EVENT	STAR MOMENT PARTNER EVENT	HOSPITALITY DRIVER LET'S GET INVOLVED STAR MOMENT PARTNER EVENT	HOSPITALITY DRIVER LET'S GET INVOLVED STAR MOMENT PARTNER EVENT	HOSPITALITY DRIVER LET'S GET INVOLVED STAR MOMENT PARTNER EVENT
Week 5 25 Sept - 01 Oct	HOSPITALITY DRIVER LET'S GET INVOLVED PARTNER EVENT	PARTNER EVENT	PARTNER EVENT	HOSPITALITY DRIVER PARTNER EVENT	HOSPITALITY DRIVER PARTNER EVENT	HOSPITALITY DRIVER PARTNER EVENT	HOSPITALITY DRIVER PARTNER EVENT



We will have a structured approach to communicating with each stakeholder set to ensure advocacy and participation...

Stakeholder type	Participating in the Festival - 'content providers'	Receiving communications about the Festival - 'all stakeholders'	Attending the festival – customers / visitors	Approach The levers to successful communication and engagement
Visitors		X	X	Marcomms including launch event; PR; media partnerships; digital, print and out of home campaign; owned channel takeover
Residents		X	X	Resident Associations – forums and newsletters. Mail outs. Encourage sign up to DC digital channels.
Local workers		X	X	BID channels – newsletters, social media, steering groups. Encourage sign up to DC digital channels.
Members		X	X	Committee meetings, Members briefing emails
Ground Floor Occupiers (F&B, retail, leisure)	X	X		BID channels – newsletters, social media, steering groups. Internal CoL teams for added SME engagement. Landlords, managing agents to support engagement
Brand Partners (operating outside the Square Mile – London Design Week, GDIF)	X	X		Direct communication from DC team
City Partners (operating in the Square Mile – Attractions, BIDs, Liveries etc)	X	X		Direct communication from DC team
City Envoy Network, CHARN, ELB	X	X		Map out meetings/schedule papers



THANK YOU