

<b>Committee(s):</b> Policy and Resources – For information Culture, Heritage, and Libraries – For information	<b>Dated:</b> 16/11/2023 20/11/2023
<b>Subject:</b> Destination City - Bartholomew Fair Event Evaluation	<b>Public</b>
<b>Which outcomes in the City Corporation’s Corporate Plan does this proposal aim to impact directly?</b>	<b>3, 4, 7 and 10</b>
<b>Does this proposal require extra revenue and/or capital spending?</b>	<b>N</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, Innovation and Growth	<b>For Discussion</b>
<b>Report author:</b> Luciana Magliocco, Destination City Director, Innovation and Growth	

### Summary

This paper presents the evaluation of the recent revival of Bartholomew Fair as a major City event, which took place between 31 August and 16 September 2023.

### Recommendation(s)

Members are asked to note the evaluation report for Bartholomew Fair which measures the impact of the event across each event Key Performance Indicator (KPI), as approved by this Committee on 20 April 2023.

### Main Report

#### Background

1. Bartholomew Fair was delivered under the Destination City Enlivenment workstream. This work strand sets out to deliver innovative and inclusive ‘distinctly City’ experiences that contribute to the vibrancy of the City, improve the leisure offer and drive footfall that encourages spend.
2. On 20 April 2023 Members of Policy and Resources approved the Bartholomew Fair concept, KPIs, indicative budget, and proposed delivery plan. On 22 May 2023, Members of Culture, Heritage and Libraries (CHL) approved the Bartholomew Fair concept, KPIs, indicative budget, and

proposed delivery plan. These are detailed in the background papers linked below.

3. On 17 July 2023, Members of CHL received an update on the Bartholomew Fair programme which included a revised delivery plan (non-public document).
4. On 18 September 2023, Members of CHL received a verbal update and presentation on Bartholomew Fair.
5. A Bartholomew Fair Stakeholder Group was set up and included Members of CHL, alongside key City stakeholders including the City BIDs. They were invited to shape and support the delivery of the event.
6. Bartholomew Fair delivered activations across the Square Mile, focusing on City BID locations and areas with a leisure offer for audiences to enjoy and spend in. Activations included:
  - **3 hero events** (one a week) presenting 13 performances
  - **5 branded Market Place zones** offering street food, drink, and sustainable fashion
  - Over **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
7. The Bartholomew Fair event promotional plan was developed by the Destination City team and its consumer PR agency, working closely with the City Corporation's Communications team. This ensured a coordinated approach to external messaging and communications. This included:
  - Press Office Campaign and Media Management
  - Out of Home advertising (tube and bus)
  - Digital Promotion across the new City of London website, newsletter and social media channels
  - Digital Partnerships with key London media titles and social influencers
8. Extensive stakeholder engagement was undertaken to deliver a City wide event. This included working with the City Surveyors department, City BIDs, City landlords, City businesses and City Cultural partners to activate and enliven:
  - City Corporation premises and open spaces – including Leadenhall Market and Smithfield Market
  - Privately owned premises and open spaces – including Broadgate Campus and New Street Square
  - Public Highway – including Aldgate Square and Cloth Fair

9. A full read out of stakeholder engagement is included in Appendix 2. Members will want to note that a total of 700 businesses were engaged either directly through the Destination team or through their landlords.
10. Measurement methodology was designed to assess the impact of the event against each KPI. Multiple datasets were used including but not limited to infield surveys, business surveys, mobility and spend data, social listening and media monitoring.

### **Current Position**

11. Bartholomew Fair delivered the following results:

- Profile and Promotion
  - Target – **100** pieces of press coverage.
  - Outcome – **146** pieces achieved.
- Footfall
  - Target – achieve **276k+** across a 5-week programme.
  - Outcome – **+116k-142k** achieved across a 3-week period vs. the same period last year.  
(Week 1: 25k-31k, Week 2: 67k-82k, Week 3: 24k-29k).
- Spend
  - Target – to set a baseline, based on event performance data.
  - Outcome – est. **£1.8m** in additional visitor spend.
- Business & Partner Participation
  - Target – secure **15** cultural partners (business participation target undefined).
  - Outcome – **18** partners secured but with some important gaps with COL institutions. Leisure businesses across all event areas engaged with 10% conversion rate achieved.
- Partnerships
  - Target – undefined for value-added content, in-kind costs, and income generation. Proof of concept required.
  - Outcome - £170k in-kind value, £292k worth of media value and £40k additional funding from partners outside of the event budget.

12. In April members approved an indicative budget 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.

13. Budget overruns are neither desirable nor agreeable. Tighter budget controls are being put in place to ensure expenditure does not exceed forecasts for any future Destination City programme delivery.
14. The Destination City Growth Bid budget will cover the additional cost of £176,000. The Growth Bid budget has been reforecast as a result. Instead of delivering a Christmas event or activation, the Destination City team will promote the festive activity taking place across the Square Mile.
15. The Bartholomew Fair executive summary report can be found in Appendix 1.
16. The full report, detailing Bartholomew Fair delivery and results can be found in Appendix 2.
17. The Collier's report which measures the impact of the event on Square Mile performance can be found in Appendix 3.

### **Proposals**

18. The Bartholomew Fair event delivered an increase in footfall and an uplift in spend. It generated positive media coverage for the City of London and its leisure proposition.
19. A multi-stakeholder model was successfully implemented to achieve a City wide event of this scale. This demonstrates the City Corporation's ability to work with the private sector to deliver against a collective endeavour.
20. The City Corporation now has a proof of concept for an event of this scale, fully understood costings and a deep bank of data which it can use to attract future sponsorship.
21. The Bartholomew Fair concept can now be used to demonstrate value and therefore attract commercial sponsors to fund City events of this nature in the future so that the Corporation does not need to.

### **Key Data**

22. The Colliers' Retail Strategy & Analytics team were appointed to measure the impact of Bartholomew Fair on Square Mile performance. Multiple datasets including infield survey, business surveys, mobility and spend data have been blended to evaluate:
  - Area performance - dwell time, footfall, and sales trends.
  - Audience perceptions of the City of London and the event.
  - The Net Promoter Score of the event i.e. visitor experience.
  - Business participation, satisfaction, and performance.

23. The impact of marketing and media activity was collected from reports undertaken by the Destination Promotions team, the Corporate Communications team, and Destination City's retained consumer PR agency.
24. Tailored post event surveys were circulated to capture feedback to assess stakeholder awareness, satisfaction, and experiences to help shape future planning.

### **Corporate & Strategic Implications**

25. **Strategic implications** – This report aligns with outcomes 3, 4, 7 and 10 in the Corporate Plan.
26. **Financial implications** – a budget increase of 13% was incurred on original forecast. Increases occurred due to inflation, additional event staffing and production costs and increased security and safety measures. This will be covered from within the existing Growth Bid budget.
27. **Resource implications** – the event was managed and delivered by existing Destination City team except where detailed above.
28. **Legal implications** – None identified.
29. **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.
30. **Equalities implications** – the event was developed to engage and attract visitors from a wide range of backgrounds and characteristics. The artistic programme was procured using a set of criteria to ensure a diverse range of artists were represented.
31. **Climate implications** – sustainability principles are core to Destination City programmes, we regularly monitor climate implications from planning until delivery.
32. **Security implications** – a significant number of people attended the event. We worked closely with the Director of Security, conducting a full risk assessment.

### **Conclusion**

33. Members are asked to note the evaluation of Bartholomew Fair for information.

### **Appendices**

- Appendix 1 – Bartholomew Fair Evaluation Executive Summary Report
- Appendix 2 – Bartholomew Fair Full Evaluation Report
- Appendix 3 – Colliers Bartholomew Fair Insights Report

### **Background Papers**

- [Destination City - 2023 Bartholomew Fair](#) - 20 April 2023, Policy and Resources Committee and 22 May 2023 Culture, Heritage, and Libraries Committee
- [Bartholomew Fair Update \(Non-Public\)](#) - 17 July 2023, Culture, Heritage, and Libraries

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