



Evaluation Executive Summary Report

November 2022

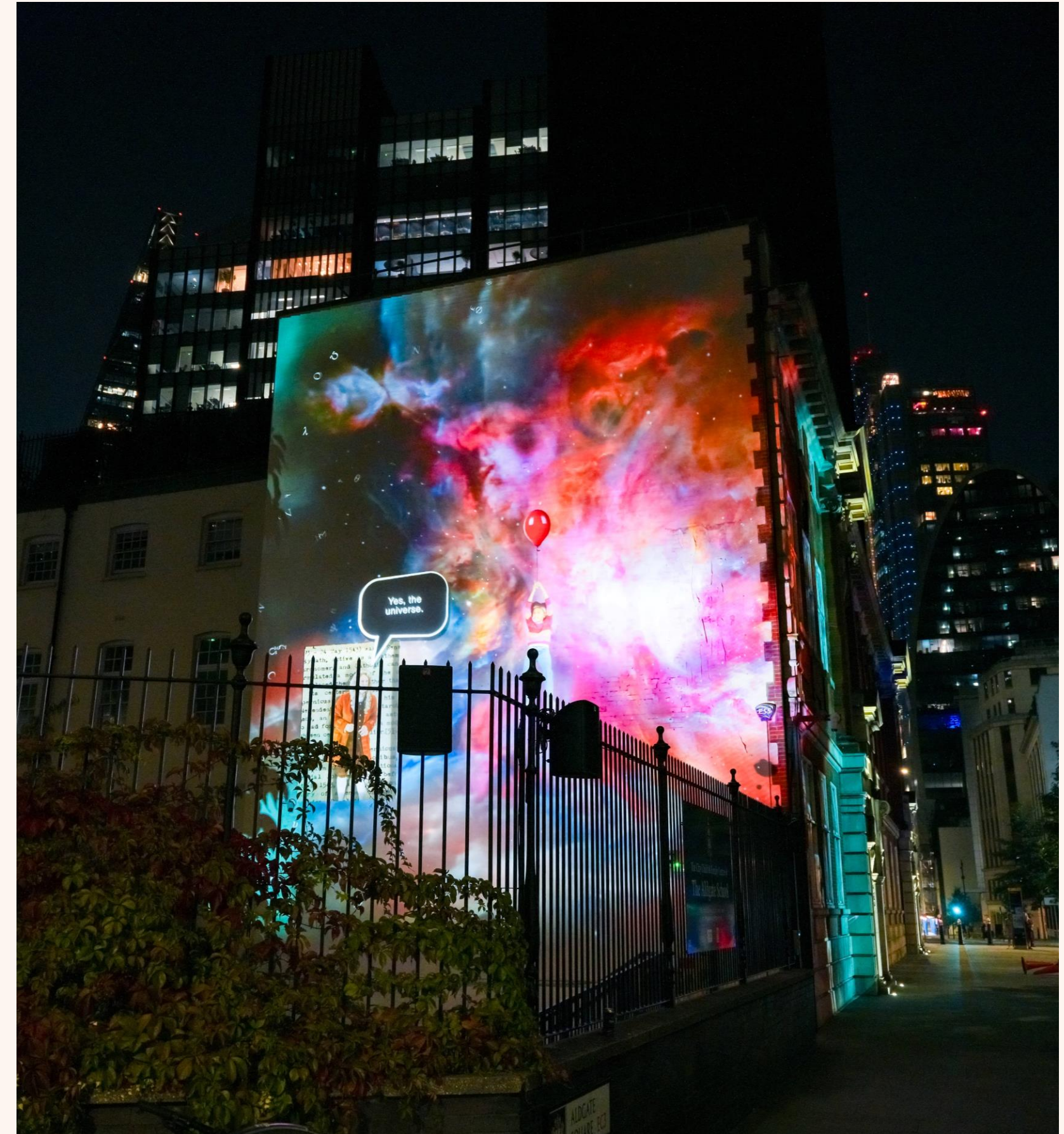


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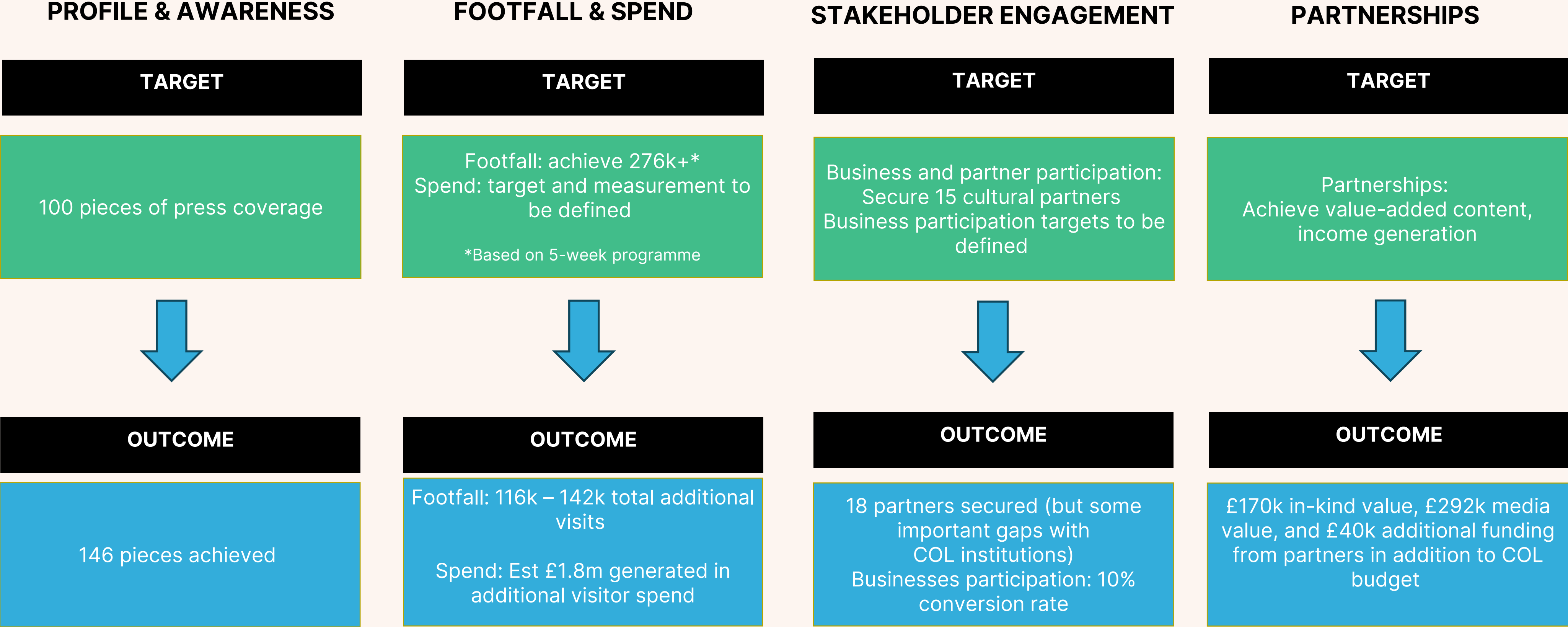


Contents

- | | |
|--------------------------------------|---------|
| 1. Key Performance Indicator Results | Slide 3 |
| 2. Learning and Recommendations | Slide 4 |
| 3. Footfall Results | Slide 5 |
| 4. Visitor Spend Results | Slide 6 |
| 5. Stakeholder Engagement Results | Slide 7 |
| 6. Partnership Results | Slide 8 |
| 7. Budget Results | Slide 9 |



1. Summary – Key KPIs



2. Summary – Learnings and Recommendations

Event area	Learning and Recommendations
Budget Management	<ul style="list-style-type: none"> • Implement tighter budget controls to ensure expenditure does not exceed forecasts for any future Destination City programme delivery.
External investment	<ul style="list-style-type: none"> • Use the Bartholomew Fair Concept to demonstrate brand and economic value to attract commercial sponsors to fund City events of this nature in the future.
Concept and Programme	<ul style="list-style-type: none"> • Build on the distinctly City experience with greater focus on the City's culture and heritage to attract future brand partners and sponsorship.
Stakeholder Engagement	<ul style="list-style-type: none"> • Build on the strong partnership model established with the inclusion of more City cultural attractions, partners and businesses.
Marketing and Communications	<ul style="list-style-type: none"> • Continue to generate positive news coverage and compelling content for the City's leisure offer, to leverage new audiences engaged as a result of the fair.
Measuring and Reporting	<ul style="list-style-type: none"> • Further develop the City Corporation's insight capabilities to the level demonstrated in evaluating Bartholomew Fair to inform future business planning.

3. Summary - Footfall Results

	Week 1	Week 2	Week 3	Total
Footfall	+ 25,200 – 30,800 visits (+10.5k net new)	+ 67,400 – 82,400 visits (+18.5K net new)	+ 23,600 – 28,900 visits (6.5k net new)	+ 116k-142k visits (35.5k net new)

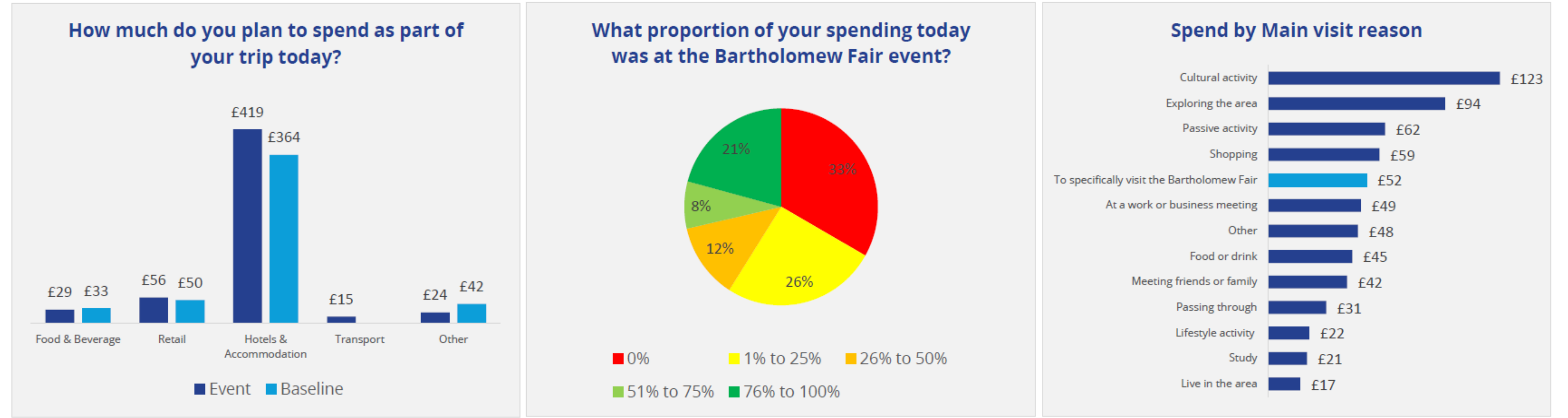
- The figures +116k – 142k represent additional footfall in the City across the three weeks, compared with the same period last year.
- These numbers are shown as a range, as is industry standard, to account for those people who had not intentionally come to the City for the fair.
- The net new figures represents footfall specifically driven by the event. This is based on the proportion of people in field surveys stating they had come to the City to visit the fair, from a sample size of 1,500. The target set and verified by Colliers. This was applied to the overall footfall figure each week (captured from mobility footfall data).
- Week 2 achieved the highest footfall with larger visitor engagement, likely once school holidays had finished and with more workers present in City.

4. Summary – Visitor Spend Results

The average spend for those surveyed was £52.

If this spend figure is applied to the net new footfall figure of 35,000, it is estimated that those visiting specifically for the event would have generated revenue of up to £1.8m.

Highest performing categories included retail and hotels.



5. Summary – Stakeholder Engagement Results

700 businesses approached, 70 known businesses opened

Across all City BID locations and Broadgate

8 cultural and City partners*

St Paul's Cathedral, Leadenhall Market, Smithfield Market, St Botolph's Without Bishopsgate, St Stephen Walbrook, Aldgate School, Bridewell Theatre, St Bartholomew NHS Trust

6 managing agents, landlords and large occupiers

British Land, Landsec, Savills, Paternoster Square Management, Bloomberg, Lloyd's of London

4 external programme partners

Festival.Org (GDIF), Charity Super.Mkt, Sculpture in the City, LIFT

*Early conversations with City cultural partners such as the Barbican indicated that much longer lead time would be required to secure involvement.

We recognise some important gaps with the lack of inclusion of some key cultural institutions.

6. Summary – Partnership Results

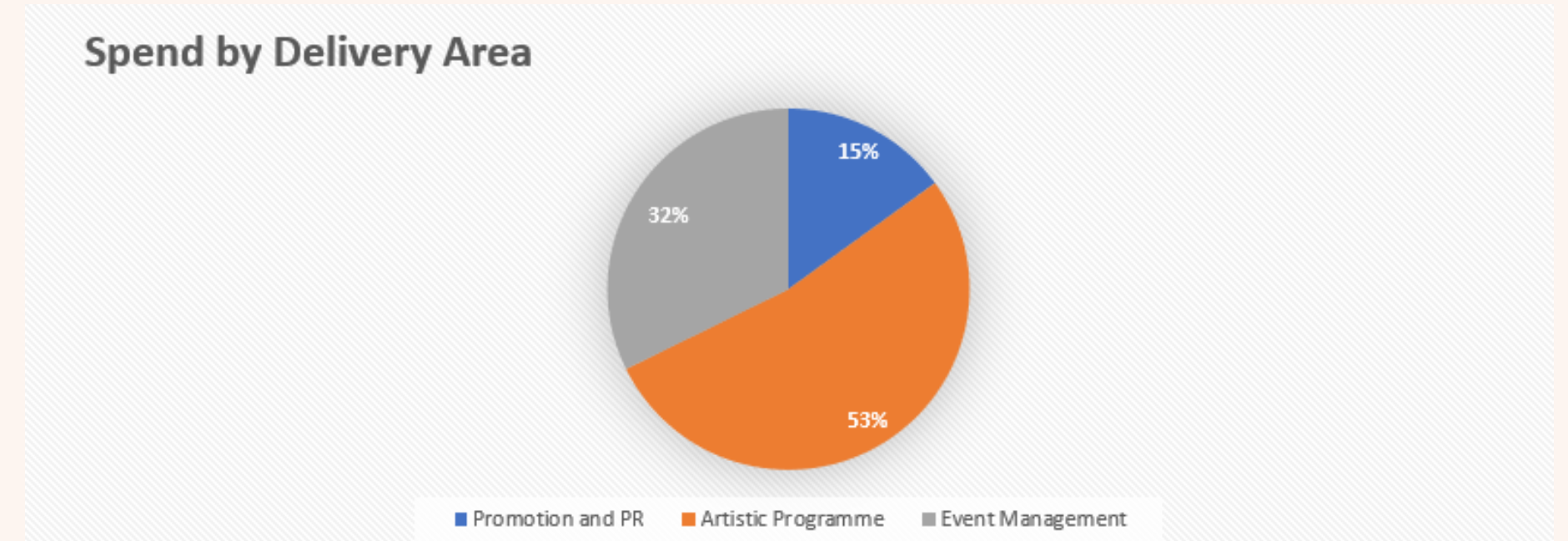
- Bartholomew Fair presented an opportunity to trial a new partnership model for the City Corporation. The Destination team worked with partners across industry (across different sectors and disciplines), to deliver against a shared endeavour.
- **£170k in-kind value** including complimentary venue space, donated staff time, power provision to support event delivery by host venues and partners.
- **£40k of partner funding which contributed to the programme** in addition to the Destination City event budget (GDIF, Carnesky Productions).
- **Almost £292k* added media value** was generated:
 - From £82,000 media buy, we benefited from a total of £167,950 worth of media value through preferential rates and negotiations.
 - A successful PR campaign saw media coverage deliver an AVE (Advertising Value Equivalent) of £206k.

**Sources: Cision media monitoring, media reporting platforms*

7. Summary – Budget Results

In April Members approved the concept and the indicative budget for Bartholomew Fair of £1,338,000. Final event costs came in 13% higher at £1,514,545. Costs to deliver the promotional plan and artistic programme came in under forecast. Event management costs, including but not limited to additional security and anti-terrorism costs, came in higher than forecasted and this is where the 13% overspend was incurred.

Event Area	Indicative Budget Apr 23	%	Actual Spend Oct 23	%	Balance
Promotion and PR	£245,000	18	£230,289	15	£14,711
Artistic Programme	£928,000	70	£796,386	53	£131,614
Event Management	£165,000	12	£487,871	32	-£322,871
Total	£1,338,000		£1,514,545		-£176,545



The Growth Bid budget has been reforecast to cover the additional expenditure of £176,545.

To cover this, there will be no planned Christmas enlivenment, instead the Destination team will promote the existing offer.

Tighter budget controls will be put in place to ensure expenditure does not exceed any future Destination City planned delivery.

THANK YOU

