



Evaluation Report

November 2023

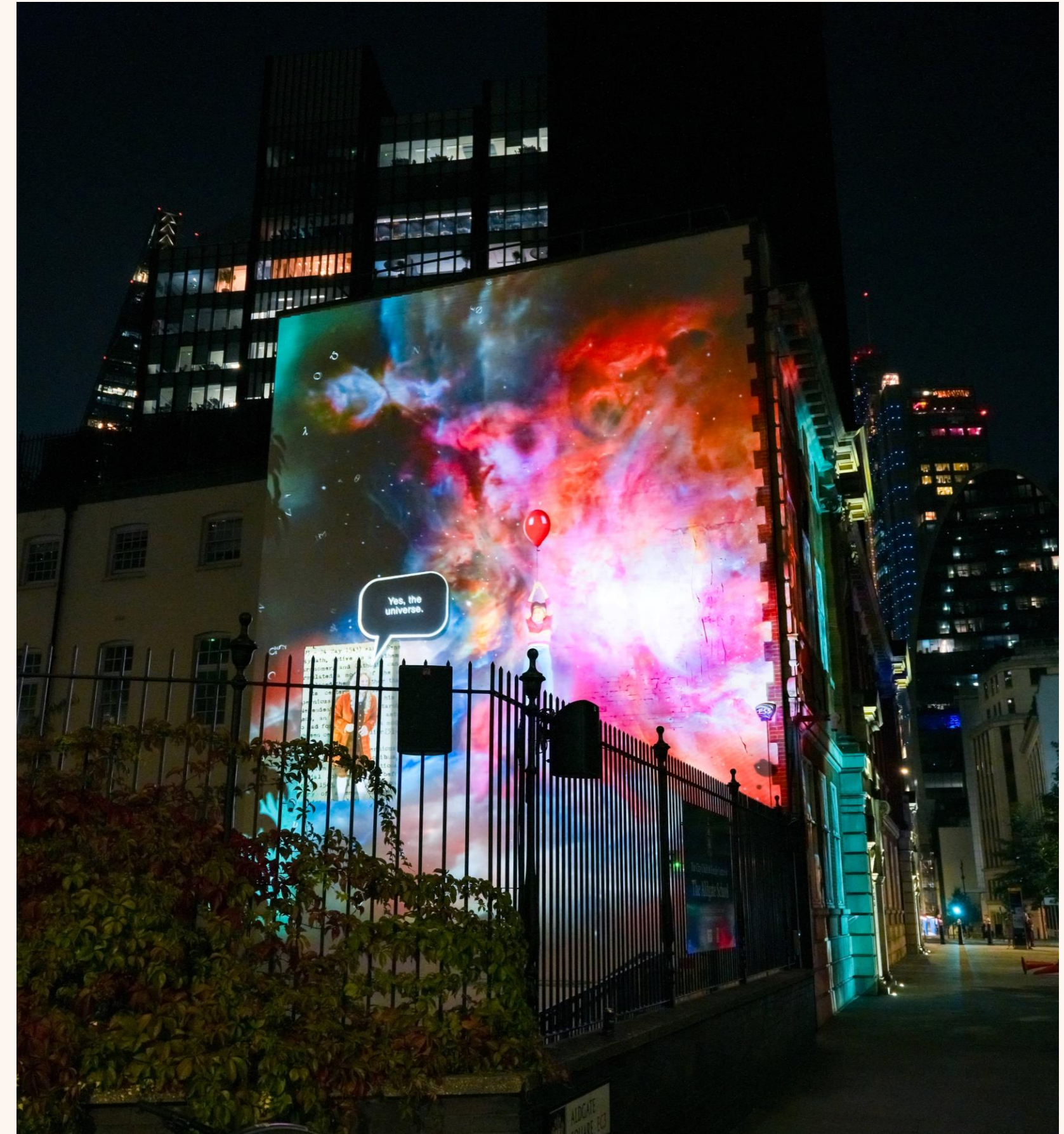


DELIVERED BY







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1. Summary - Key KPIs

The revival of Bartholomew Fair exceeded KPIs in some areas

PROFILE & AWARENESS	FOOTFALL & SPEND	STAKEHOLDER ENGAGEMENT	PARTNERSHIPS
TARGET	TARGET	TARGET	TARGET
100 pieces of press coverage	Footfall: achieve 276k+* Spend: target and measurement to be defined *Based on 5-week programme	Business and partner participation: Secure 15 cultural partners Business participation targets to be defined	Partnerships: Achieve value-added content, income generation
			
OUTCOME	OUTCOME	OUTCOME	OUTCOME
146 pieces achieved	Footfall: 116k – 142k total additional visits Spend: Est £1.8m generated in additional visitor spend	18 partners secured (but some important gaps with COL institutions) Businesses participation: 10% conversion rate	£170k in-kind value, £292k media value, and £40k additional funding from partners in addition to COL budget

2. Recommendations

Robust data analysis and on the day experience of delivering the Bartholomew Fair pilot has equipped us with learnings to take forward

Event area	Learning and Recommendations
Budget Management	Implement tighter budget controls to ensure expenditure does not exceed forecasts for any future Destination City programme delivery.
External investment	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	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	Build on the strong partnership model established with the inclusion of more City cultural attractions, partners and businesses.
Marketing and Communications	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	Further develop the City Corporation's insight capabilities to the level demonstrated in evaluating Bartholomew Fair to inform future business planning.

3. Event Overview

The Destination City team delivered a contemporary reimagining of London's pre-eminent fair over three weeks from 31 August to 16 September 2023



Inspired by the fair's origins as a trading place for the global cloth industry, and its fame as a fair of all kinds and spectacle.

The fair took place Thursday to Saturday, travelling to two different districts per week.

There were 4 key components that made up the fair:

1. Hero event – headline spectacle performance each week.
2. Market Place – branded alfresco dining areas and pop ups from Charity Super.Mkt.
3. Pop up performance programme – renowned artists presenting multi artform outdoor work.
4. Always on – nightly projections, revealing the City's histories through digital storytelling.

4. Aims and Objectives

It provided an opportunity to establish a proof of concept for a unique City Experience

- To engage audiences with the City's unique culture and heritage.
- To create a distinctly City of London experience through contemporary culture and entertainment.
- To deliver proof of concept to drive desirability to encourage future partnerships.
- To shift perceptions as part of a longer-term approach to encourage and welcome new and diverse audiences.
- To drive footfall and in turn encourage spend.
- To build a legacy through an annually repeated event.



We took learnings from The Golden Key to inform the concept for the event

WE SAID	WE DELIVERED
Concepts to be simple, sustainable and inclusive	Created a distinctly City of London experience through contemporary culture and entertainment
Extend the duration of events to maximise impact and Return On Investment	Delivered a three-week event to provide audiences with multiple opportunities to visit the City
Activations to take place across all areas of the City	Activated six distinct areas of the City over three-weeks
Provision of longer lead-times to maximise awareness, engagement and visitor intent	First press release and communications issued 6 weeks before the event began
Work with relevant departments to create a stakeholder engagement framework that can be adopted	Established a stakeholder engagement plan and stakeholder working group
Develop relationship with BIDs to leverage their network and influence across district wide local businesses	Partnered with the BIDS, managing agents and landowners to engage with and onboard businesses
Event measurement capability to be reviewed and enhanced to assess impact beyond TfL data and event zone entry	Commissioned leading data driven experts to blend multiple datasets to source, collate and validate event trends and insights

5. What We Said We Would Deliver and What We Have Delivered

We provided an overview of how we would engage with key stakeholders before and during the event

RESIDENT ENGAGEMENT					
Pre-Event Announcement		Pre-Marketing Announcement		During Event	
Planned	Delivered	Planned	Delivered	Planned	Delivered
Letter drop to all residents (7,900 addresses)	✓	Resident e-newsletters (2440 recipients)	✓	Resident e-newsletters (2440 recipients)	✓
Monthly CCS community and events e-newsletter	✓	Dedicated COLC E-shot (20,000 City workers and residents)	✓	Dedicated email through thecityofldn mailing list - (10,000)	✓
Utilisation of community WhatsApp Groups, where possible	✓	Dedicated email through thecityofldn mailing list - (10,000)	✓	Information displayed in community centres/housing officers	Collateral shared
Information displayed in community centres/ housing offices	X	Email to Ward Members	X	Information displayed in City Libraries	✓
Email to Resident Associations	X	Email to Resident Associations	X	Information displayed in City Libraries	✓
			Resident flyer distributed		
			Posters and leaflets distributed		

BUSINESS AND PARTNER ENGAGEMENT

Pre-Event Announcement		Pre-Programme announcement		Pre-Marketing Announcement		During Event	
Planned	Delivered	Planned	Delivered	Planned	Delivered	Planned	Delivered
Stakeholder group - overview of event plans, business engagement opportunities	✓	Stakeholder group - full programme details, event operations and logistics, marketing toolkit, business leaflet, press release	✓	Stakeholder group - marketing toolkit, press release	✓ Plus business tracker and participation form, and on the ground engagement of businesses by the DC team	Stakeholder group - promotion of web and social content, marketing collateral	✓
BID network - overview of event plans, business engagement opportunities, business webinar	✓	City BIDS - full programme details, event operations and logistics, marketing toolkit, business leaflet, press release	✓	City BIDS - marketing toolkit, press release	✓ Plus business tracker and participation form, and on the ground engagement of businesses by the DC team	City BIDS - promotion of web and social content, marketing collateral	✓
City Belonging Project officer engagement	✓	City Belonging Project officer engagement	✓	City Belonging Newsletter	✓	City Belonging Project officer engagement	✓
CHARN network (City Hotels, Attractions and Retail)	✓	CHARN network (City Hotels, Attractions and Retail)	✓	CHARN network (City Hotels, Attractions and Retail)	✓	CHARN network (City Hotels, Attractions and Retail)	✓
Landowner engagement - overview of event plans and business engagement opportunities	✓	Landowner engagement - full programme details, event operations and logistics, marketing toolkit, business leaflet, press release	✓	Landowner engagement - marketing toolkit, press release	✓	Landowner engagement - promotion of web and social content, marketing collateral	✓
CoL business network engagement - overview of event plans and business engagement opportunities	✓	CoL business network engagement - full programme details, event operations and logistics, marketing toolkit, business leaflet, press release	✓	CoL business network engagement - marketing toolkit, press release	✓	CoL business network engagement - promotion of web and social content, marketing collateral	✓
Ward Members	CHL & P&R update	Ward Members	CHL & P&R update	Ward Members	CHL & P&R update	Ward Members	CHL & P&R update

MEMBER ENGAGEMENT

Pre-Event Announcement		Pre-Marketing Announcement		Pre-Marketing Announcement		During Event	
Planned	Delivered	Planned	Delivered	Planned	Delivered	Planned	Delivered
Stakeholder group – overview of event plans and businesses engagement opportunities	✓	Stakeholder group - full programme details, event operations and logistics, marketing toolkit, business leaflet, press release	✓	Stakeholder group – marketing toolkit, press release, businesses tracker and participation form circulated	✓	Stakeholder group – promotion of web and social content, marketing collateral	✓
Announcement release circulated to P&R and CHL	✓	Presentation at CHL committee	✓	Update presentation circulated to P&R and CHL	✓	Programme recommendations circulated to P&R and CHL	✓
		Business and resident leaflet produced and distributed	✓				

6. Measurement Metrics

We worked with external data experts to measure the impact of the event on Square Mile performance

Data sources

We will be leveraging multiple data sources to measure the success of Bartholomew Fair



Mobile phone consumer insights

Consumer volume and behavior data sourced from local mobile phone data

- Visits
- Dwell time
- Frequency



Card transaction data

Category-level sales performance data aggregated by area

Data provides relative sales volumes, transactions and ATV



Consumer surveys

Surveys conducted to monitor consumer behavior and experience

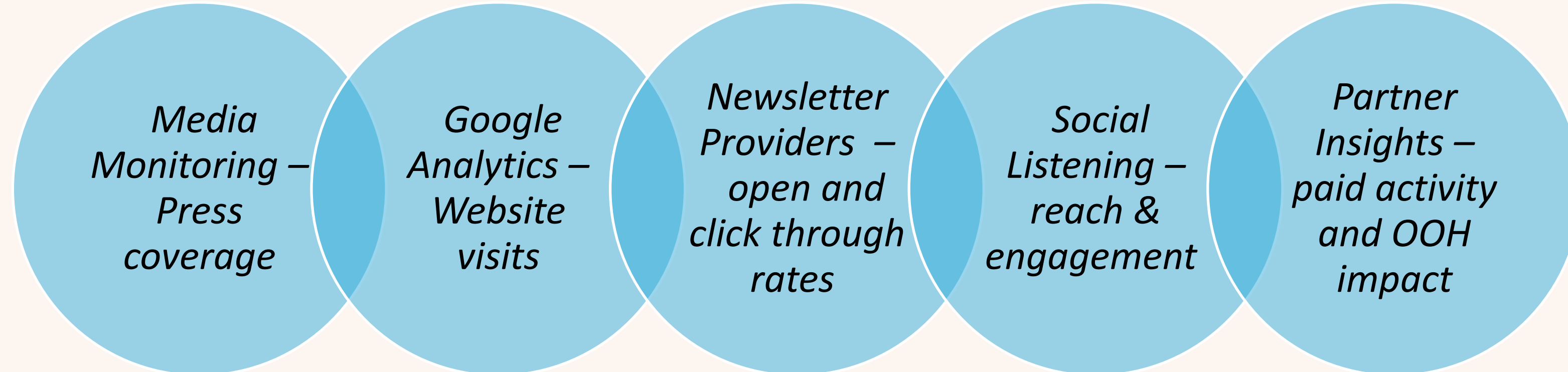


Existing Baseline Insights

Existing baseline insights provide a platform for comparison

Each data point can be compared to our existing baseline data to identify positive changes in performance. Whilst the mobile data can compare changes versus prior weeks and same week in 2022 and 2019

Marketing and media performance was also measured to assess reach and engagement



7.Deliverables

i. Programme Concept and Activity

The City became a stage for over 250 free events in a celebration of the City's unique heritage and contemporary culture

- **3 hero events** including vertical dance on St Paul's Cathedral. Aerial and acrobatics at Broadgate Circle. Spectacular sideshows in Smithfield Market.
- **5 branded Market Place** zones offering street food, drink and sustainable fashion.
- **250+ pop up performances** from 40 London, UK and internationally renowned artistic companies.
- **1 Always On** night-time projection trail lighting up buildings with magical stories.
- **4 family hubs** with curated activities and workshops.
- **18 walking tours** across the 6 event areas.



Visitors enjoyed 3 weeks of entertainment, across 6 areas of the City, activating 17 locations with world class spectacles and experiences

Programmed over a Thursday, Friday and Saturday to measure attendance and area performance on weekdays versus weekends.

Week 1: 31 August – 2 September

- ❖ Paternoster Square
- ❖ St Paul's Churchyard
- ❖ Carter Lane Gardens
- ❖ Carter Lane and New Street Square

Week 2: 7 – 9 September

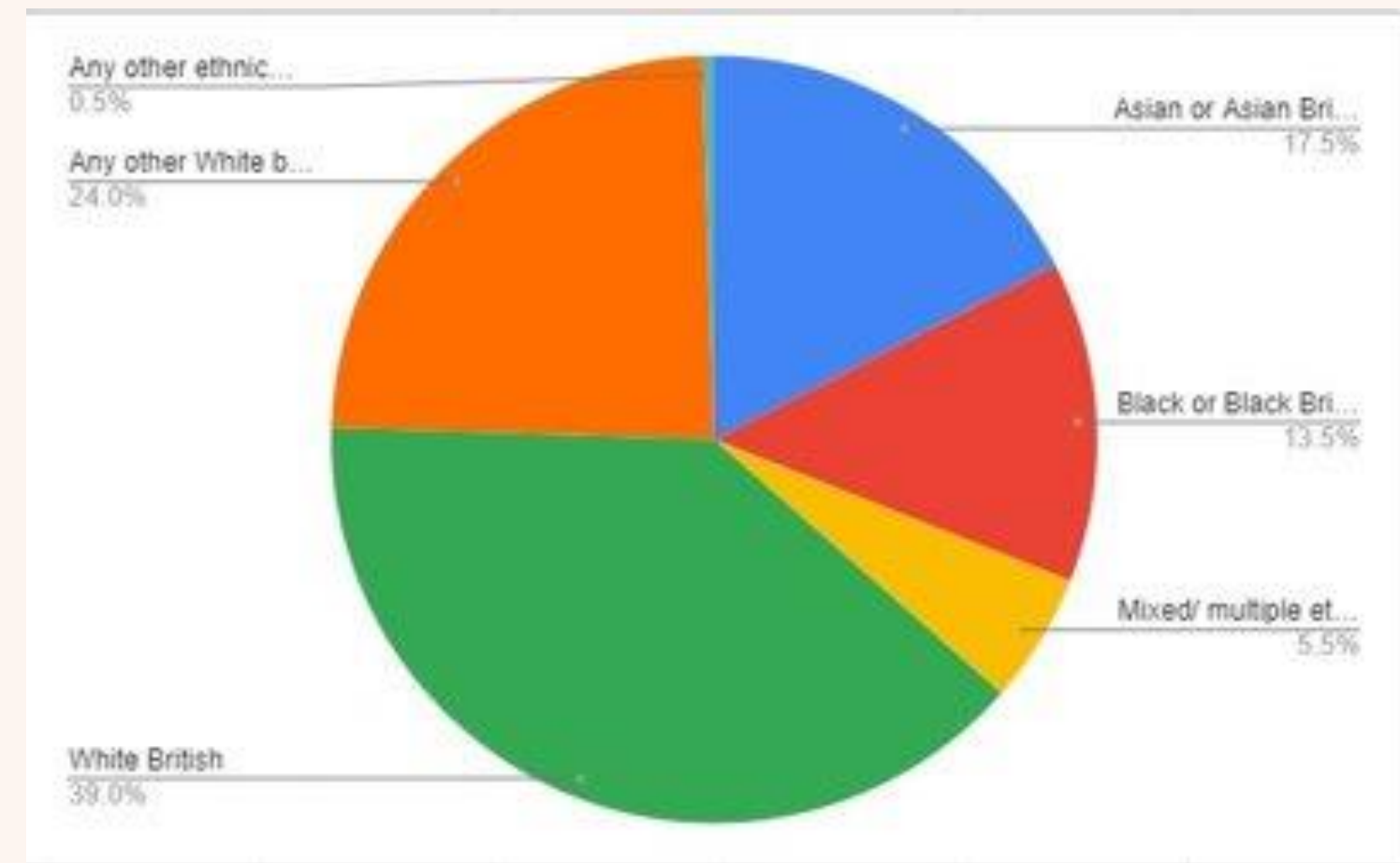
- ❖ Aldgate Square and Creechurch House
- ❖ Middlesex Street
- ❖ Broadgate

Week 3: 14 – 16 September

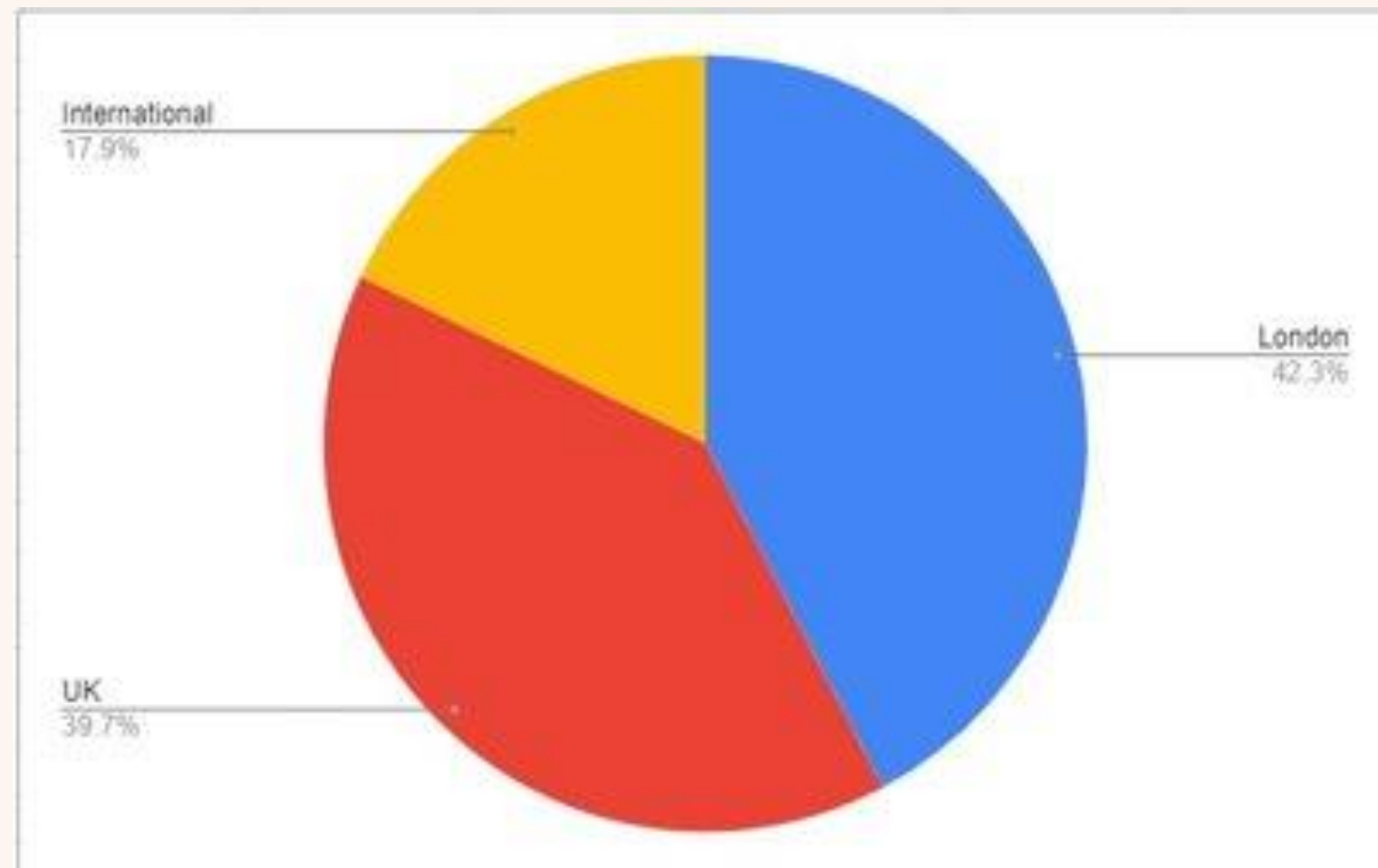
- ❖ Cloth Fair
- ❖ Smithfield Rotunda Gardens
- ❖ Smithfield Market
- ❖ The Cheesegrater, Lloyd's Building and Leadenhall Market.



The artistic programme was procured using a set of curation criteria to ensure a diverse range of artists, with London, UK and global representation



Source – Bartholomew Fair Artist Evaluation 2023



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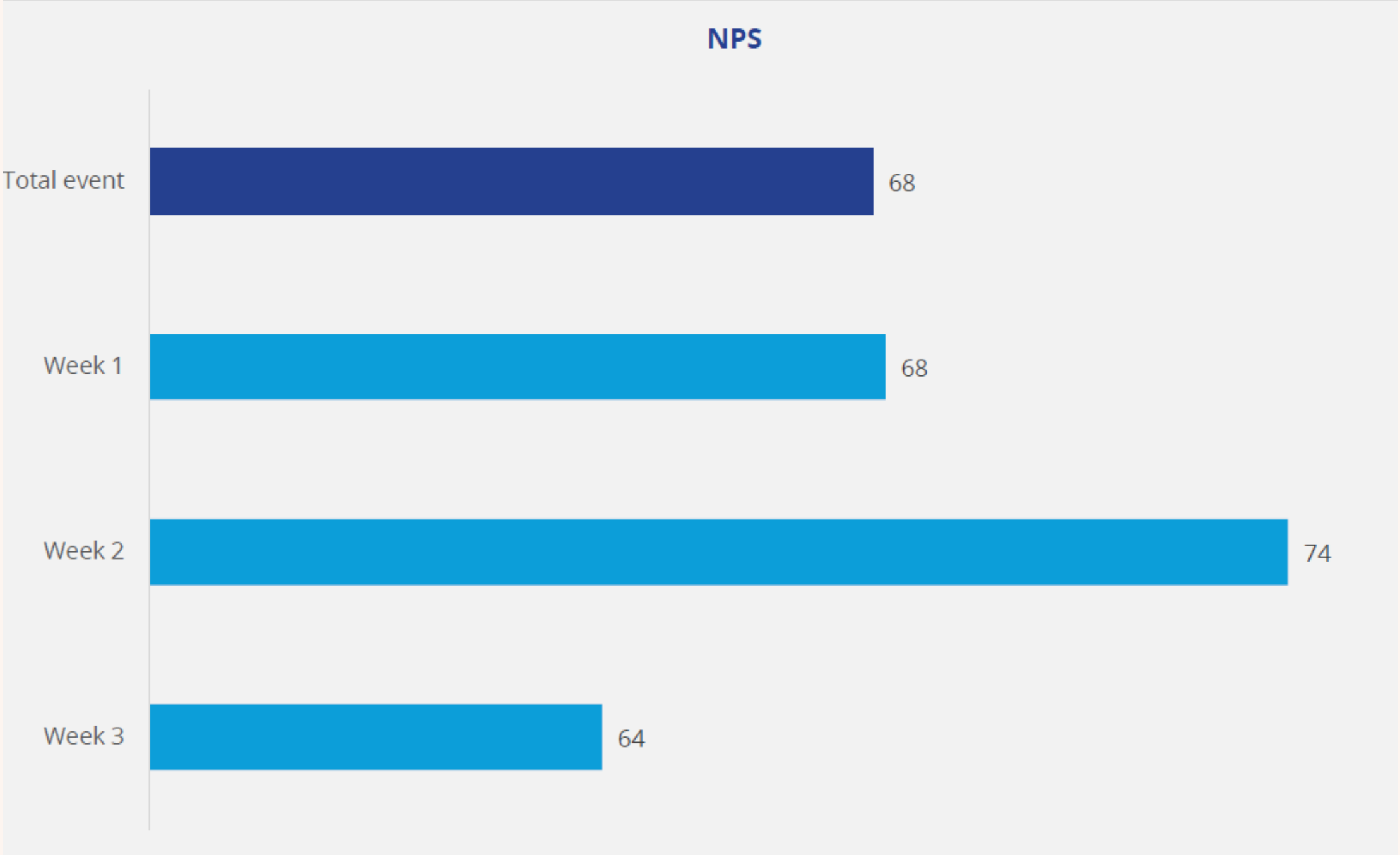
- Professional artists who are UK/internationally renowned in their artforms.
- Highly acclaimed/award-winning.
- Artistic relevance to theme of contemporary culture. Programmed against pillars of:
 - ✓ Highly entertaining
 - ✓ High quality production value
 - ✓ Talent/reputation in artform
 - ✓ Audience appeal – considered against mass appeal or ability to attract new and diverse audiences
 - ✓ Must see appeal
 - ✓ Connection to the history of Bartholomew Fair
- Experience of creating or presenting cultural work in an outdoor or non-traditional theatre/venue context.
- Representation from a broad mix of diverse artists.

The event attracted excellent visitor numbers, driving increased footfall

	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.

It achieved very strong visitor ratings across the board



- The event achieved a very high Net Promoter Score (NPS) of 68.
- NPS is a metric used to assess visitor experience through loyalty, satisfaction and enthusiasm.
- Scores range from -100 to 100. Above 40 is considered strong.
- Week 2 performed the highest with a score of 74.

Source – Bartholomew Fair Survey 2023

Despite the increase in footfall, it appears to have limited impact on overall spending

	Week 1	Week 2	Week 3	Total
Spend	2% to 3% uplift	1% to 6% uplift	0% to 1% uplift	1% to 3% uplift

- There was a 1% - 3% uplift in spend across the three weeks – measured against the previous week. Colliers advised this as the best indicator to prove incremental uplift, given this was a major event with no previous year baseline.
- Range expressed as uplift measured across BID location of the events and at a more granular area around each event compared vs the previous week.
- Week 2 delivered the most consistent week on week spending uplift.
- The total level of variance (1% - 3% uplift) is typical of expected weekly/monthly changes, suggesting there was limited impact from the fair on spend.
- **The average spend for those surveyed was £52. When applied to the net new footfall figure of 35,000, we can estimate a top end £1.8m of revenue generated.**

ii. Stakeholder Engagement and Partnerships

The Destination team worked with partners across industries to deliver against shared objectives

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.

We used City Corporation communication channels to reach wider stakeholder sets



City of London Corporation promotion:

- CoLC website calendar of events, the CoLC intranet, the Town Clerk's update, IG bulletin and two Corporation staff newsletters.
- Dedicated e-shot to 20,000 city workers and residents.
- Reception screens at Mansion House and Guildhall reception.
- 130 flyers to Members via pigeonholes and included on the Members' Briefing.

Wider City promotion:

- Two emails to 400 Property Managers from large City occupiers by CPAT team.
- Circulated to approximately 1000 people on the City Belonging Project list, representing 400 of the largest City firms.
- Marketing toolkit shared with property owners for dissemination to building occupiers.
- Several City businesses promoted the event, including Broadgate, Leadenhall Market, Blue Orchid Group, The Royal Exchange and The Ned.
- The marketing toolkit was shared with over 200 partners, including hotels, cultural venues, BIDs, City of London guides and travel and tourism organisations.

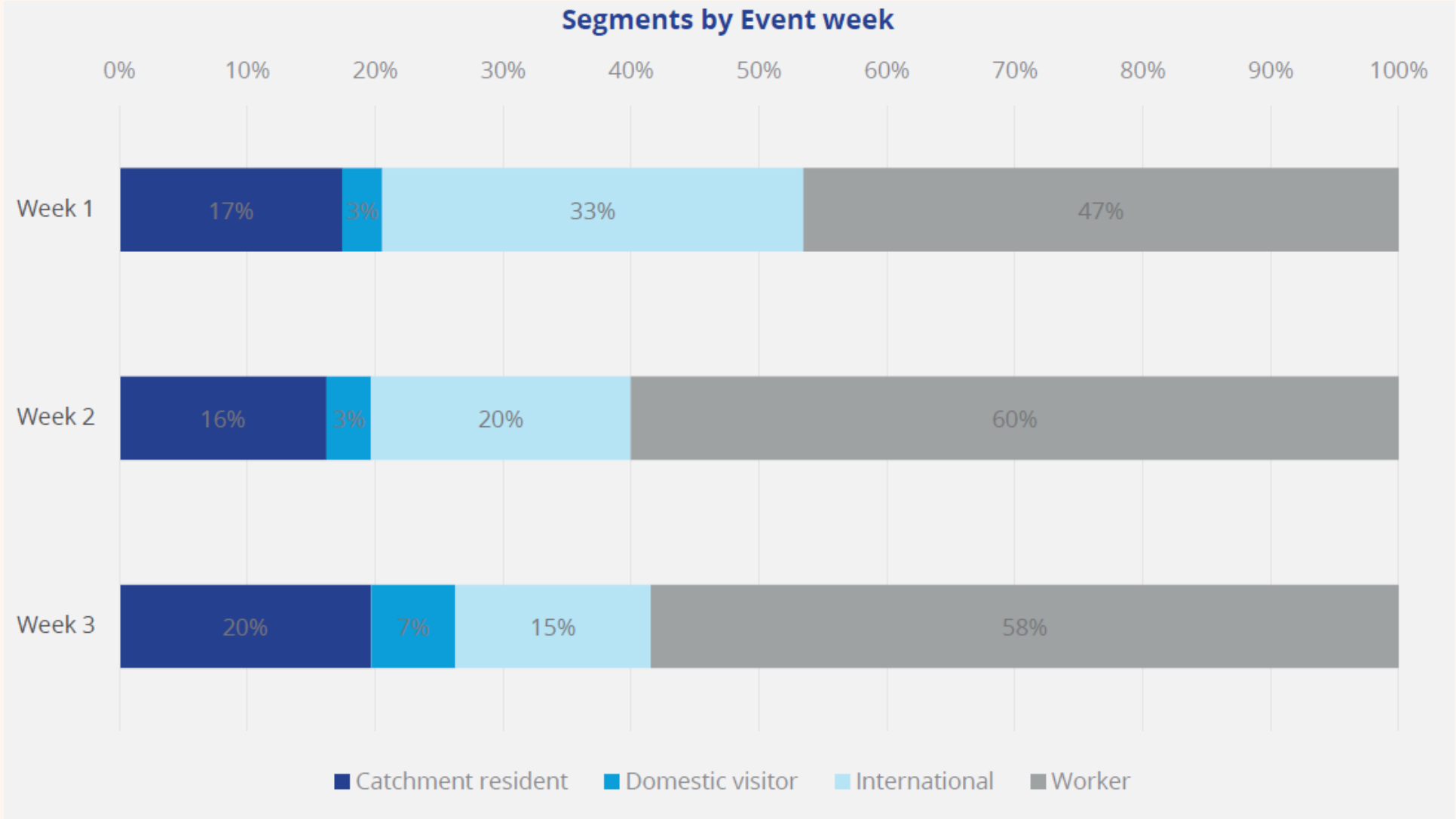
We engaged with residents through a multi-channel communication approach

- 1 x City wide resident letter drop to 7,900 addresses pre event announcement.
- The event was included on the City Corporation's dedicated e-shot to City workers and residents on 17 August.
- City Resident newsletter to 150 residents on 6 September. Information about the event was also shared with 370 residents of the Golden Lane & Middlesex Street Estates via e-newsletters, and was featured on 6 x Barbican e-Bulletins to 1920 Barbican Estate residents.
- Approx 250 operational letters delivered to residents across the event footprint.
- Engaged 493 residents in workshops, pop ups and consultation for the Aldgate mural and site dressing projects.



Which resulted in strong event attendance from local workers and residents

- Bartholomew Fair attracted significantly more workers and residents versus the same day in a typical week*.
- The highest proportion of event visitors were from the worker segment. Particularly in weeks 2 and 3 once the holidays were over and events were located closer to office districts.
- Resident attendance was consistent week on week.
- Week 1 had the highest proportion of international visitors, likely due to the event being held in areas more frequently visited by tourists i.e. St Paul's.



* Comparisons drawn from performance recorded in baseline report January 2019 - May 2023

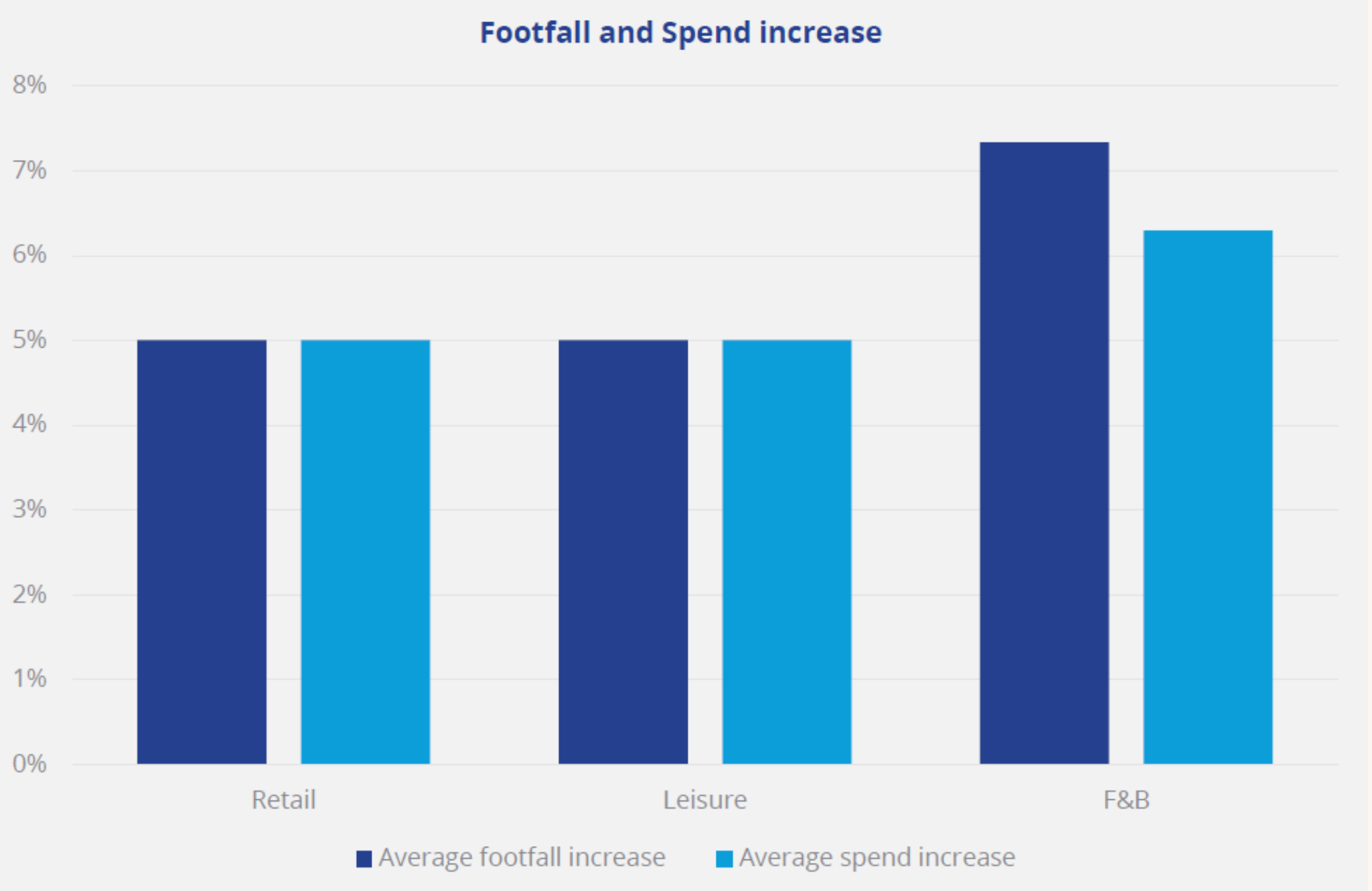
Source – Consumer Survey May 2023 & Bartholomew Fair Survey 2023

Engagement with the City BIDs, landlords and managing agents took place to drive awareness and encourage businesses to open

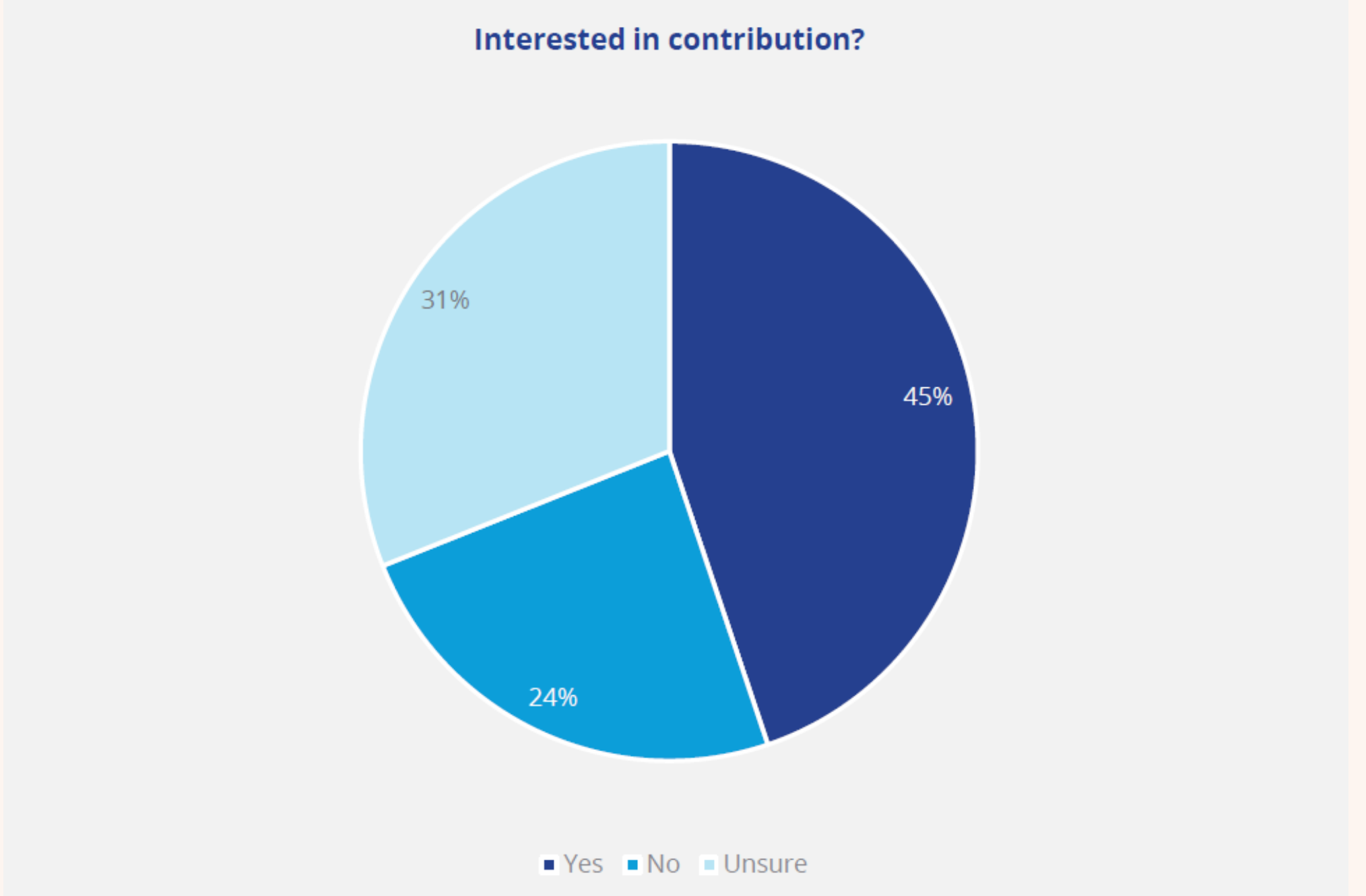
- Hand delivered business participation flyers to circa 700 businesses across the 6 event areas.
- Distribution of the flyer and posters was supported by the BIDs, landlords/managing agents and Members.
- 1 event briefing session for local businesses held by BIDs.
- Business database created – with over 700 businesses approached.
- Business survey circulated via email and completed by in person interviews.
- Resulting in 70 known businesses opening during the fair.



We were able to gain feedback from 56 businesses out of 700. Based on survey responses these businesses saw a 5% uplift in footfall and spend across the event



Based on business responses, results show a +5% increase in footfall and spend compared to the same day in a typical week.



54% of businesses would be interesting in contributing in the future.

iii. Profile and Promotion

We achieved national and international press coverage in key titles

- **146 pieces of media coverage** across print, digital and broadcast media (vs target of 100). 87% increase on Golden Key coverage.
- **89 London, 34 national, 23 international**, in line with audience priorities. International coverage is reflective of the scale and quality of programming.
- Press coverage delivered a **reach of over 977 million** and an **Advertising Value Equivalent of £205,628**.
- Tier one coverage included an **Evening Standard exclusive, The Independent, The Times, The Guardian, Londonist and Conde Nast Traveller**.
- Over **20 minutes of airtime** secured on BBC Radio London.



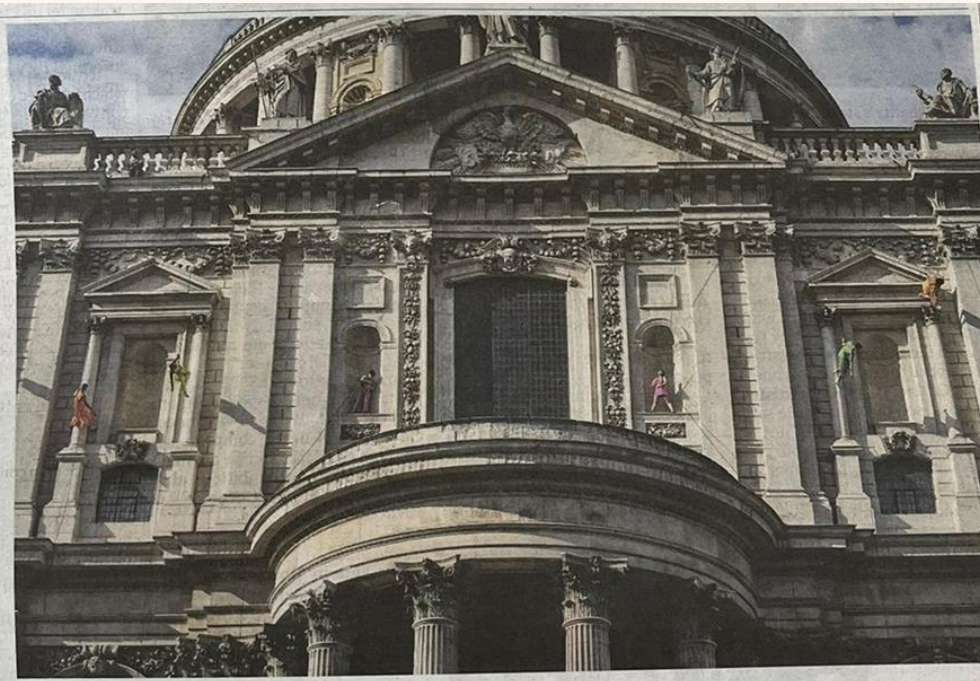


Performers from the American dance company Bandaloop rehearse for Resurgam, a vertical dance on the façade of St Paul's Cathedral that will be one of hundreds of events and live shows during Bartholomew Fair in the City of London

TIMES PHOTOGRAPHER RICHARD POHLE



Wing and a prayer The American 'vertical dance' group Bandaloop rehearse on St Paul's Cathedral as part of London's Bartholomew fair and Greenwich + Docklands international festival.



PHOTOGRAPH: DAVID LEVENE / THE GUARDIAN



History with a modern twist

Dancers from US company Bandaloop perform at St Paul's Cathedral in London yesterday to welcome the return of the Bartholomew Fair, which dates to the 12th century. The event will run until 16 September. DANIEL LEAL/AP/GETTY



Evening Standard

St Paul's Cathedral to host dramatic dance show as ancient fair returns

The Cathedral is at the heart of plans for a major new cultural show in the Square Mile

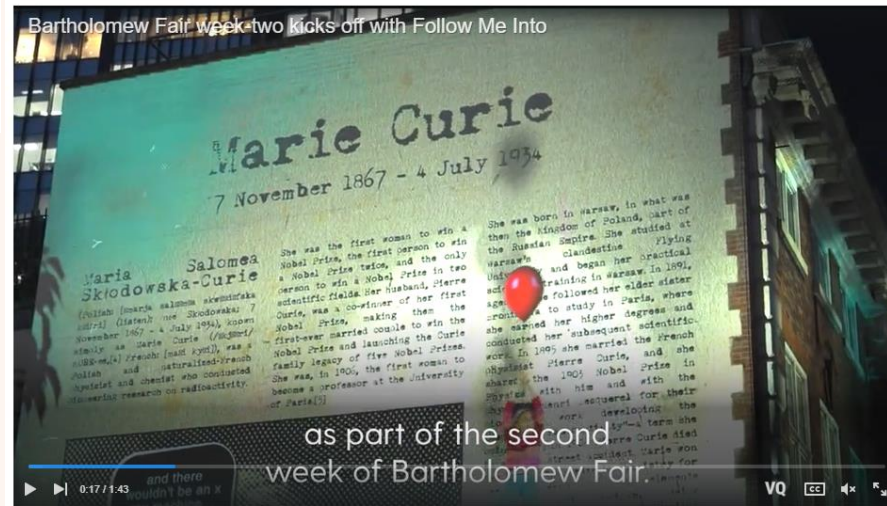


St Paul's Cathedral / Getty Images/Stockphoto

St Paul's Cathedral will be transformed into a stage for a spectacular dance show as one of London's oldest events comes back to life.

Performers from the US-based vertical dance company BANDALOOP will put on a series of show at the historic building combining aerial choreography, climbing and dance.

Bartholomew Fair week-two kicks off with Follow Me Into



as part of the second week of Bartholomew Fair



MUMMYTRAVELS

Can you really keep travelling with a child in tow?

Bartholomew Fair, City of London

Starting right at the end of the summer holidays, the historic Bartholomew Fair is returning to the City of London from August 31 until September 16.

The original fair entertained visitors for over 700 years, running from 1133-1855 - and while the new outdoor fair won't be quite what medieval London would recognise, it's a great way to ease yourself from holidays into autumn.

With family-friendly performances, workshops and other entertainment, you could discover everything from The Dodo Rider to street cabaret, hot air balloons, plus creative workshops for families from Tootles and Nibs, ranging from clowning and circus activities to print making.

In between, you can chill out at The Garden, the fair's family hub. For more details of the full programme and locations where the events take place, check out the Bartholomew Fair website.



Things To Do This Weekend In London: 2-3 September 2023

BARTHOLOMEW FAIR: The Bartholomew Fair last took place in 1855 - at the time it was considered too raucous, and was banned. But now it's back, taking place around the City over three weeks, with family-friendly events - the highlight of which is an aerial dance performance on top of St Paul's Cathedral until Saturday. FREE, 31 August-16 September



Saturday, September 16, 2023 | Today's Paper | Mind Games

HOME THE NATION WORLD BUSINESS COMMENTARY SPORT ARTS ALL



Bartholomew Fair is a reimagining of an historic fair

Bartholomew Fair launched 31 August and runs each Thursday, Friday, and Saturday until 16 September. A hero event kicking off week two is Follow Me Into by imitating the dog, which is an incredible night time projection journey. Follow Me Into weaves a magical story through the City ... More

Bartholomew Fair launched 31 August and runs each Thursday, Friday, and Saturday until 16 September. A hero event kicking off week two is Follow Me Into by imitating the dog, which is an incredible night time projection journey. Follow Me

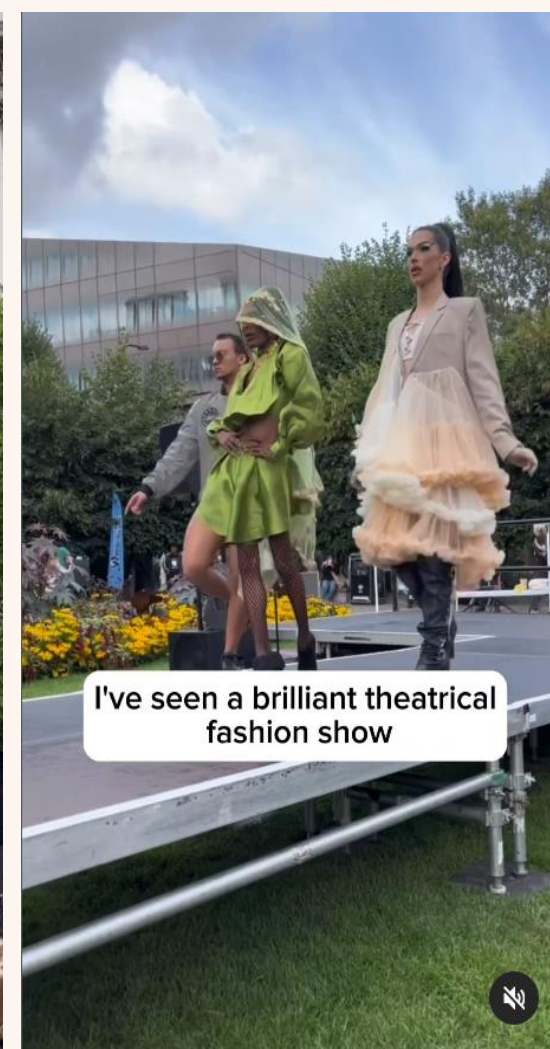
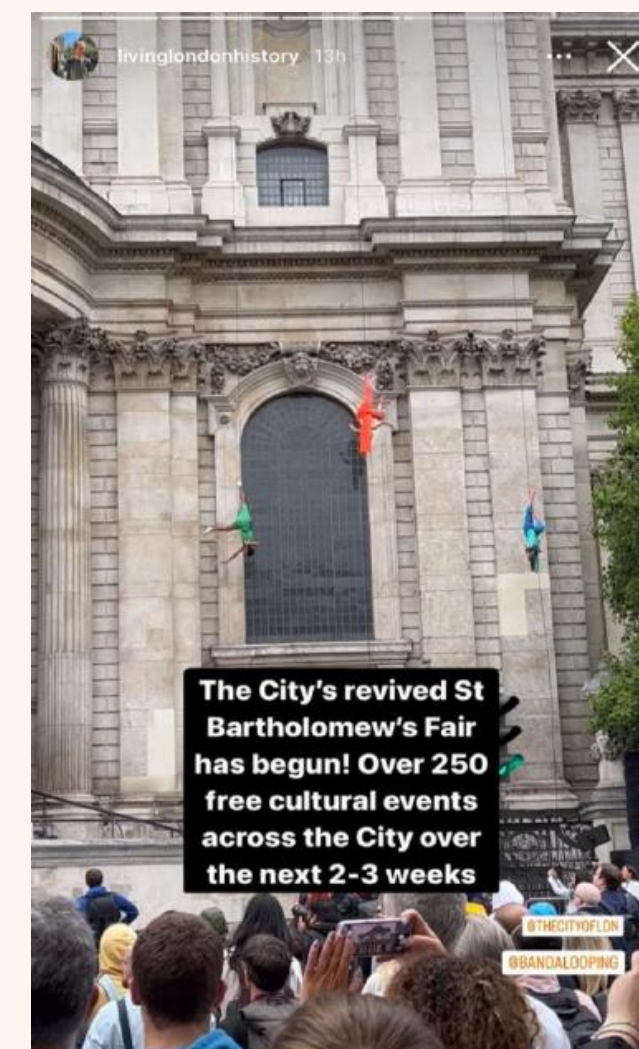
31 best things to do in London this weekend: 1-3 September 2023

4. The Bartholomew Fair returns

The full line-up for the City of London's Bartholomew Fair is available ahead of its highly-anticipated return this week. An astounding vertical dance performance on the facade of St Paul's Cathedral starts the three-week programme, co-produced by the City of London Corporation and Greenwich+Docklands International Festival. Other highlights include Dinner for All by Gorilla Circus, an immersive theatrical circus experience celebrating the rich history of the fair told through a supper service, and The Lips by Puppets with Guts - a puppet show that celebrates our freedom of speech (and song) in Broadgate.

Paid media and partnerships ensured extensive reach and value add

- The influencer campaign generated 65 pieces of social coverage with 533,377 engagements and reach of over 62.7 million (vs. 3 million achieved for Golden Key).
- Out of home (bus and tube) advertising reached 12m people (vs. 2 million for Golden Key).
- Time Out Partnership generated 669,000 impressions vs 370,000 planned. 9,239 article views with a dwell time of 5 minutes, 35 seconds (Time Out benchmark is 2 minutes).
- Secret London campaign achieved 876,644 impressions, an over delivery of 17%. Click through rate of 10.9% vs Secret London's average of 6.7%.
- Evening Standard print adverts delivered 770 scans of the QR code featured.
- TfL competition resulted in complimentary advertorial in the Metro newspaper with readership of 1,836,000.
- Complimentary advert in Group Travel World magazine, a circulation of 15,000 inbound and domestic group travel organisers. Featured in e-newsletter sent to over 1.3k, with an open rate of 57.2% and a click through rate of 38.2%.
- Open House e-newsletter to an audience of 66,326. Open rate was 40.8% (26,708).



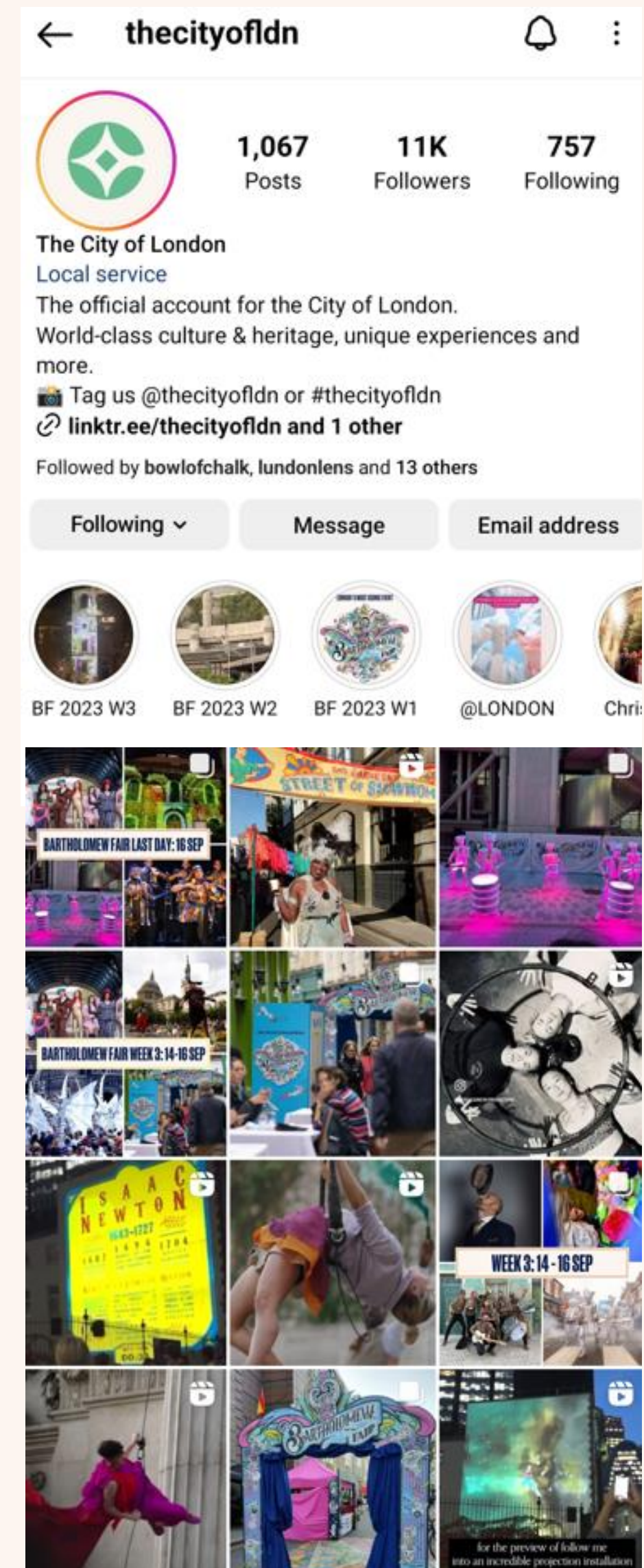
The campaign drove a high number of visits to our new City of London digital channels

- The **website** (www.thecityofldn.com) **attracted 92,000 users**, a 6% decrease on traffic seen to the Golden Key website. No printed programme existed for the Golden Key; visitors were encouraged go online to access the maze points and QR codes were at site.
- **597,367 social media engagements with a total reach of over 68,710,246 social accounts** (vs 21 million for Golden Key).
- **Social media followers increased by 2,368**, over double the social media following increase seen for Golden Key (1104).
- **1,269 new sign ups to the City of London consumer newsletter**, promoting the City of London as a leading leisure destination. Total sign-ups are now over 11,500.

Glossary of terms:

- **Reach** is the number of users exposed to a piece of content.
- **Impressions** is the number of times a piece of content is displayed. This is generally a higher number since users can be exposed to content multiple times.
- **Engagement** is the number of interactions with a piece of content.

Sources for marketing report: Cision media monitoring, Google Analytics, media reporting platforms , social media analytics.



iv. Partnerships

Additional value was generated beyond the event budget from programme partners and suppliers

- 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*

8. Visitor Profile, Experience and Sentiment

We focused our marketing efforts on attracting easy to reach audiences with a high propensity to visit

EXPERIENCE SEEKERS



LONDONERS



CITY WORKERS



RESIDENTS



Detailed analysis provided visitor profiles to help us understand who attended

Top 3 Mosaic groups for Bartholomew Fair respondents account for 67% respondents



39%
respondents

City Prosperity

- City Prosperity are **high-income** residents who have **expensive homes** in desirable metropolitan locations. Households range in type from successful young professionals to wealthy families.
- Age: 26-35
- Income: £100 – 150k



14%
respondents

Municipal Tenants

- **Urban residents** renting high density housing from social landlords
- Age: 56-65
- Income: <£15k



14%
respondents

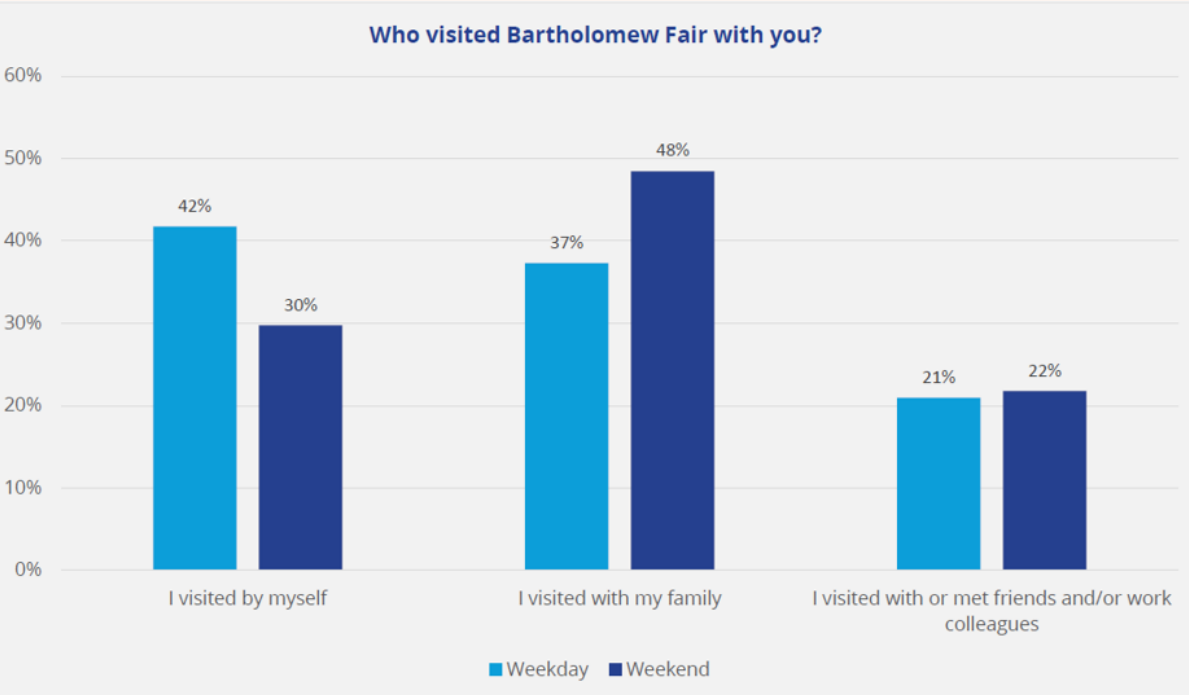
Rental Hubs

- **Educated young people** privately renting in urban neighbourhoods.
- Age: 26-35
- Income: £30-39k

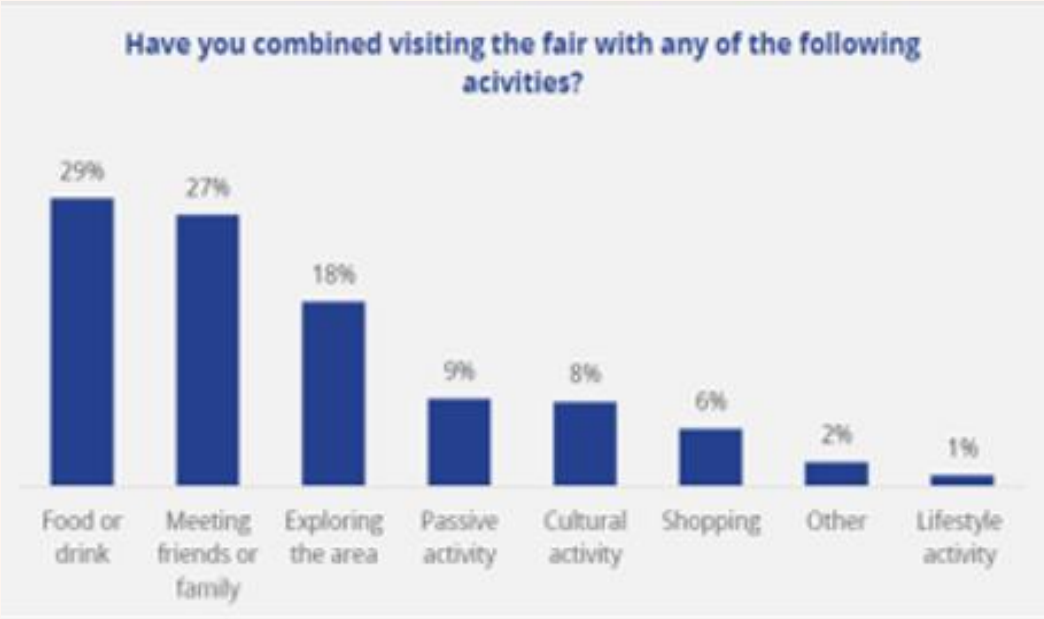
Source – Experian Mosaic

Visitor behaviours provide a picture of when they visited, why they came and what they did

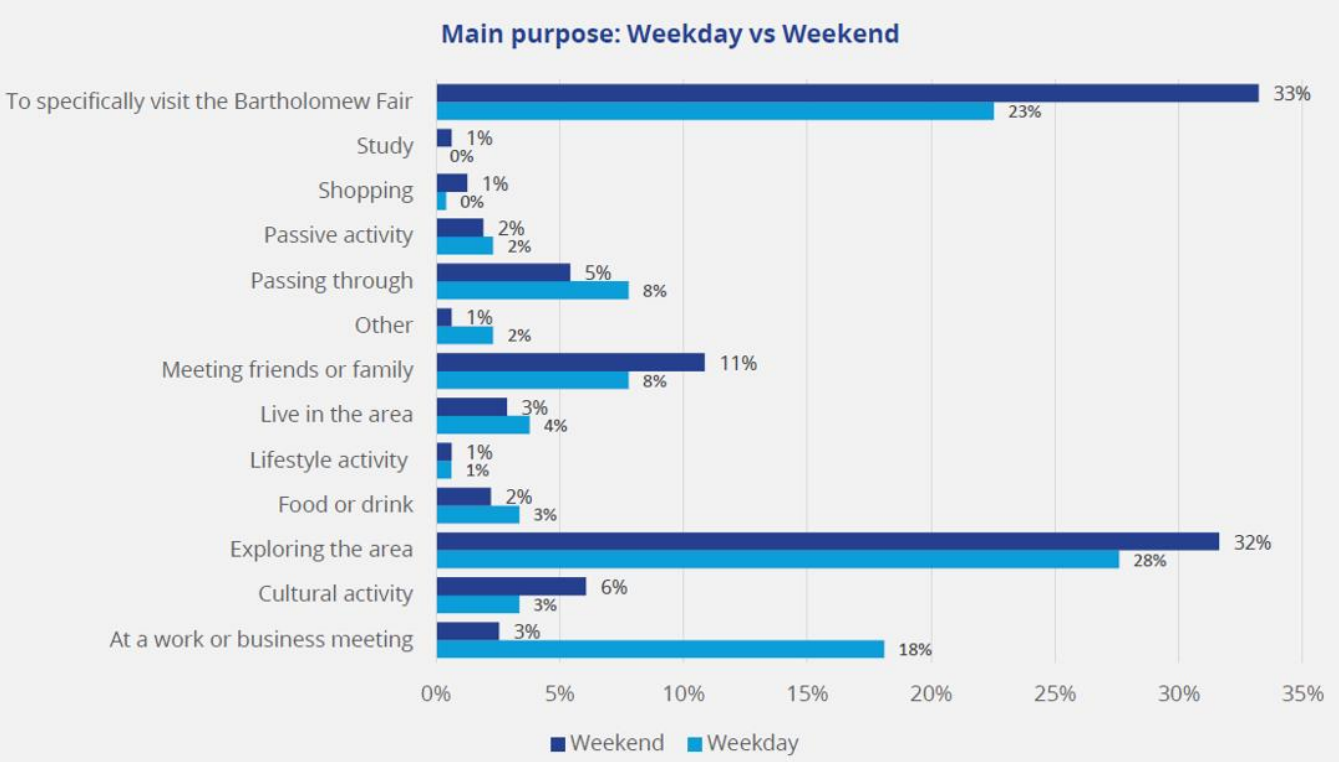
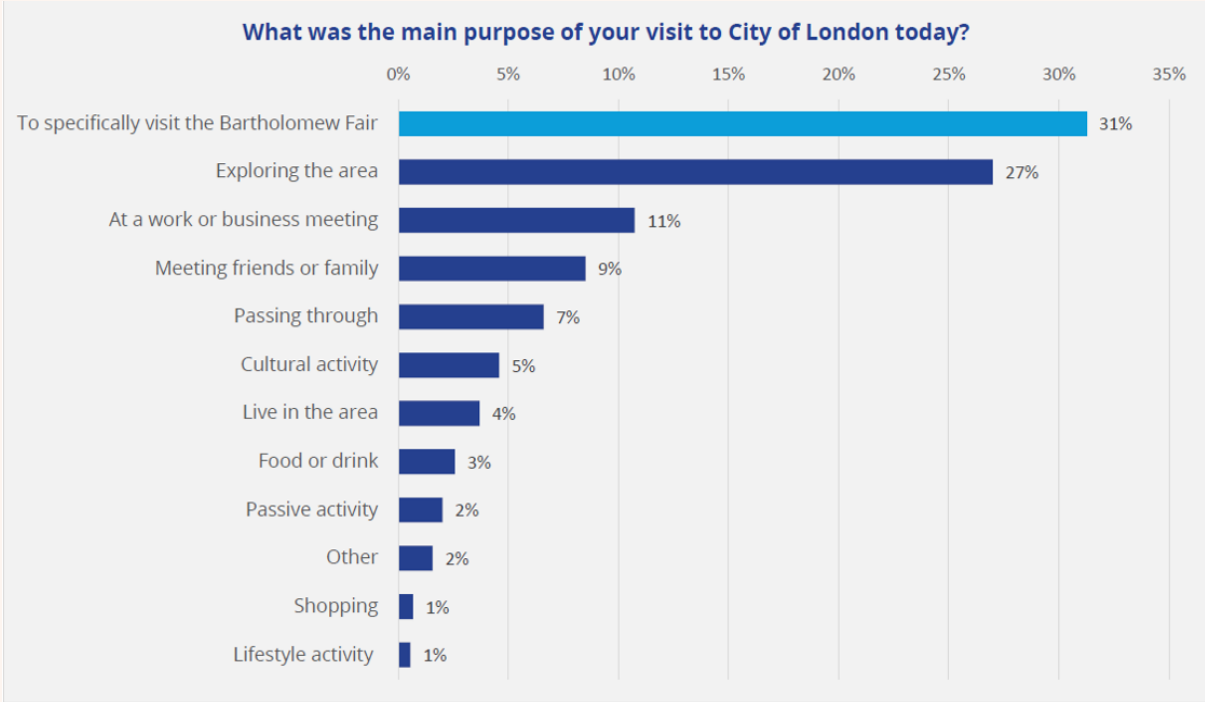
Visitors were more likely to visit alone during the week (42%) and with family at the weekend (48%)



Over 50% combined their trip with food and drink, or socialising with family/friends



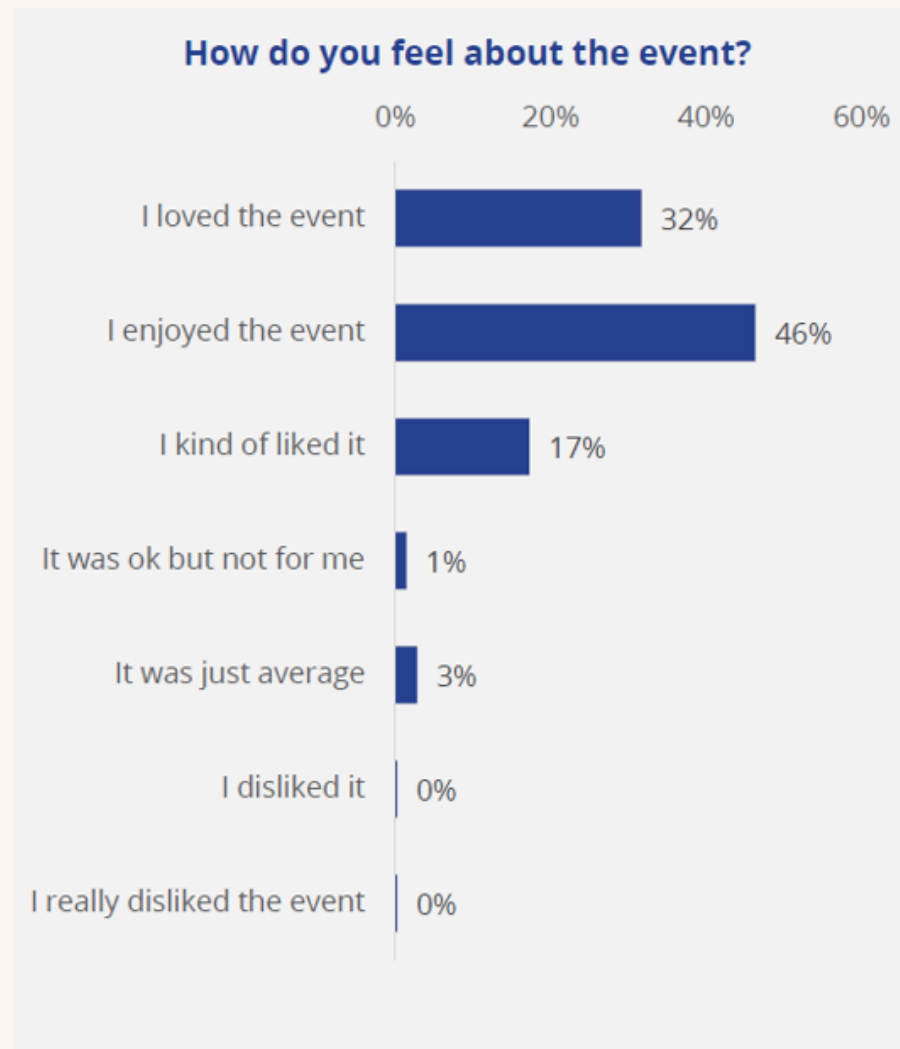
31% specifically came to see the fair



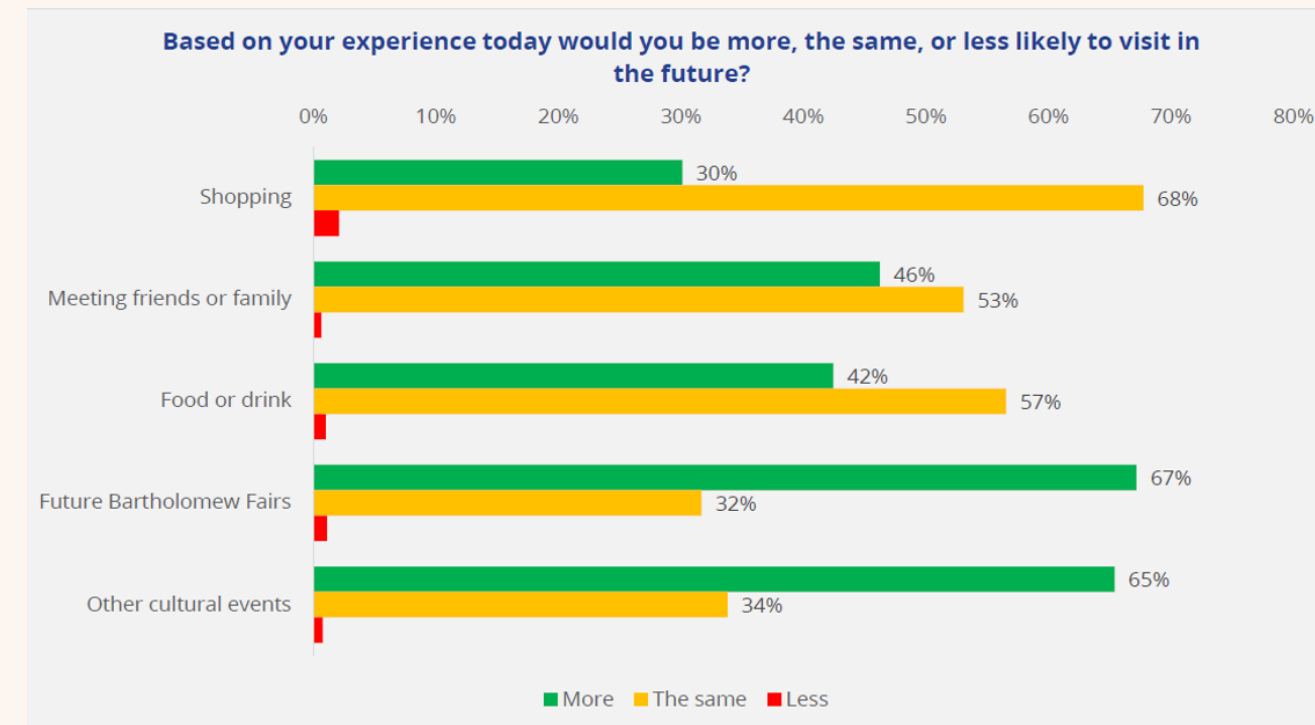
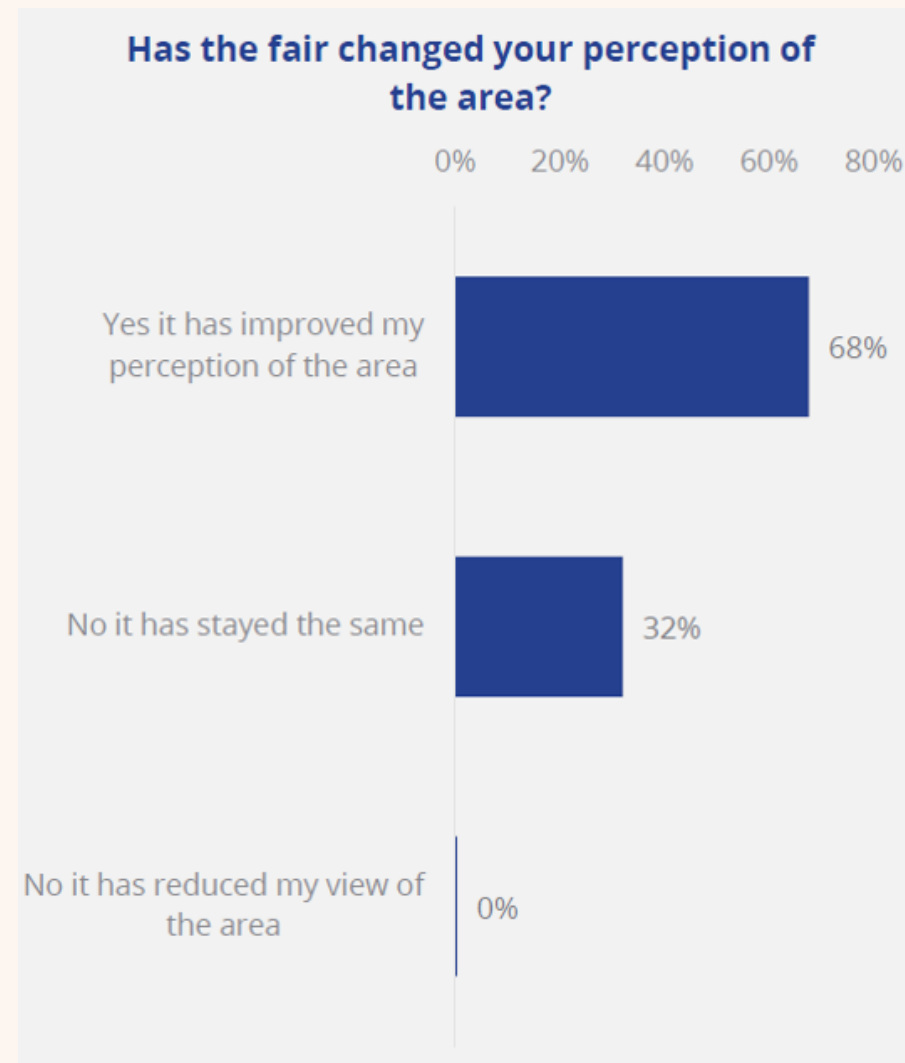
They were more likely to come specifically for the fair at the weekend compared to the week, 33% versus 23%

Visitors highly rated their experience of the fair, contributing to improved perceptions of the City and repeat visits more likely

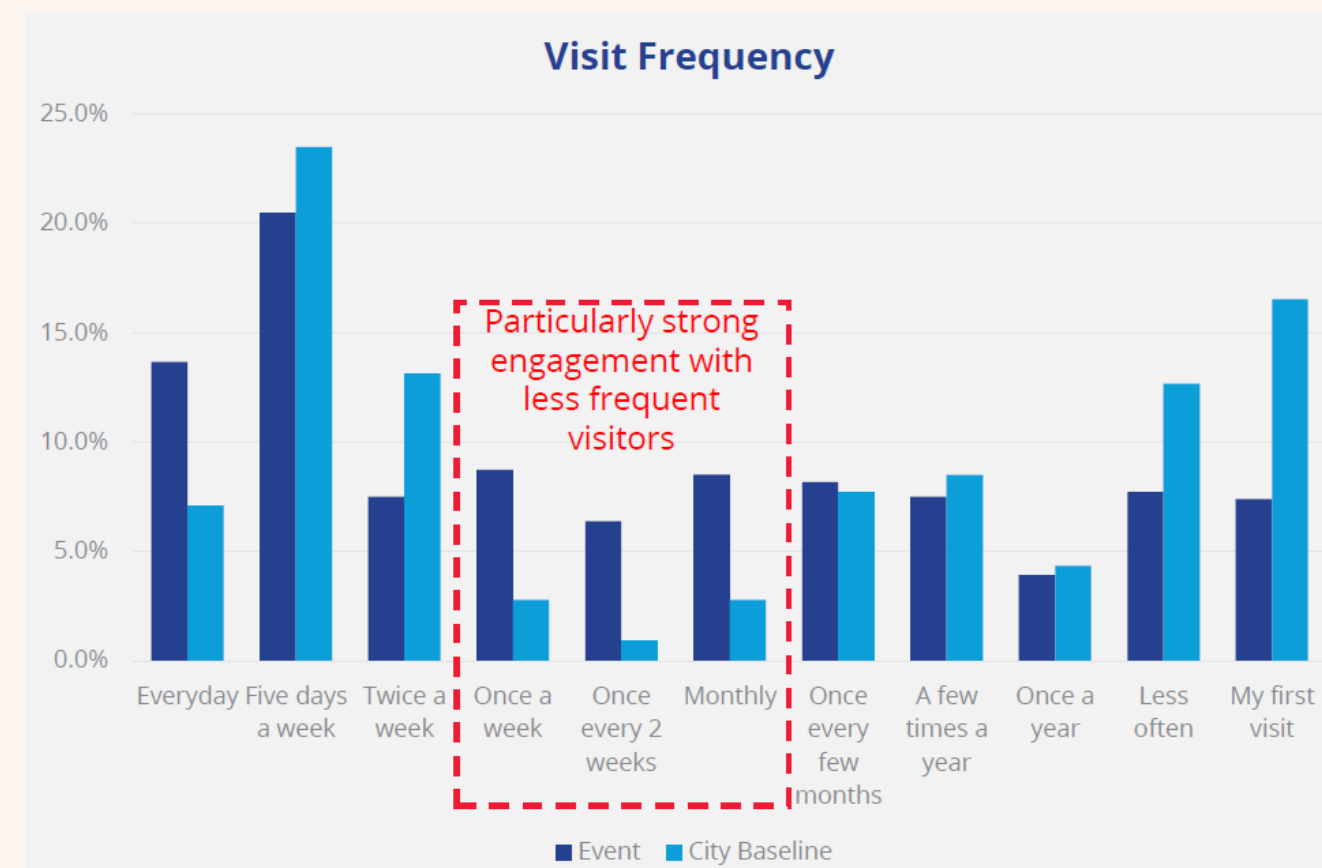
78% of visitors either loved or enjoyed the event



68% of visitors said the event improved their perception of the City



After their experience 67% were more likely to visit future fairs, and 65% more likely to visit other cultural events in the City



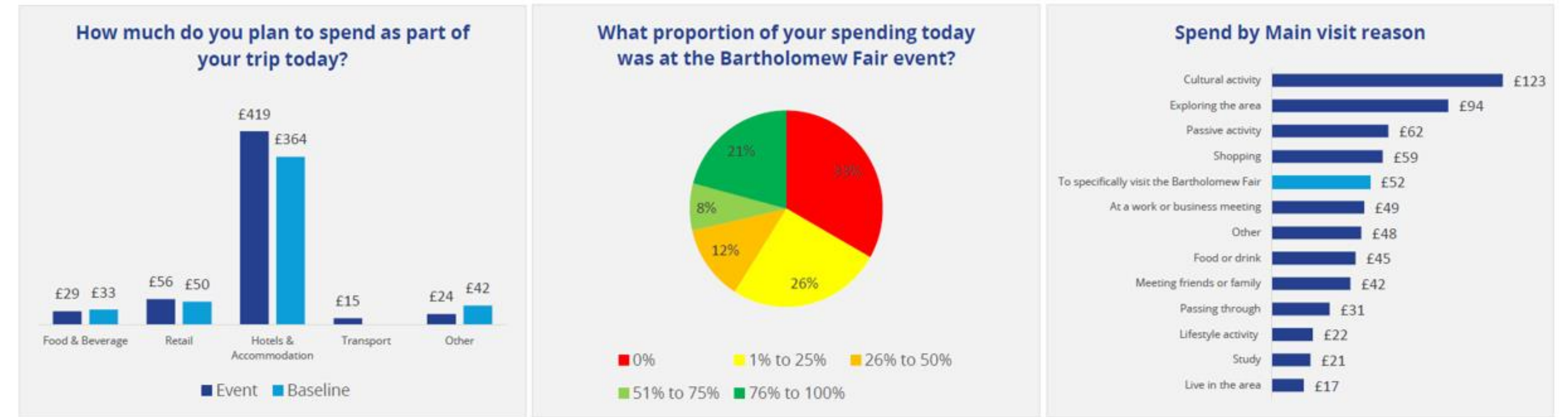
Frequency to visit the City increased by 15.5% during the fair, compared to a typical week in the City

Visitors spent money in the City with the highest spend on retail and hotels

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.



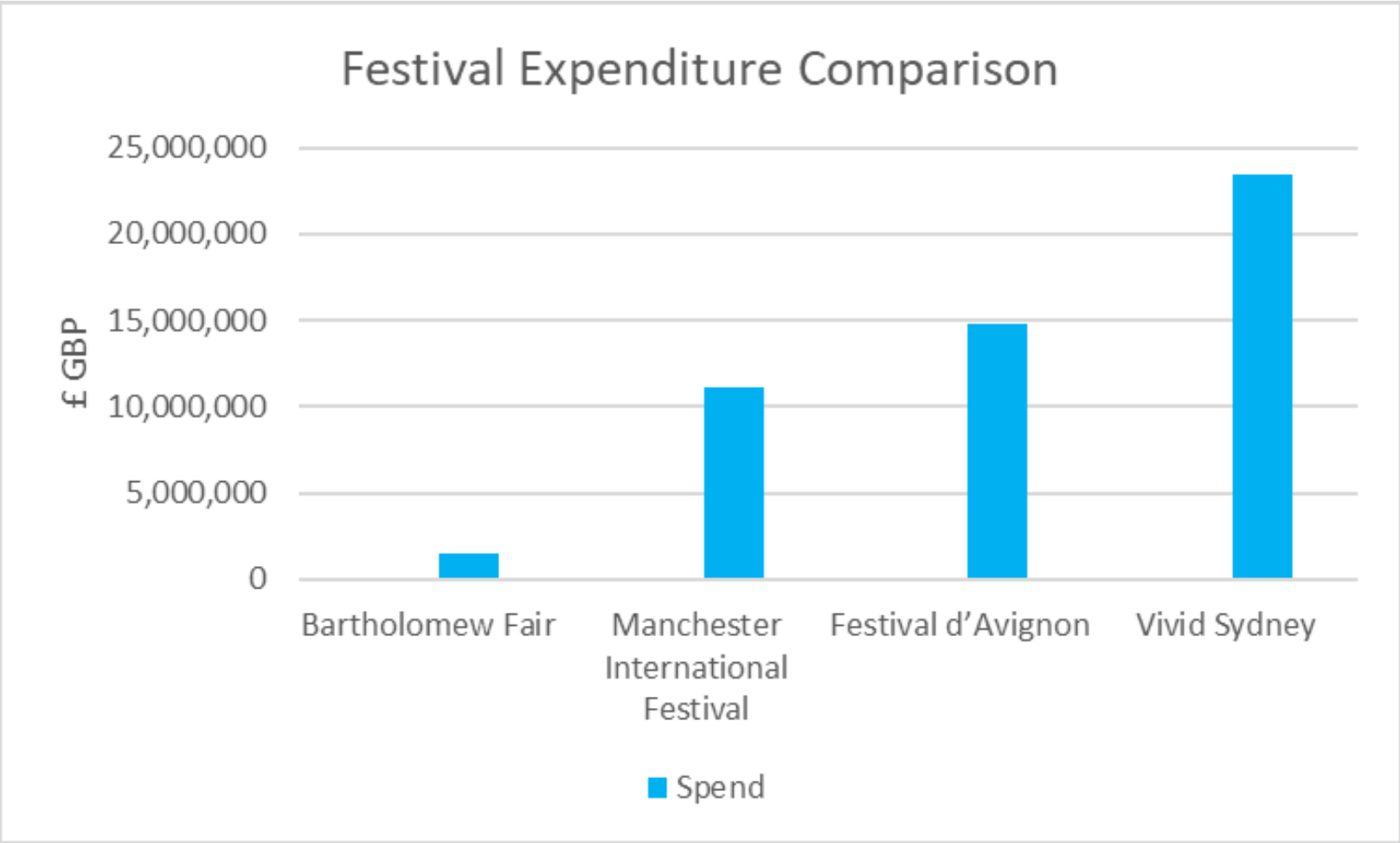
9. Budget

In April Members approved the concept and the indicative budget for Bartholomew Fair of £1,338,000

Bartholomew Fair Indicative Budget (approved April 2023)	
Artistic Programme	£928,000
Event Management	£165,000
Marketing and PR	£245,000

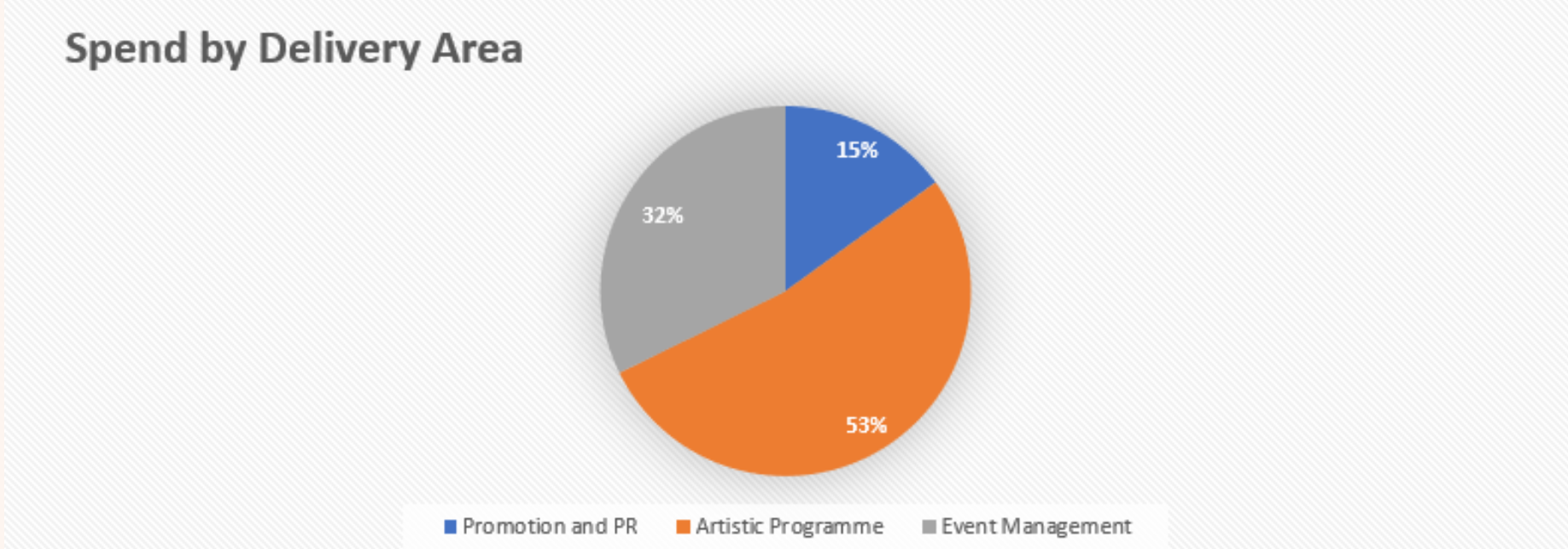
We compared spend against festivals of the same scale at a national and international level to get a true indication of the cost required to deliver major events over a durational period.

This will help agents value the City's proposition and create sponsorship packages in the future.



Artistic and marketing costs came in below the indicative budget. Event management was higher meaning the overall cost came in 13% above April's indicative budget

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.

Spending breakdown: Marketing and PR

Promotion and PR			
CONTENT PRODUCTION:	Original Budget Apr 23	Actuals Oct 23	Variance
Creative – London based illustrator - cost based on uses. Development of artistic concept. Design toolkit and map		£42,990	
Creative - project management		£2,500	
Creative - application across marketing assets, print and digital		£4,510	
PA photography fee for press syndication		£9,641	
PA Video and photography production for earned (editorial) media use - media publications and partner channels		£11,411	
Video and photography for owned and paid (advertorial) channel content - website, social and partner channels		£14,085	
Print and distribution - leaflet/map print, resident and business leaflet print, window posters		£9,649	
Design fees for resident and business collateral		£650	
Resident letter drop		£8,345	
Additional photography and videography		£3,910	
Leaflet distribution - on the ground leafleting and information points		£16,822	
Subtotal:		£124,514	
ADVERTISING:			
Paid Search and Social Media Spend		£12,250	
Media partnerships with Key London titles - Evening Standard, Time Out Secret London		£32,000	
Out of Home Media Plan - tube and buses in commuter zones and target audience hubs		£50,000	
The City Courant Bartholomew Fair Limited Edition - creative, print and distribution		£10,140	
Run Riot for Week 3 - 2 x newsletters		£385	
Paid media measurement and reporting		£1,000	
Subtotal:		£105,775	
Total:	£245,000	£230,289	£14,711

Spending breakdown: Artistic Programme

Artistic Programme			
	Original Budget Apr 23	Actuals Oct 23	Variance
HERO EVENT			
BANDALOOP - commissioning of new show - 3 performances, 20 mins duration, 15,000 estimated audience attendance		£205,000	
Gorilla Circus - commissioning of new show - 3 performances, 40 mins duration, 3,000 estimated audience attendance		£50,000	
Carnesky Productions- commissioning of new show - 3 days of multiple performances with 20 artists, all day long, 5,000 estimated audience attendance		£125,000	
Kit Green – commission of new show - 9 performances, 60 mins duration, 2,000 estimated audience attendance		£55,000	
Subtotal:		£435,000	
ALWAYS ON ANIMATION			
Imitating the Dog - commission of new work - 10 nights of projections, 9,000 estimated audience attendance		£175,986	
POP UP PERFORMANCES			
Performance artists - fees, travel, accommodation and per diems for 50 companies, totalling 176 performances across 9 days, 44,000 estimated audience attendance		£185,400	
Total:	£928,000	£796,386	£131,614

Spending breakdown: Event Management

Event Management				
	Original Budget Apr 23	Actuals Oct 23	Variance	Notes
Market Place - infrastructure including tables, chairs, site decor, audience benches, market pop up infrastructure - 12,000 estimated audience attendance		£145,983		Additional cost required to deliver Market Place infrastructure
Signage - site signage and event information		£22,169		
Event Personnel - event managers, technicians, crew, medical, FOH		£110,558		Increased costs for required event personnel
Technical and Production Infrastructure - Sound, lighting, staging, fencing, event infrastructure, Counter terrorism measures		£108,520		Increased costs for required safety and counter terrorist measures
Security - crowd management, stewarding and security		£100,641		Increased security costs to meet the need of the event and ensure public safety
Total:	£165,000	£487,871	-£322,871	

THANK YOU

