



Bartholomew Fair Executive Summary

Full Report

23rd October 2023

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01

Introduction

Bartholomew Fair Insights Introduction

Colliers Retail Strategy & Analytics team have been engaged by City of London Corporation to measure and report on the impact of Bartholomew Fair against its objectives:

- Improve customer perceptions of the City of London
- Increase customer experience
- Increase footfall and sales
- Examine and measure the impact on participating businesses

Multiple datasets including infield survey, business survey, mobility and spend data will be blended together to validate trends

Sample size of circa 1,500 visitors surveyed across all weeks and locations of the event. Represents 1.2% of additional visitors. Survey process designed to follow best practice

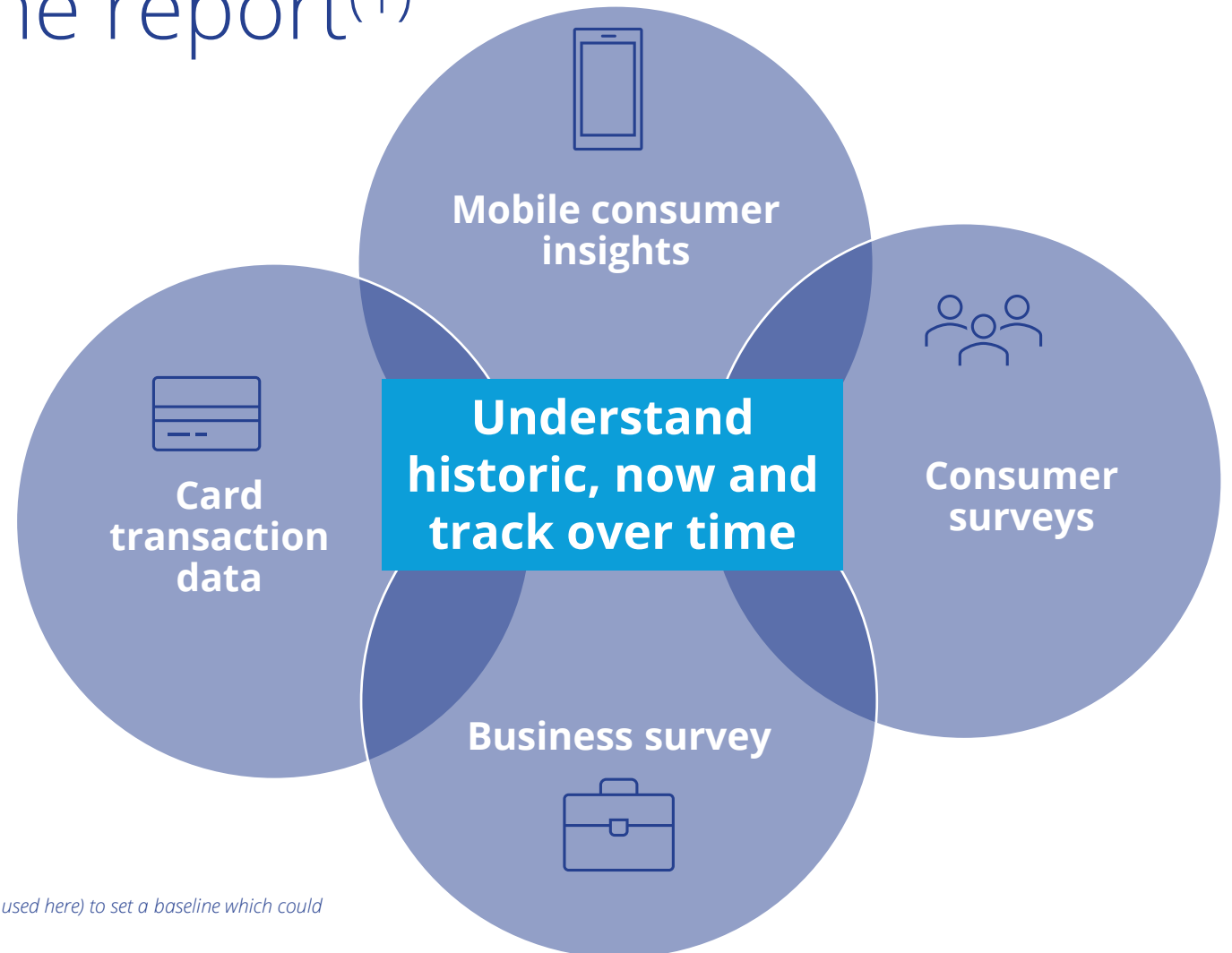


Summary | Data inputs

Event analysis blends multiple datasets which can be compared with baseline report⁽¹⁾

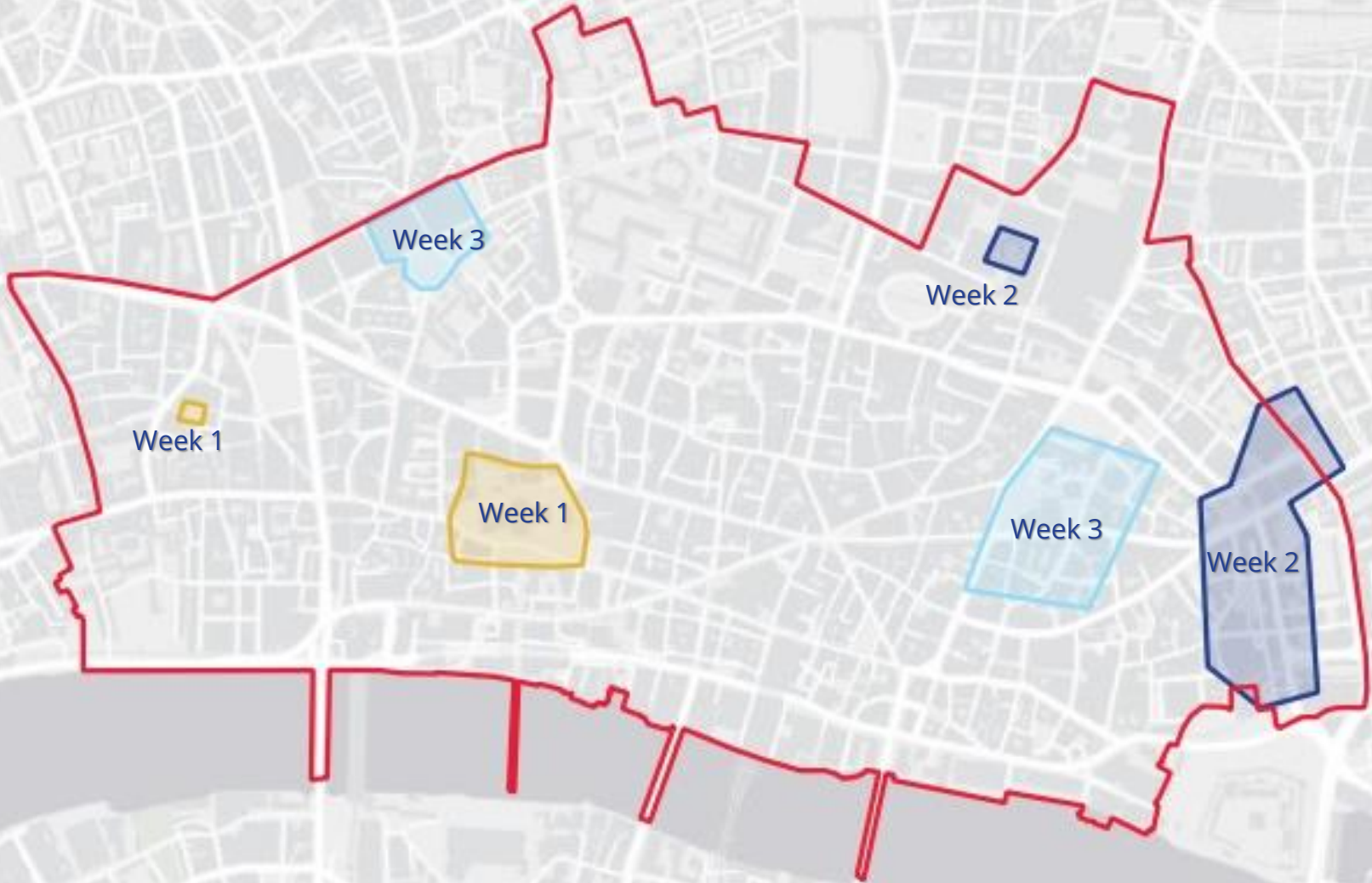
Our approach blends multiple datasets to validate trends and insights

- **Mobility data:** Uses granular SDK app technology to understand visit volumes & visit behaviour
- **Spend data:** Granular spend information
- **Consumer surveys:** 1,500 in field and online consumer surveys give qualitative views of users and non-users (at a point in time)
- **Business survey:** Information from local businesses about the event



Note: (1) Baseline report (2023) combined multiple qualitative and quantitative datasets (including those used here) to set a baseline which could be used to track changes over time, including measuring impact of events

Summary | Event locations





02

Summary

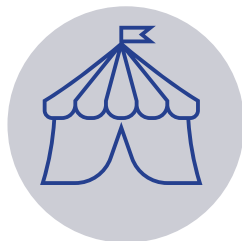
Summary | Key KPI's

Strongest performance in Week 2 of the fair – highest footfall and delivered highest visitor satisfaction

	Week 1	Week 2	Week 3	Total
Footfall	+ 25,200 – 30,800 visits ⁽¹⁾ (+10.5k net new ⁽²⁾)	+ 67,400 – 82,400 visits ⁽¹⁾ (+18.5K net new ⁽²⁾)	+ 23,600 – 28,900 visits ⁽¹⁾ (6.5k net new ⁽²⁾)	+ 116k-142k visits ⁽¹⁾ (35.5k net new ⁽²⁾)
Spend	2% to 3% uplift ⁽³⁾	1% to 6% uplift ⁽³⁾	0% to 1% uplift ⁽³⁾	1% to 3% uplift ⁽³⁾
NPS	+ 68	+ 74	+ 64	+ 68

Source: Bartholomew Fair Survey 2023, Colliers Locate Footfall, Mastercard

Notes: (1) Numbers shown in a range to account for people who may have been in the area but not visiting the fair (2) Net new = proportion of visitors in area specifically to visit the fair based on survey responses (sample: 1500 respondents). (3) range expressed as uplift measured across BID location of the events and at a more granular area around each event



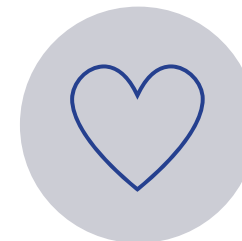
Main reason for visit

31% event visitors specifically there to visit the fair. A strong result given the range of reasons to come into the City.



Combined trip mission

29% combined visiting the fair with stopping for food & drink, further 27% also socialized with friends and family.



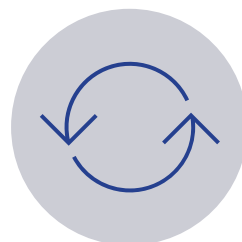
Highly rated

78% "loved" or "enjoyed" the event and overall NPS score of 64 (very strong)



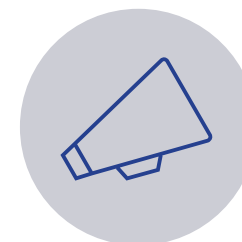
Improved perception

69% of event visitors felt the Bartholomew Fair had improved their perception of the area



Repeat visits

36% planned to visit the Fair again during the 3 weeks following first visit

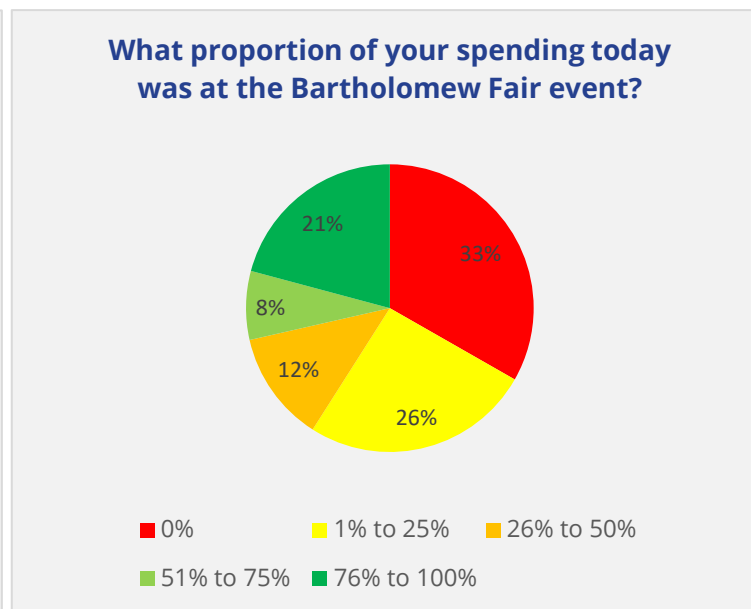
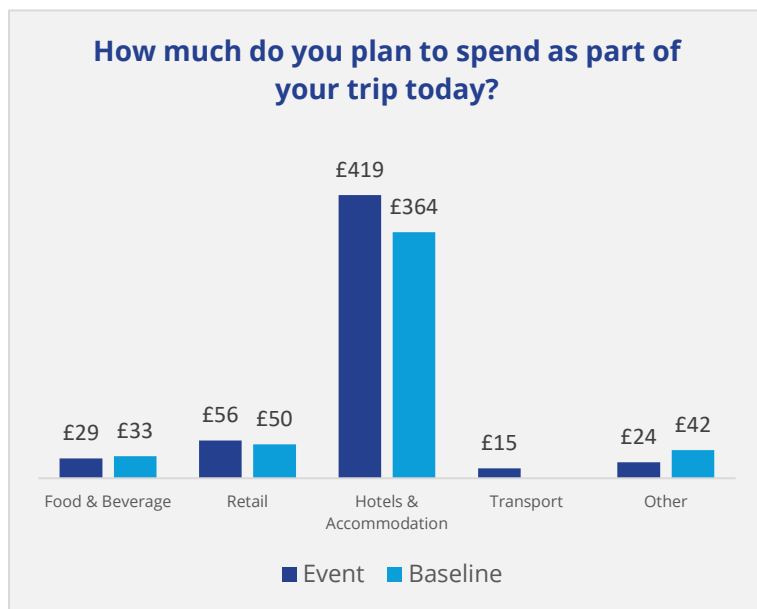


How did you hear about it?

Large proportion found out about the event by passing by or through social media.

Summary | Visit spend

Higher spend on retail and hotels versus City of London baseline average



- Typically, higher spend on “Retail” and “Hotels” of those attending the event versus baseline report
- Those specifically visiting to attend the Bartholomew fair spending ~£52 on the day
 - If this spend figure is applied to the net new footfall figure of 35,000, it is estimated that those visiting specifically for the fair would have generated revenue of up to £1.8m.

Summary

Key takeaways

1

Event awareness

35% of event visitors became aware of event after passing by. More event marketing would increase engagement levels – particularly relevant for international and wider domestic visitors.

2

Visitor volumes

Larger visitor engagement during second week once school holidays over and more workers present in City.

3

Spend

Despite a positive impact on spending, the impact was typically lower than uplift in footfall. Key challenge is to ensure increased visits convert to increased spending for local businesses

4

Business involvement

Businesses surveyed generally keen to contribute to future events. Opportunity to increase visitation, dwell and spend with more collaboration

5

Combined trips

Many combined event visit with F&B / socializing – locating events close to key retail / leisure areas or having linked promotions could help drive local business performance via increase dwell and spend



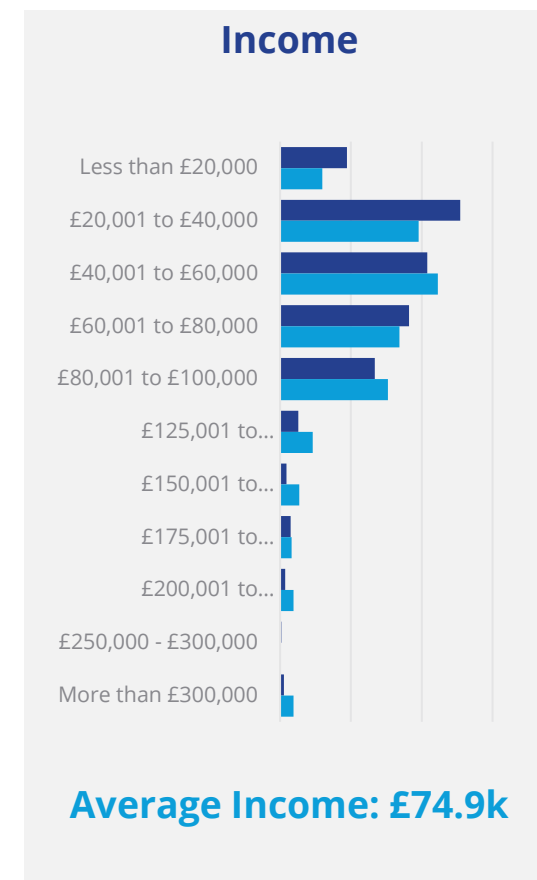
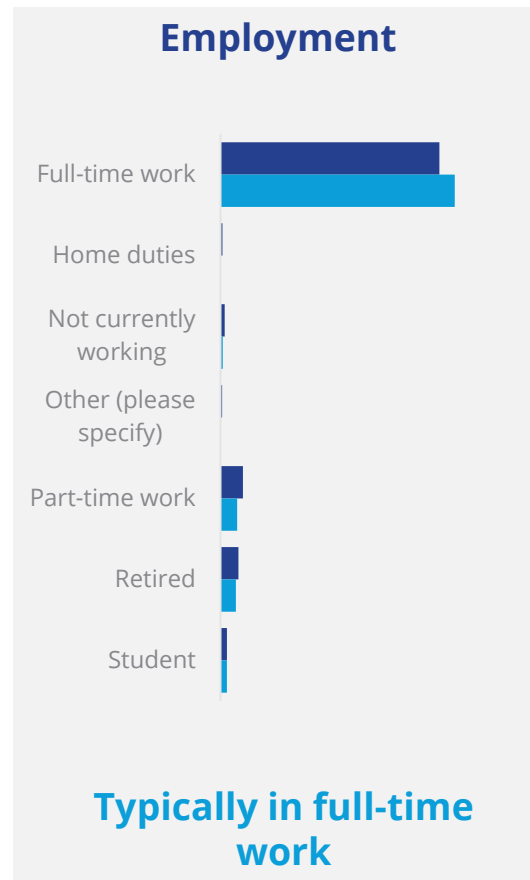
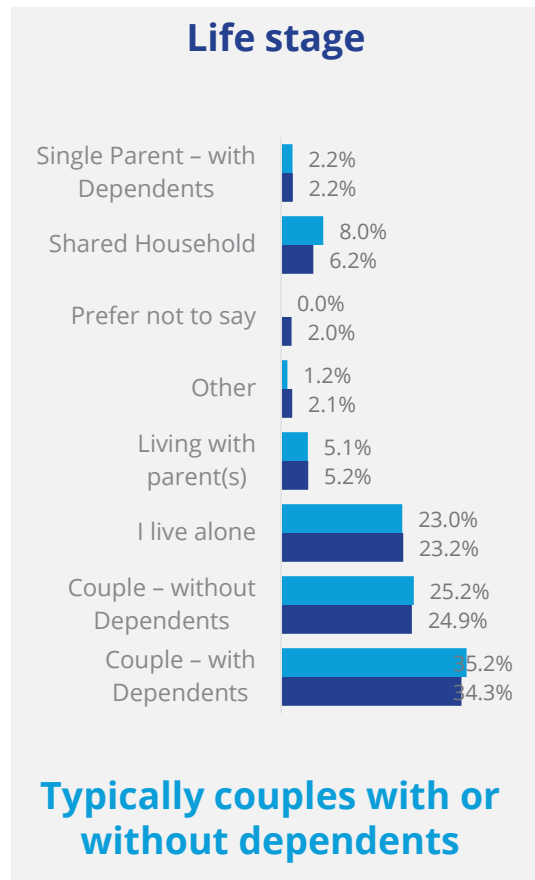
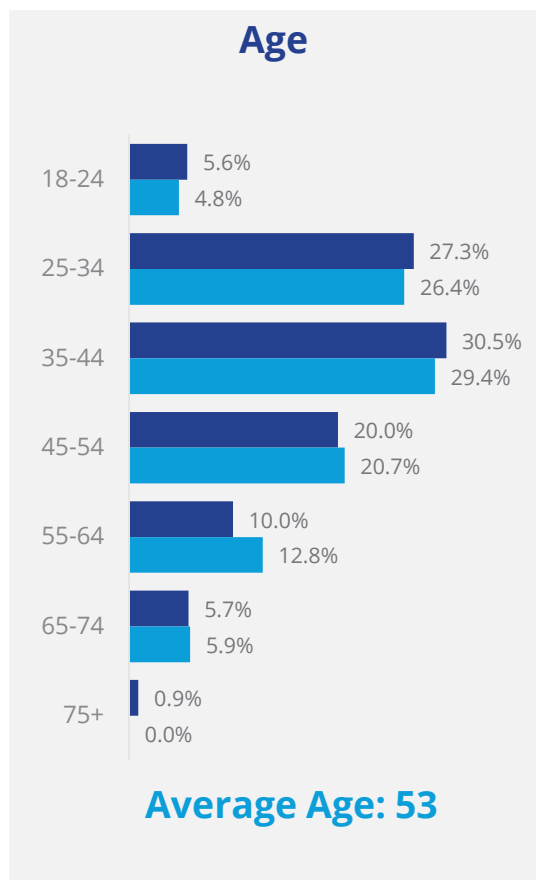


03

Who visits?

Who visits? Consumer demographics

Visitor profile broadly aligned with baseline City of London profile

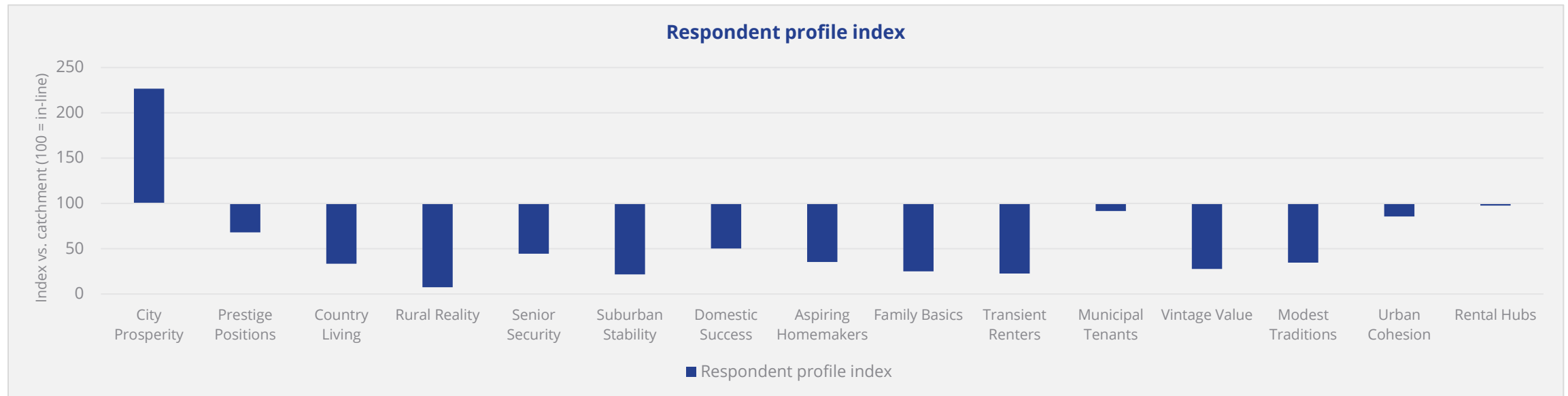


Source: Consumer Survey May 2023 & During Bartholomew Fair

City Baseline | Bartholomew Fair

Who visits? Mosaic consumer profiling

Mosaic segmentation heavily skewed towards 'City Prosperity'



- Mosaic segmentation divides population into groups of individuals that are similar based on things such as age, interests, life stage and spending habits
- 'City Prosperity' was the most dominant profile for visitors to Bartholomew Fair, indexing at 226 vs. catchment average
- 'City Prosperity' are high-income residents who have expensive homes in desirable metropolitan locations

Who visits? Mosaic consumer profiling

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



City Prosperity

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



Municipal Tenants

14%
respondents

Municipal Tenants

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



Rental Hubs

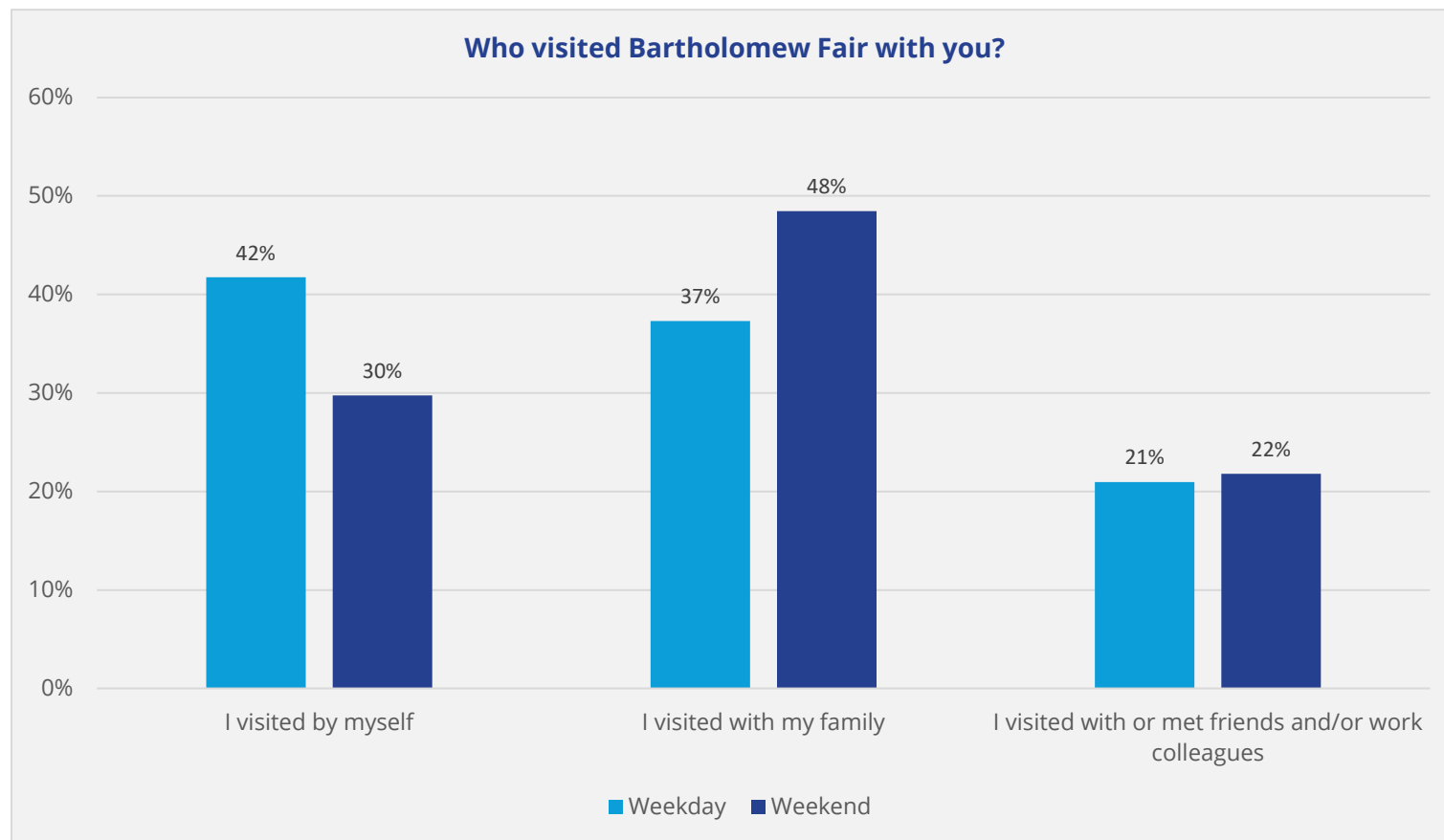
14%
respondents

Rental Hubs

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

Who visits? Who did they visit with?

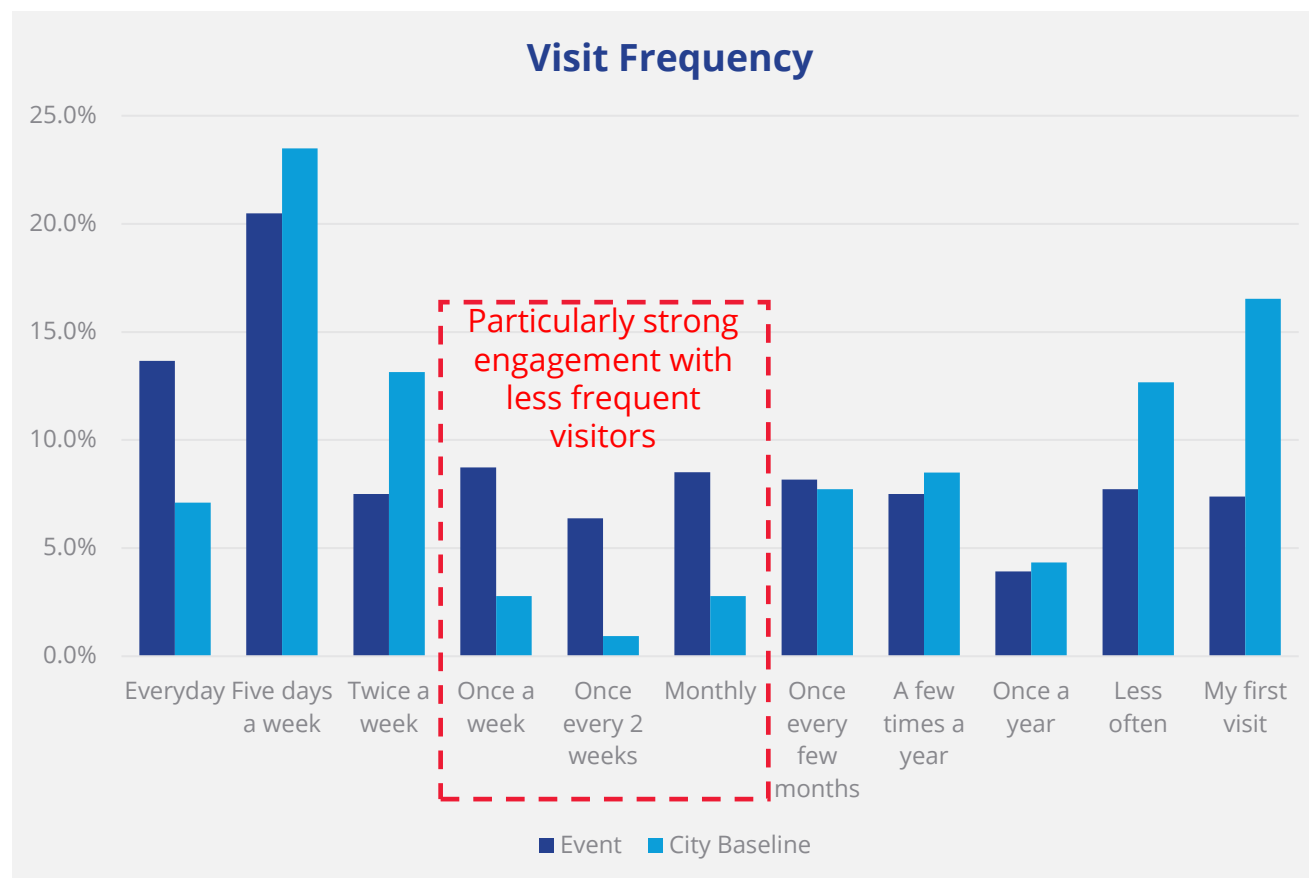
42% visited alone during the week, with 48% visiting with family at the weekend



- During the week more likely to visit alone (42%) whereas at the weekend more likely to visit with family (48%)

Who visits? Consumer demographics

Increased visit frequency during event

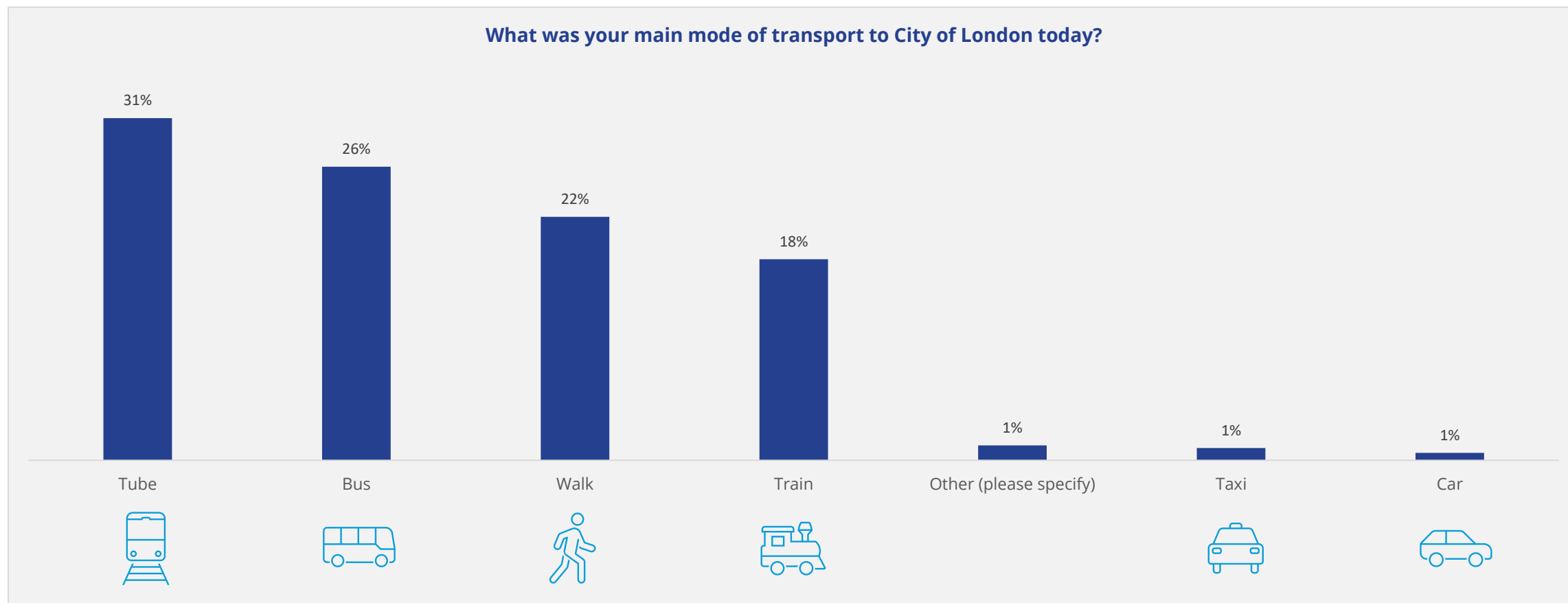


- Increased visit frequency during event versus baseline survey
- On average those visiting during the event visit City of London ~119 times per year, whilst those surveyed in baseline were visiting on average ~103 times per year

Source: Consumer Survey May 2023 & During Bartholomew Fair

Who visits? Mode of travel

Tube and Bus most common mode of transport for event visitors



Source: Bartholomew Fair Survey 2023

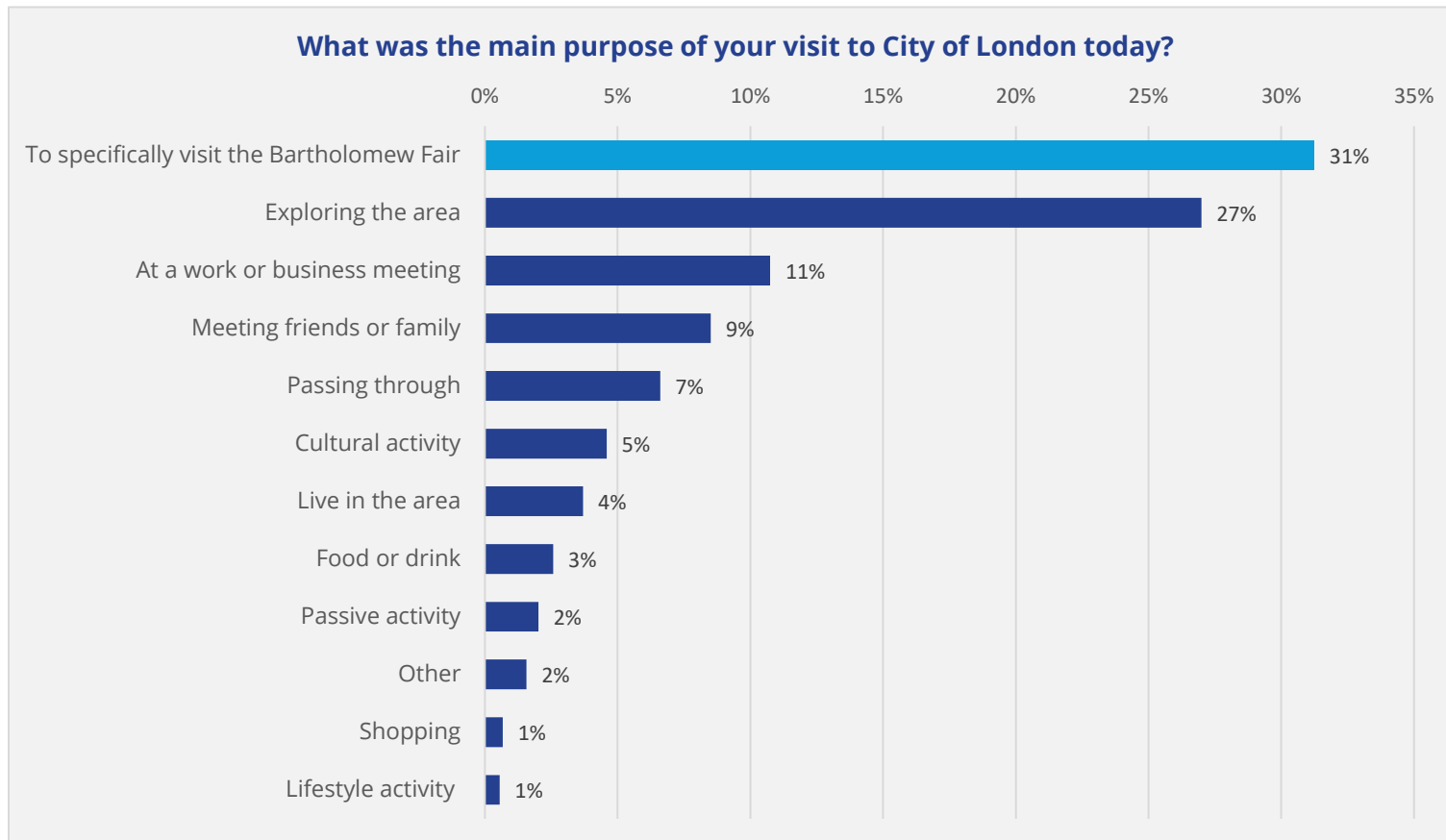


04

What did they do?

What did they do? Main reason for visit

31% of event visitors were specifically there to visit Bartholomew fair



- Of those surveyed across the period 31% were there specifically to visit the fair
 - A strong result given the range of reasons to come into the City
 - A further 27% were there exploring the area

What did they do? Main reason for visit

Main reason for visit for most segments was to visit the Fair



Worker

1. **Visit Bartholomew Fair**
2. At work or business meeting
3. Exploring the area



Domestic

1. **Visit Bartholomew Fair**
2. Exploring the area
3. Cultural activity



Catchment Resident

1. **Visit Bartholomew Fair**
2. Exploring the area
3. Meeting friends or family

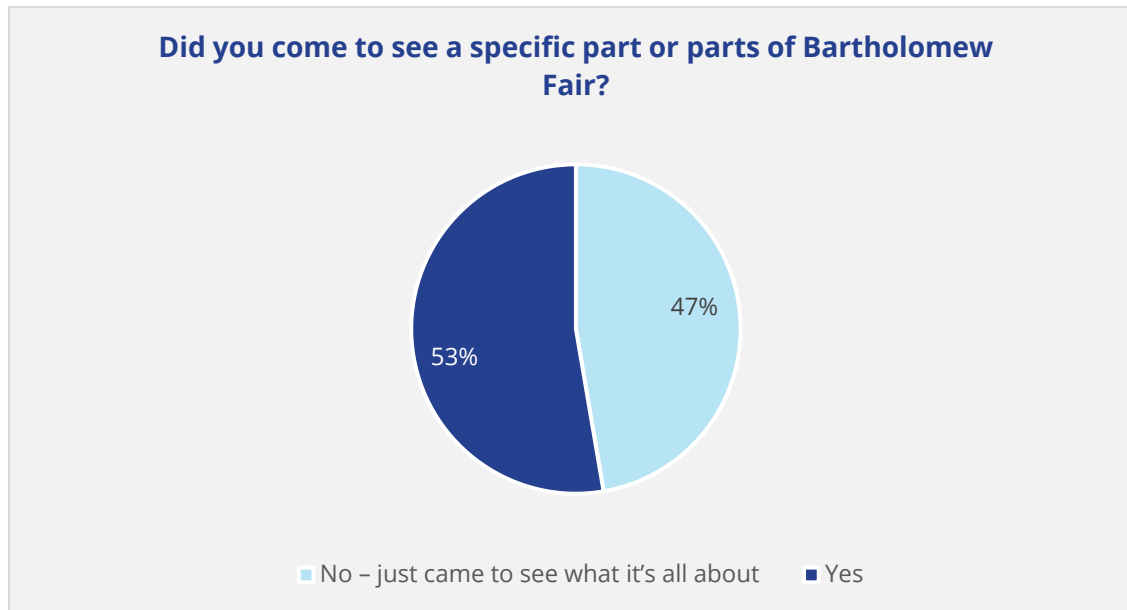


International

1. Exploring the area
2. **Visit Bartholomew Fair**
3. Passing through

What did they do? Combined visit mission

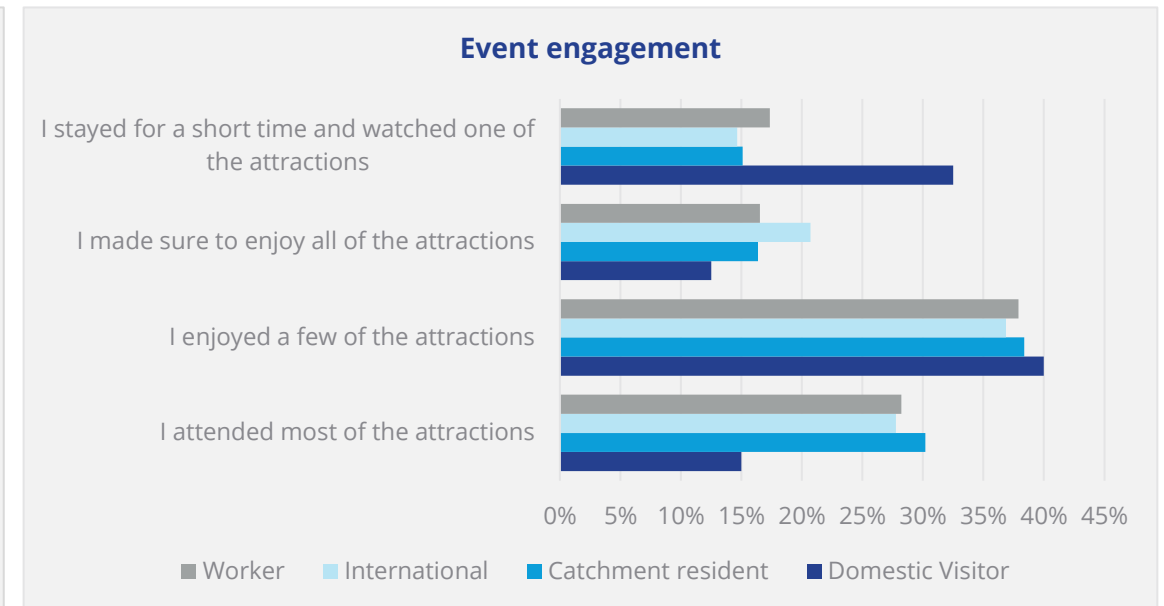
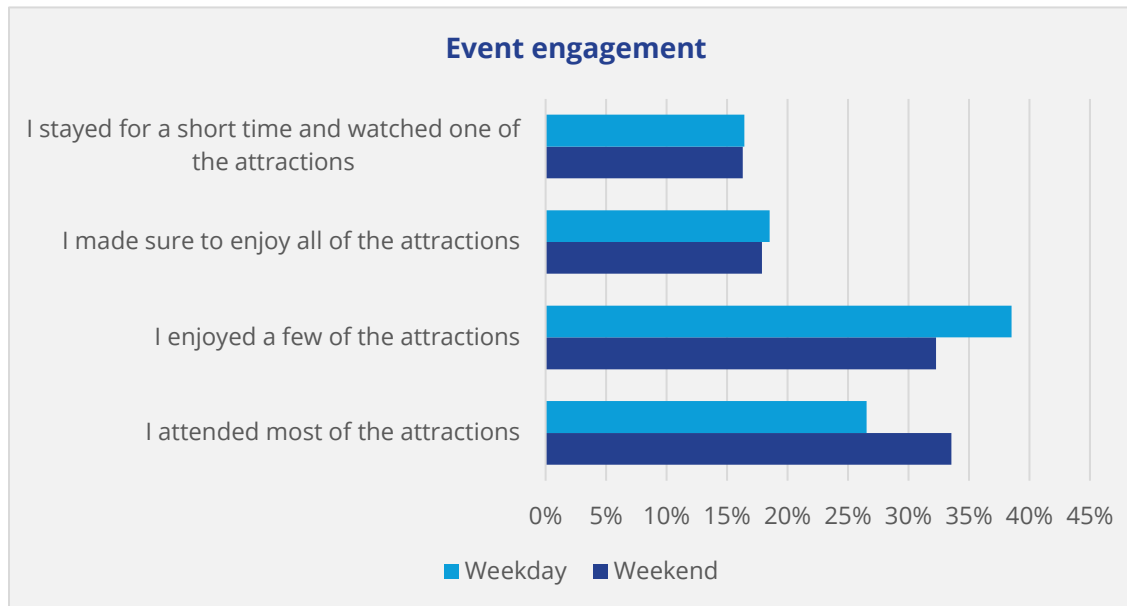
Over half of event visitors combined their trip with food and drink, or socialising with friends and family



- 53% of those visiting came to see a specific part of the fair, whilst 47% just came to see what it was all about
- 29% of those surveyed combined visiting the fair with stopping for food and drink

What did they do? Event engagement

More likely to engage with more of the attractions at the weekend compared to during the week

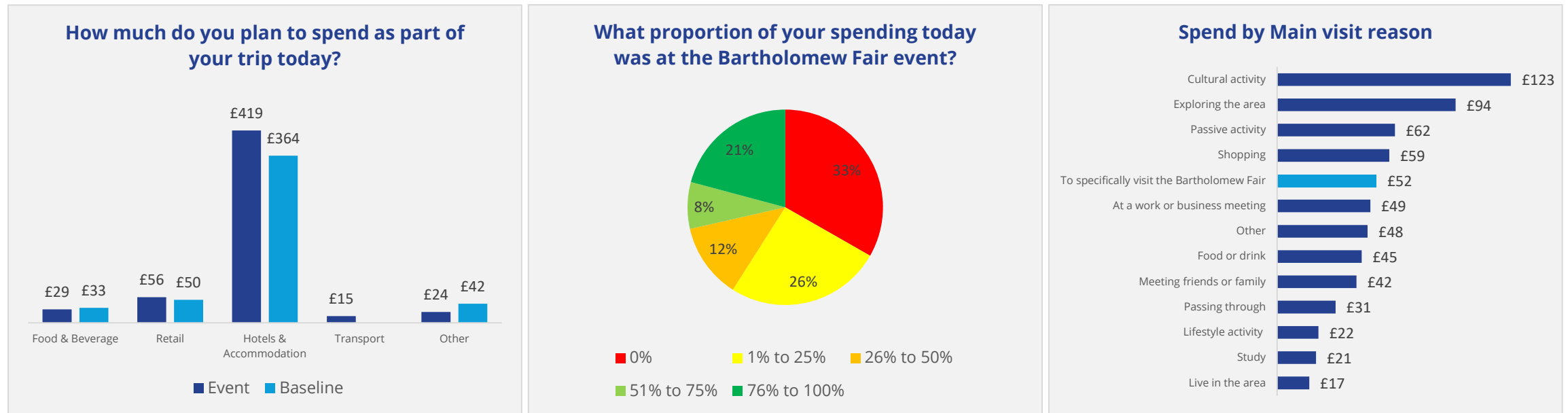


- More likely to engage with more of the attractions at the weekend versus during the week, with 34% attending most of the attractions at the weekend (versus 27% during the week)

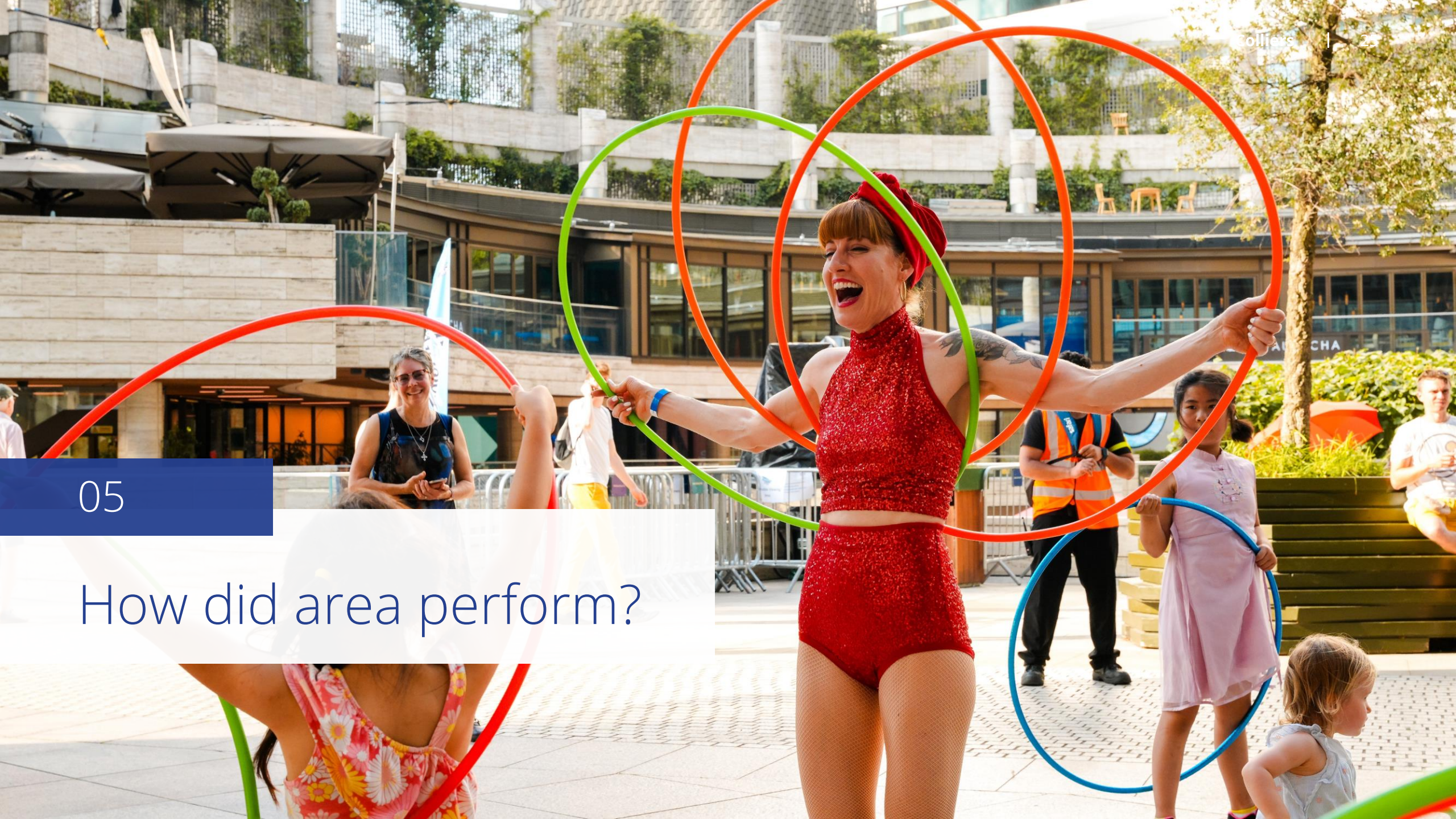
- Domestic visitors typically less engaged with 73% enjoying a one – a few attractions
- International visitors most engaged with 48% visiting most or all of the attractions

What did they do? Visit spend

Higher spend on retail and hotels versus City of London baseline average



- Typically, higher spend on “Retail” and “Hotels” of those attending the event versus baseline report
- Those specifically visiting to attend the Bartholomew fair spending ~£52 on the day
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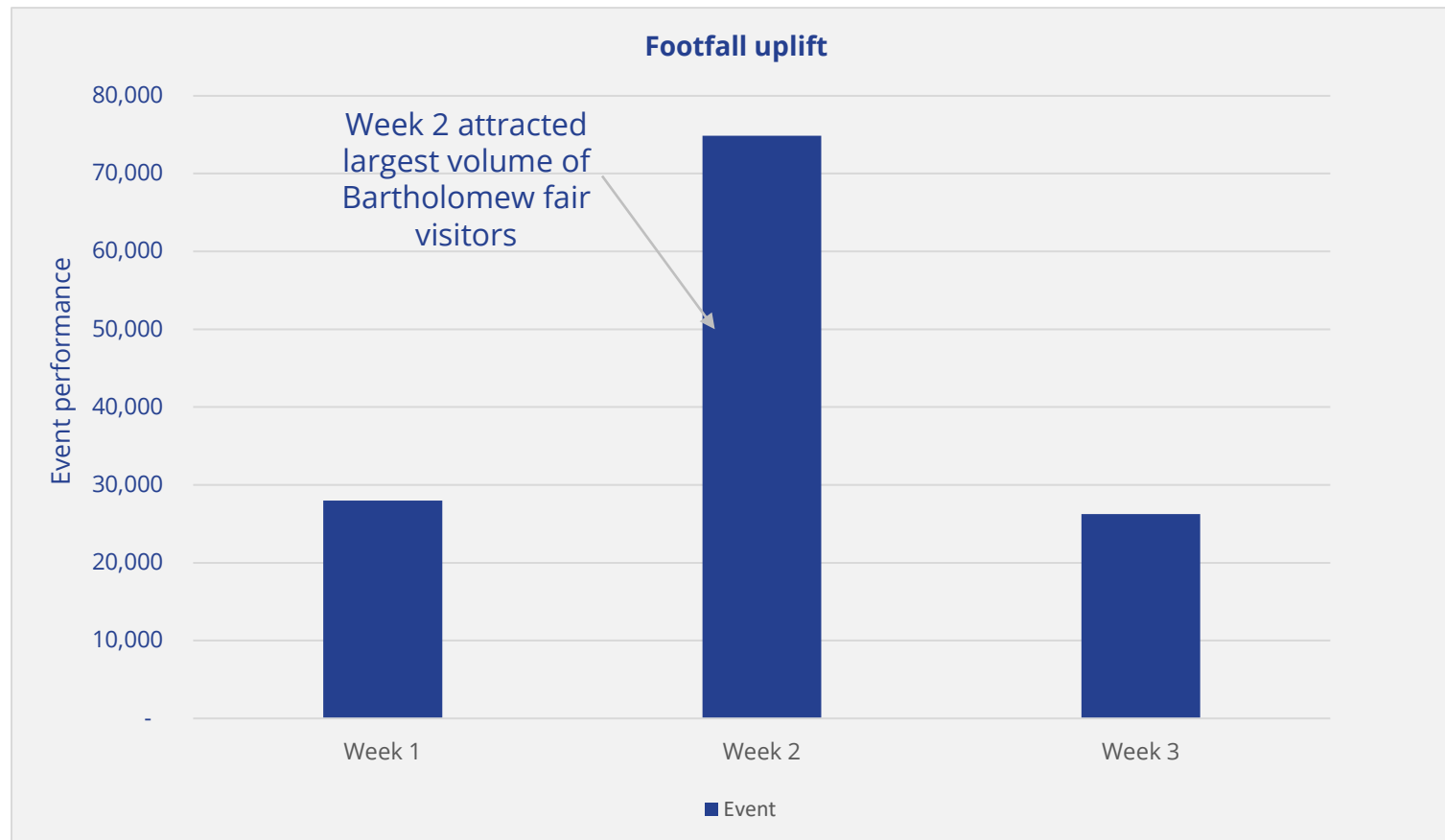


05

How did area perform?

How did area perform? Footfall

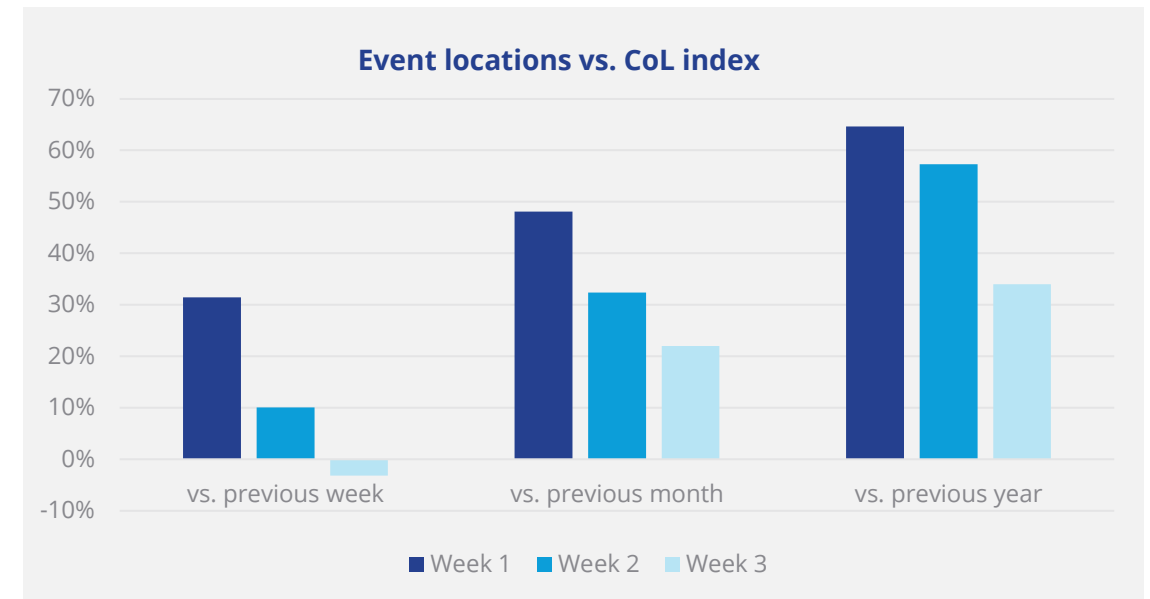
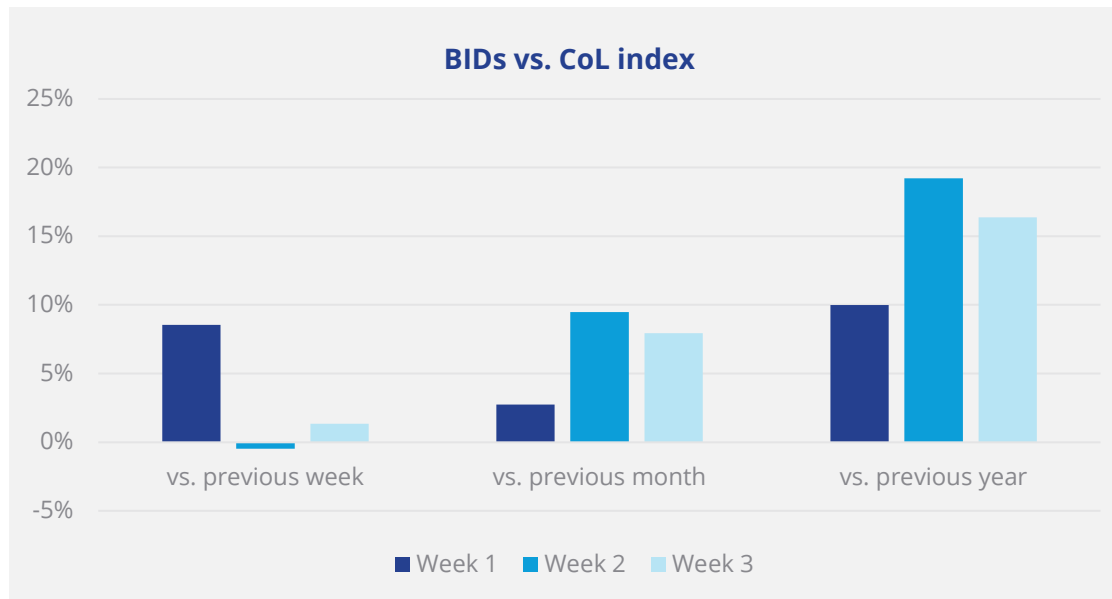
Week 2 was the busiest for the City and in turn attracted the largest volume Bartholomew Fair visitors



- Week 2 attracted the largest volume of visitors
 - City of London was significantly busier in week 2 versus week 1 and 3
- Event locations outperformed wider City of London area across every week of the Fair
 - Based on comparisons vs. same dates the previous year
 - Week 1 = +26% vs. CoL
 - Week 2 = +28%
 - Week 3 = +18%

How did area perform? Footfall

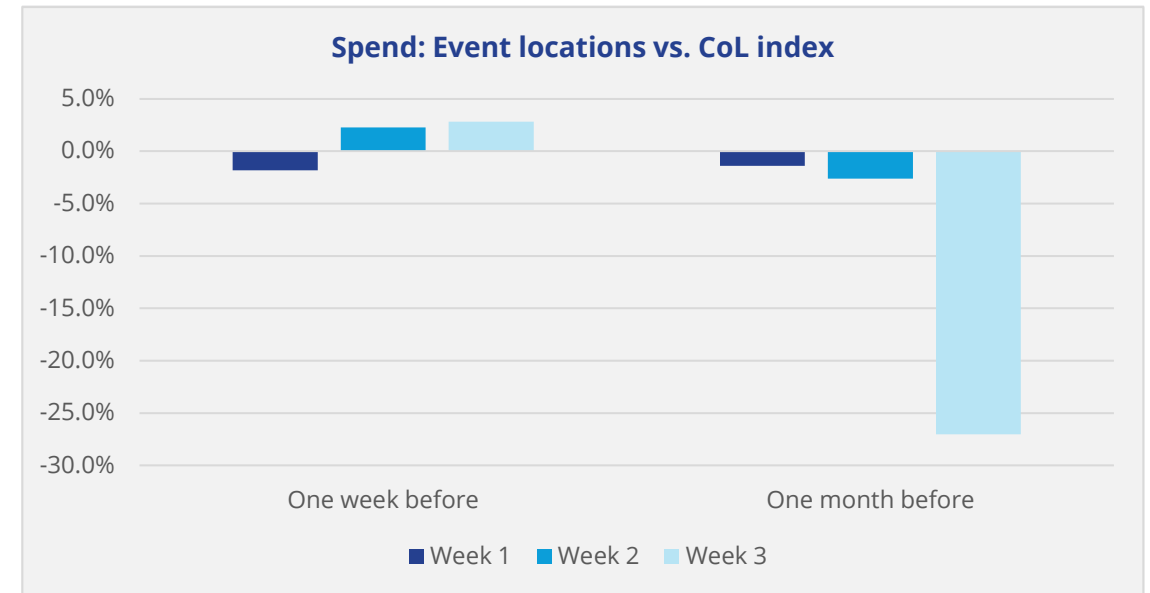
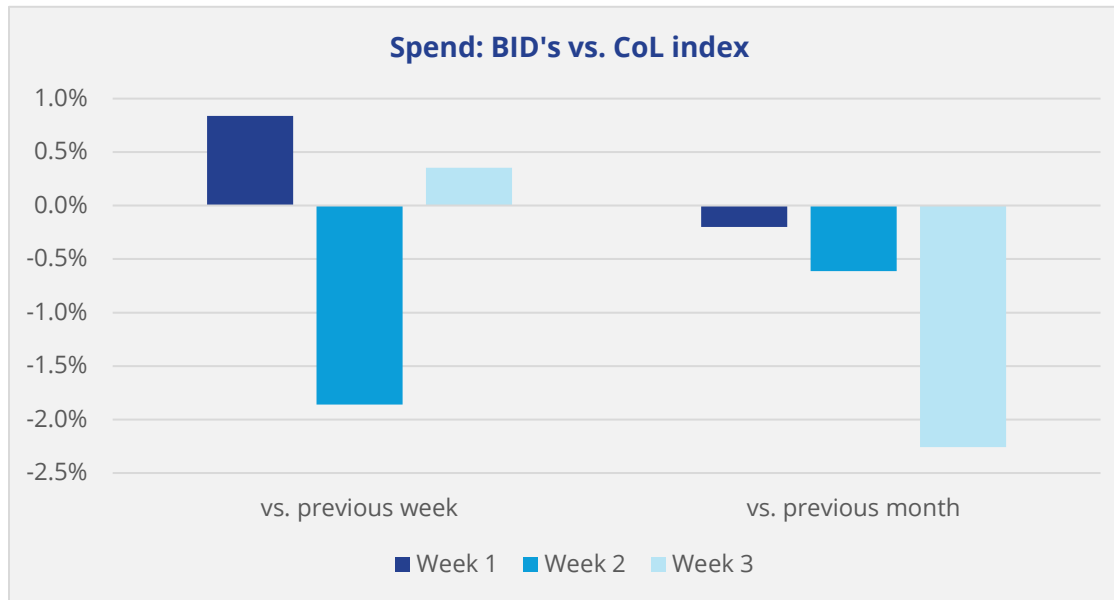
Footfall in event areas outperformed the City of London in all three weeks



- Footfall outperforming the City of London (CoL index) vs. previous month and year in all Bartholomew Fair locations
- Also outperforming City of London in week 1 vs. previous week

How did area perform? Spend

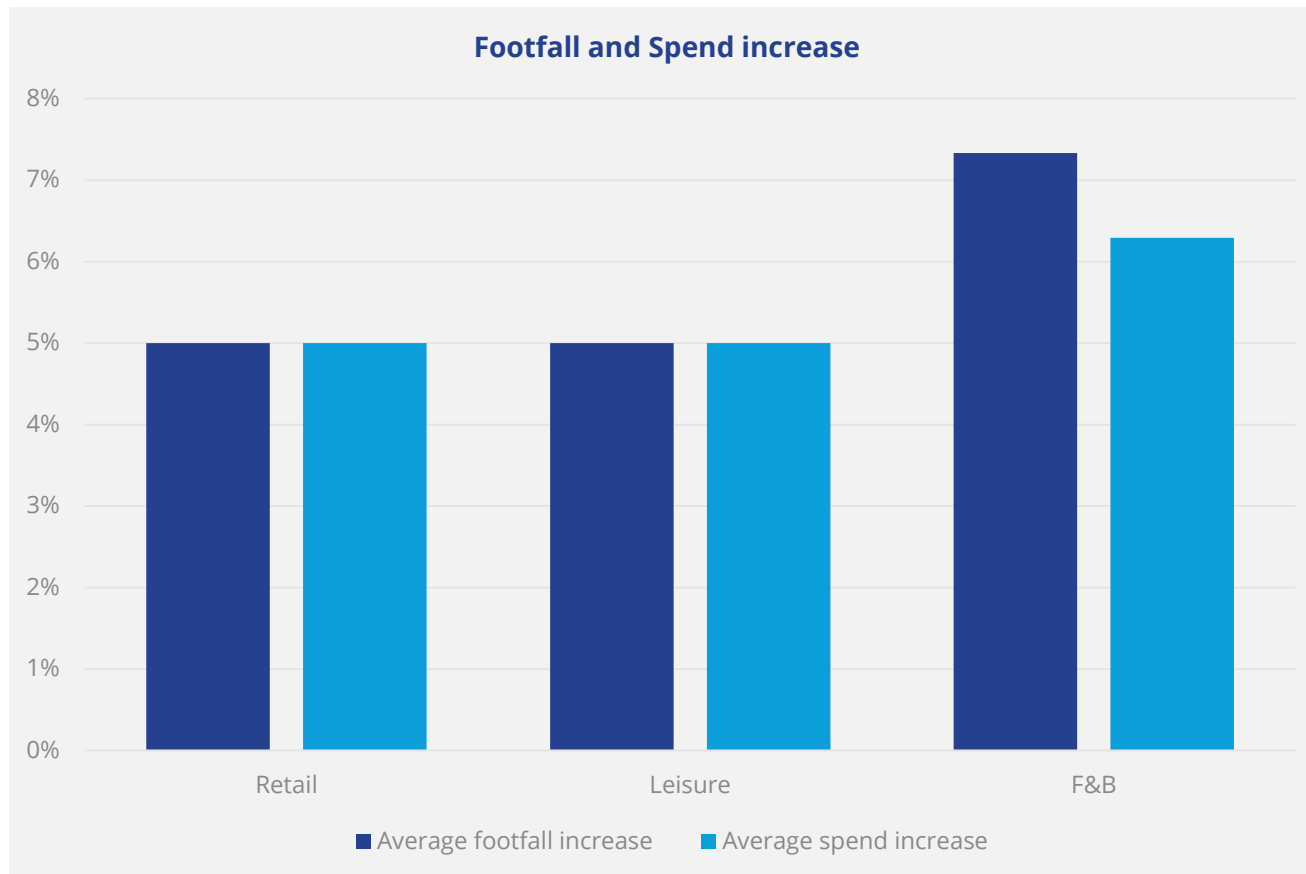
Increased footfall appears to have limited impact on overall spending



- There was limited impact on total spend in either the BID areas that were hosting the events or the areas around the BID's themselves
- On a week-on-week or versus the previous month, impact ranged from around -2% to +1% - this level of variance is typical of weekly or monthly change and so suggests there was very limited impact at a total level

How did area perform? Business survey

Business survey suggests footfall and spend increased similar amounts



- Business survey asked local businesses what impact they had seen on footfall and spend during the period
- Based on business responses footfall and spend increased similar (+5%) amounts during the fair, although footfall increased a percentage point more than spend in F&B businesses

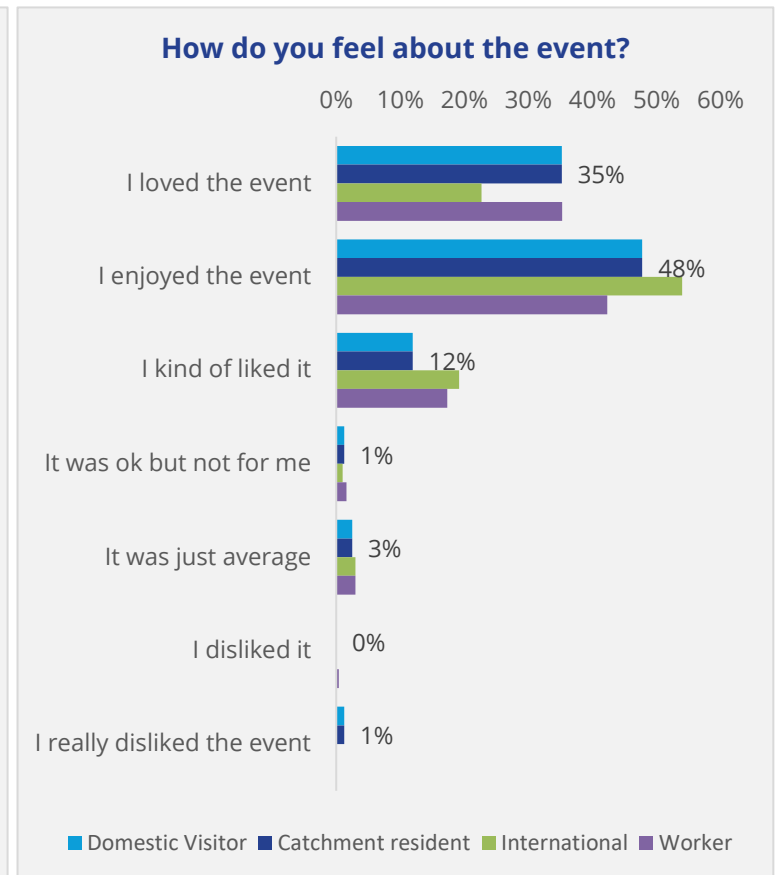
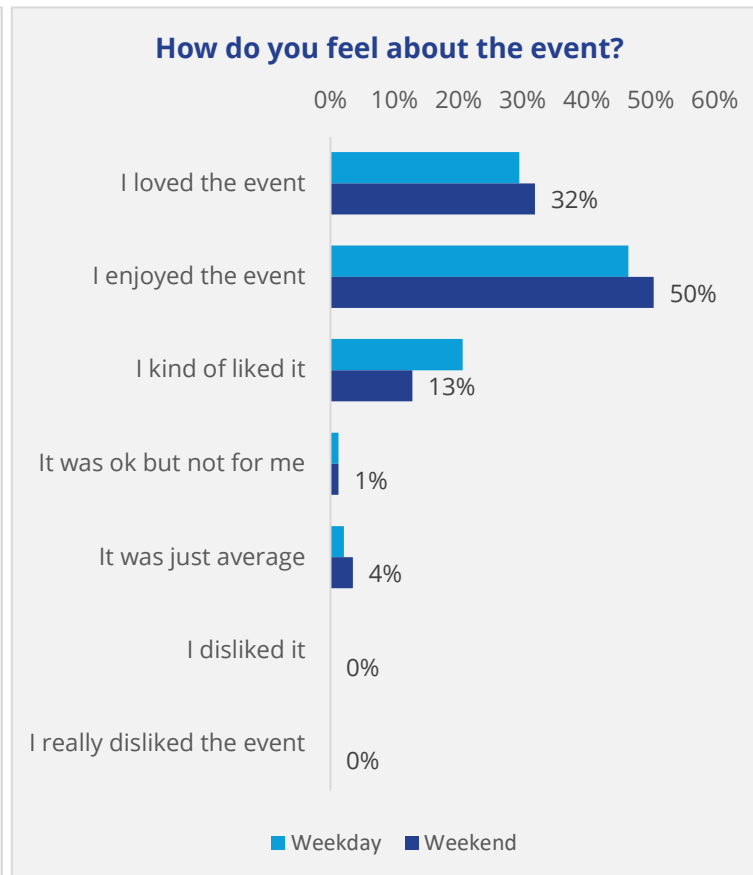
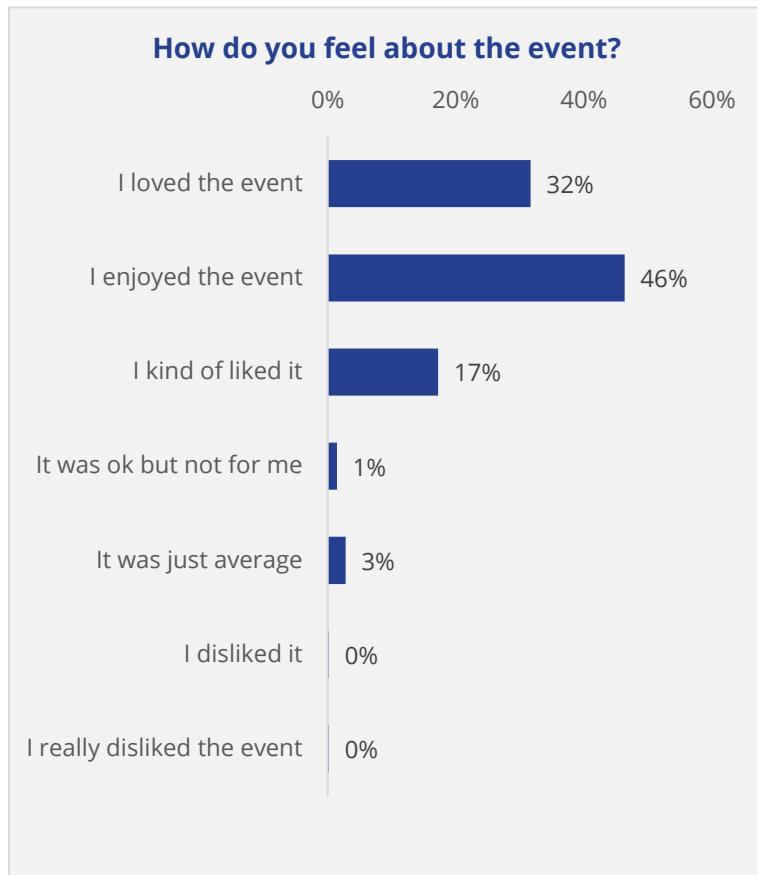


06

How was the area perceived?

How did area perform? Event enjoyment

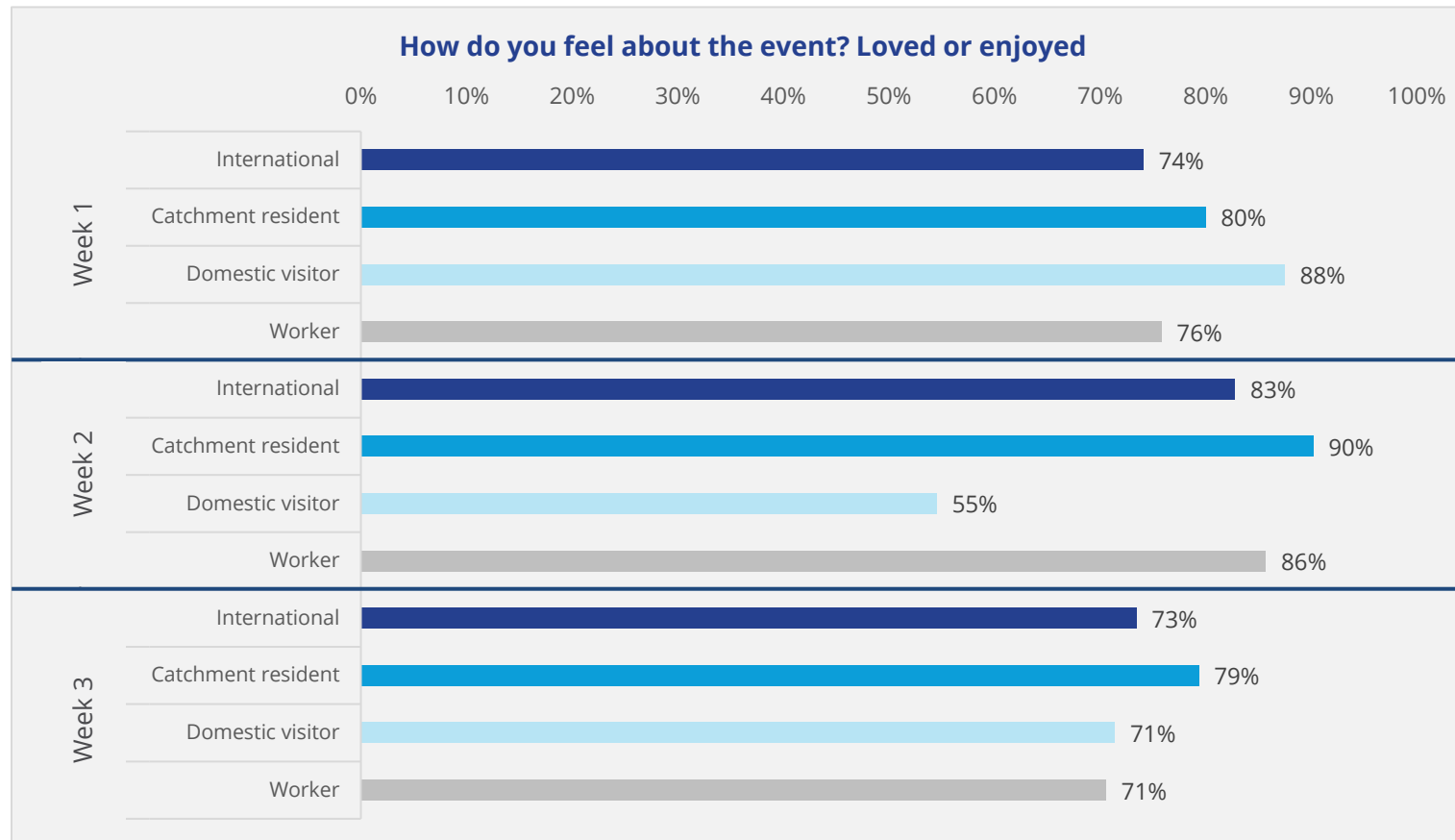
78% event visitors loved or enjoyed the event



Source: Bartholomew Fair Survey 2023

How did area perform? Event enjoyment

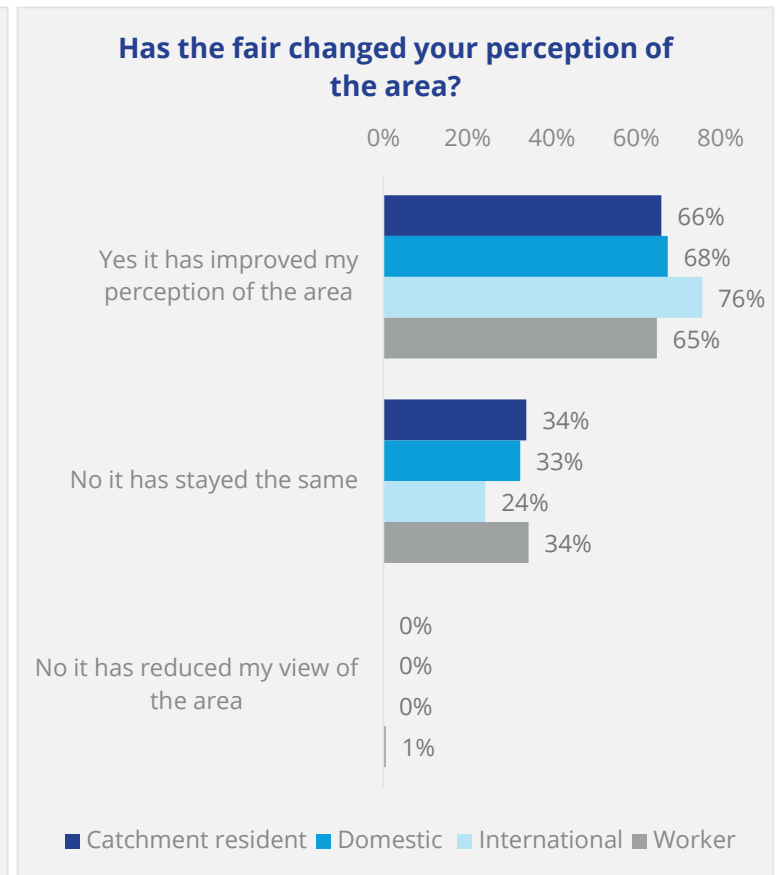
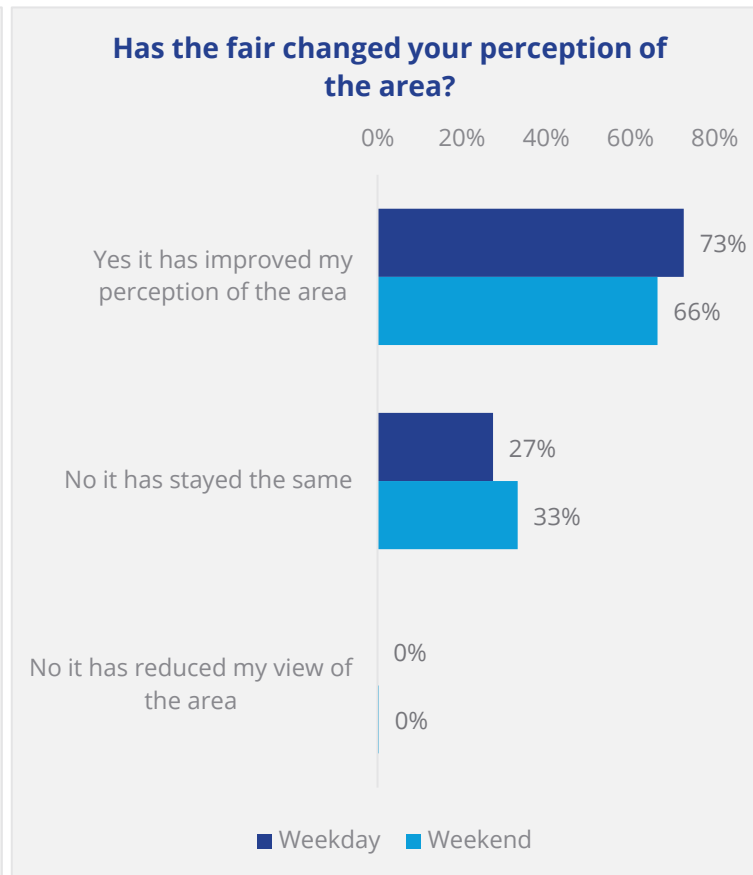
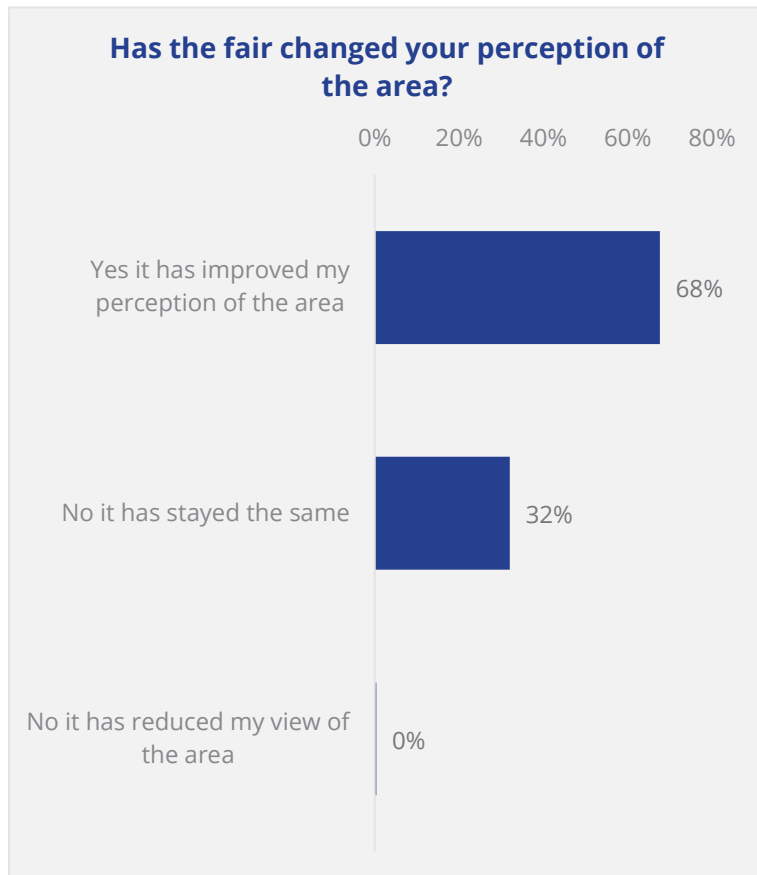
High proportion of catchment residents 'loved' or 'enjoyed' the event



- Catchment residents most likely to state they loved or enjoyed the event
 - Week 1: 80%
 - Week 2: 90%
 - Week 3: 79%
- 88% of Domestic visitors loved or enjoyed the event in week 1, but less favourable in week 2 (55%)

How did area perform? Area perception

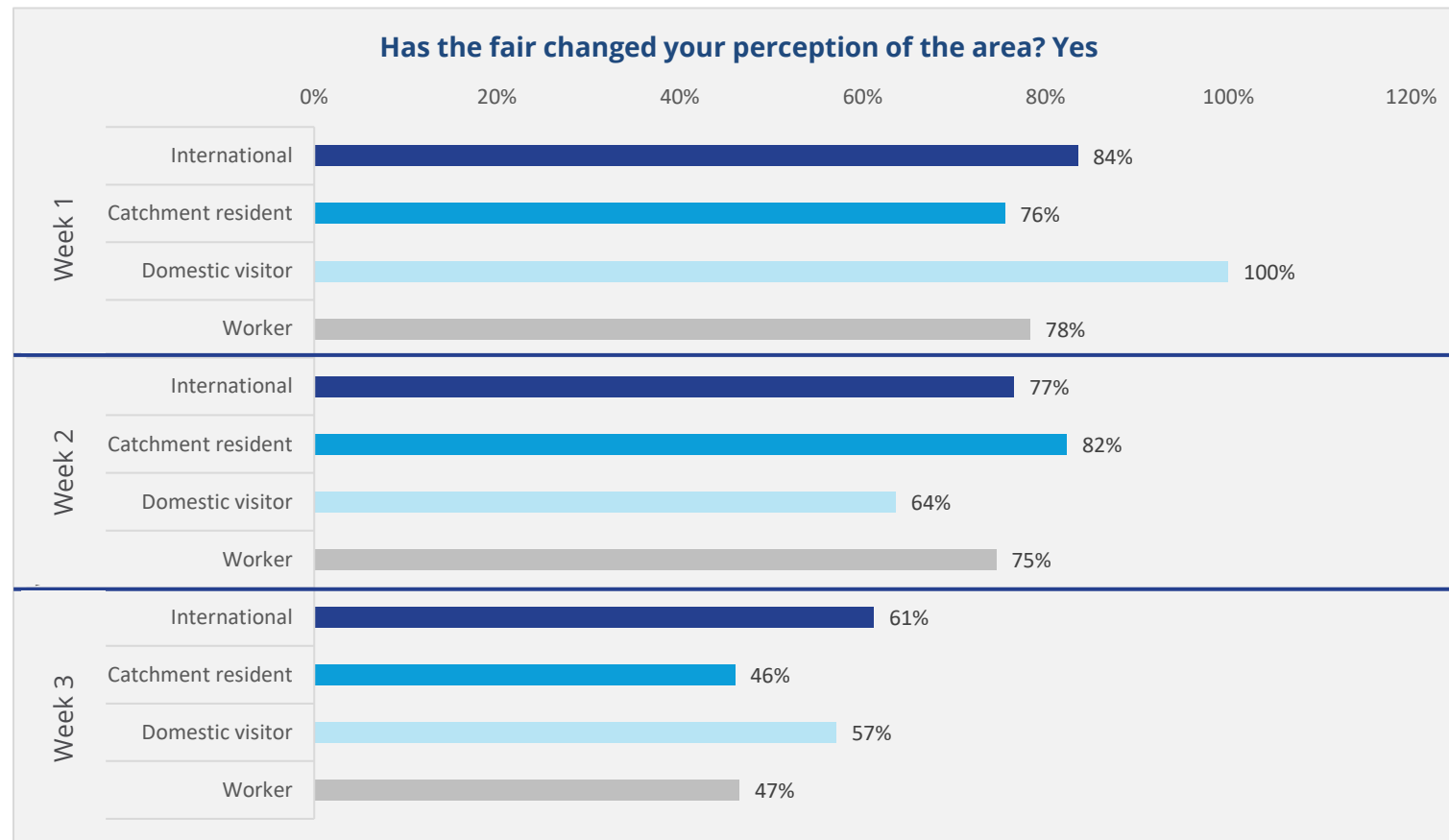
68% event visitors said it had improved their perception of the area



Source: Bartholomew Fair Survey 2023

How did area perform? Area perception

International and domestic residents most likely to state fair had changed their perception of area



- International visitors and catchment residents most likely to state the fair changed their perception of the area



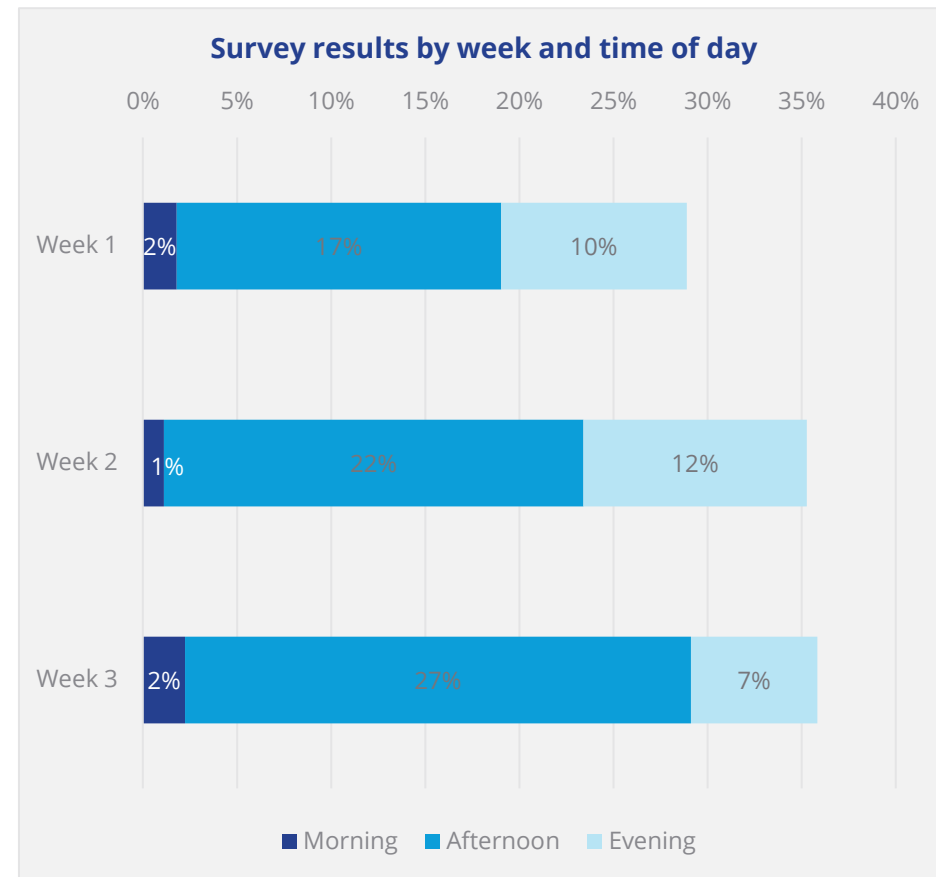
07

Appendix

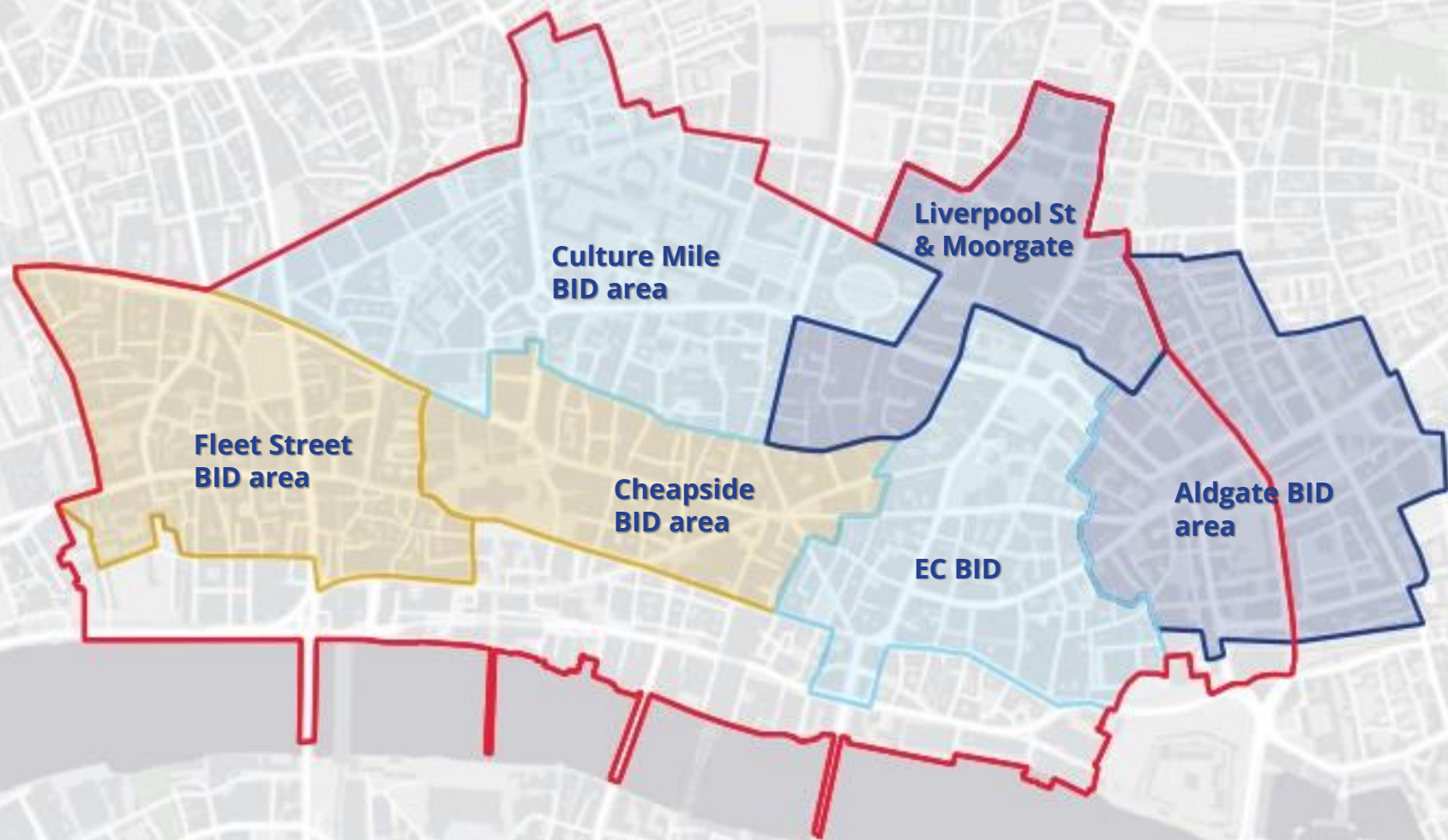
Appendix

Surveys conducted to monitor consumer behaviour and preferences

- ~1,500 in-field surveys (including follow up online survey) conducted between 31st August and 18th September
 - Explored behaviours and preferences of Event “users”
 - 12% respondents via online follow up survey. *“Morning” respondents predominantly via online follow up survey*
 - Responses calculated to be approximately 1.2% of total visitors to the fair
 - Sample size aligns with industry best practices

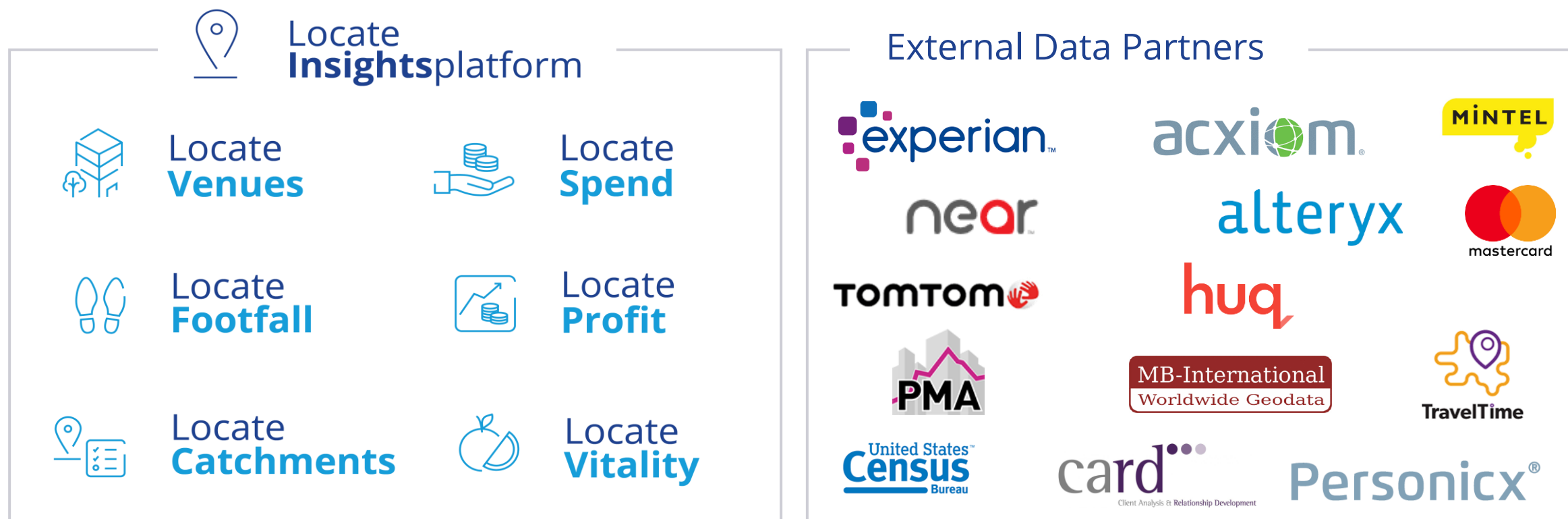


Appendix | BID areas



Data tools + inputs

We combine client data and proprietary data tools with a broad range of partner insights



Data tools + inputs *(example)*

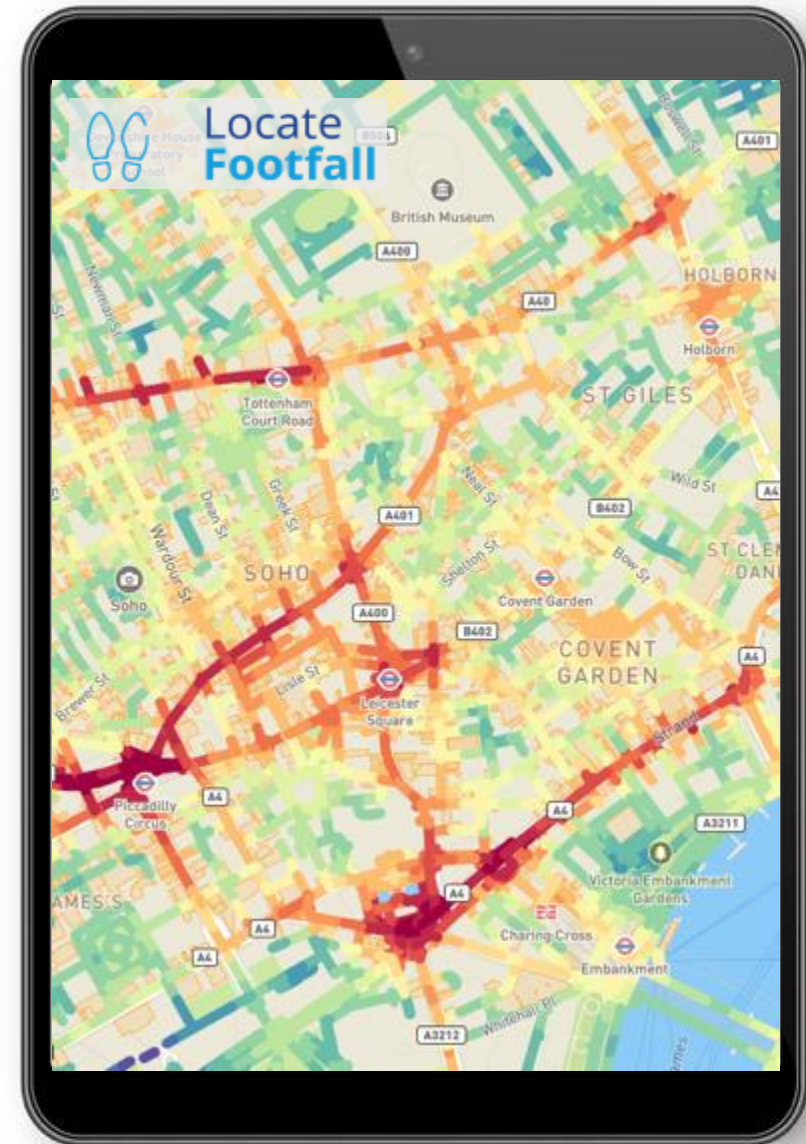
Footfall intelligence

Using mobile data, we are able to profile visitors from a data pool of billions of records

Part of Colliers' proprietary LocateInsights Platform, LocateFootfall delivers unique crowd level profile & behavioural insights for use across the UK retail sector.

The platform is the product of a range of unique partnerships across the Data & Proptech markets, harnessing big data and A.I via a simple browser based tool.

- ✓ Market leading intelligence from 80+ data sources
- ✓ Sample size of over 9 million active smartphone users
- ✓ Delivers data instantly without hardware installation
- ✓ Location data at any level of geography, over any time period



Colliers

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