

# THE CITY ARTS TRUST LIMITED

## REPORT TO THE CITY OF LONDON CORPORATION ON THE 2013 FREE STREET ENTERTAINMENT PROGRAMME

The City Arts Trust Limited (hereinafter referred to as “the Trust”) was invited by the City of London Corporation (hereinafter referred to as “the CLC”) to programme and manage a series of free outdoor arts events in the City during the summer of 2002 and, following the success of the first, this series has taken place every summer since. These events give the Festival the vast majority of its audience numbers, with platforms for the Festival’s expanding education and community programme. This paper reports on the programme presented between 24 June and 26 July 2013.

### EXECUTIVE SUMMARY

The Free Summer Events programme provided a dynamic and varied range of entertainment for the City community:

- 35 CLC funded events took place
- 95 other events were realised through partnership with other arts organisations or additional financial support from the private and public sectors
- Audience reach estimated at more than 112,000
- 40 venues across the Square Mile, Canary Wharf and further afield
- 94 workshops took place through the Festival Education Programme, involving 700 participants
- 77 of these workshops were delivered in 25 primary and secondary schools
- 1,200 children took part in the Festival Children’s Parade

Estimated attendances for the CLC-funded Free Street Entertainment Programme amounted to 32,222 people with a further 38,000 estimated passers-by who witnessed the Mobile Orchard and the Blue Trees. The total audience figure for other events was 42,090 bringing the total audiences across the Free Summer Events programme to 112,312.

There were 6 exhibitions in the programme, two of which showcased student works.



The programme extended beyond the Square Mile for a Summer Sunday series which included Hampstead Heath and two brand-new sites for the Festival: West Ham Park and The View, at Epping Forest. Six days of lunchtime ‘Random Acts’ events were programmed across the Canary Wharf Estate, plus an evening concert featuring the Puppini Sisters at Canada Square Park.

The CLC’s grant for Free Street Entertainment was £63,971. Considerable support for additional programming was leveraged thanks to the CLC’s core funding and the effect has been to more than double the scope of the Free Summer Events Programme.

## **CITY OF LONDON CORPORATION FUNDED STREET ENTERTAINMENT PROGRAMME**

### ***Mobile Orchard – Paternoster Square, Devonshire Square, 30, St Mary Axe, Finsbury Avenue Square, Middlesex Street Estate (5)***

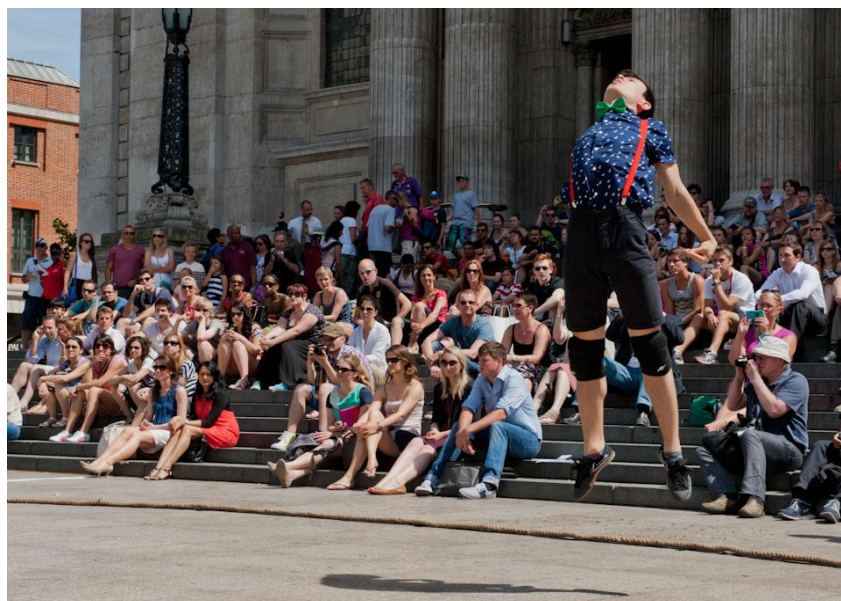
*Newly commissioned pop-up sculpture and living orchard*

- A brand-new installation commissioned for the Festival to celebrate British orchards. Part-funded by CLC which enabled the leverage of additional funding from private and public sector sources
- 68 real fruit trees were donated by The Worshipful Company of Fruiterers and You Garden Ltd. which accompanied the central sculpture
- 1,500 apples were donated by New Spitalfields Market Tenants Association.
- An estimate of 2,400 people stopped to look at the tree, read the information or take an apple with thousands more passing by over the course of the Festival
- Following the Festival, 12 of the fruit trees were planted at Middlesex Street Estate in a special ceremony to create the City’s first community orchard.
- The remaining 56 trees were distributed to 27 schools around London, with supporting educational materials, to build a long-term network of young fruit growers.

### ***Tilt – Steps of St Paul’s, The Gherkin, Paternoster Square & Cabot Square, Canary Wharf (8)***

*Students from the Central School of Ballet worked with acclaimed choreographer Marc Brew on a contemporary dance piece which was performed in four locations.*

- Total estimate of 5,200 people enjoyed the events
- Eight press photographers attended a photoshoot at the Steps of St Paul’s which led to good uptake across the media



## **Festival Children's Parade and Finale – Guildhall Yard to St Paul's Steps (2)**

*Music, carnival arts and costume*

- 1,200 primary and secondary school students from across London took part, an increase in numbers of 20% on 2012
- A total estimated audience of 10,000 people watched the Children's Parade
- A full road closure was put in place which enabled a smoother, safer and more impactful event
- Nine schools worked with recyclables provided by the City's Recycling and Waste Disposal team and Festival artists to produce large-scale artworks
- The Worshipful Company of Fruiterers donated over £500 worth of fresh fruit and nuts which were distributed to the participants and audience at the Finale



***“The children who participated put a great deal into it and certainly gained a great deal from it. Teamwork, confidence, pride and the exhilaration of participating in a large event. Look forward to next year.”***

Jane Hughes, teacher at Gordonbrock Primary School: Children's Parade

***“I felt so happy because the plant we made was phenomenal.”***

Tawhidur, aged 8, student at John Scurr Primary School: Children's Parade

## **Music in the Yard - Guildhall Yard (8)**

*Irish folk, jazz, blues and swing music plus a Beer Festival!*

- Total estimate of 4,482 people stopped to enjoy the events with many more passing by
- *City Beerfest* – the City's first ever outdoor beer Festival in partnership with the Worshipful Company of Brewers and the Lord Mayor's Appeal which raised over £20,000 for the charity
- Continuing a successful partnership with the Worshipful Company of Musicians for a jazz series
- *Music in Offices* presented a selection of office choirs from City firms

***“Lovely setting and very talented singer and band. Being free means I would hear a type of music I wouldn't necessarily pay to hear”***

Audience Member, Digby Fairweather, Guildhall Yard, 4<sup>th</sup> July 2013

### **Irish Roots Family Day - Hampstead Heath (1)**

*Music, participative arts, storytelling and games*

- Total estimate of 7,000 visitors over the course of the afternoon making it one of the most successful Family Days
- An extensive Irish music programme presented on the bandstand, including performances from *Hat Fitz and Cara Robinson* and *Beoga*
- Face painting, garland making, storytelling and hurling attracted many families



**“Amazing weather and amazing Irish music! Mega [#love](#) for today [#HamsteadHeath](#) @[CoLFestival](#)”**

### **Summer Sundays – Epping Forest & West Ham Park (2)**

*Music, games and food*

- Two brand-new sites for the Festival, celebrating the City’s green spaces as part of 2013’s tree theme
- Celebrating the first anniversary of Epping Forest’s new visitor centre *The View* with two bands, games and a hog-roast attending by over 500 people
- Performance by East London based Grand Union Orchestra at West Ham Park

### **Barts Summer Series – Barts-the-Less Courtyard (3)**

*World music*

- Total estimate of 325 attended these events with many more enjoying ward visits from some of the musicians
- The sixth year of this event series held in collaboration with Vital Arts

### **Paternoster Square (6)**

*Music, dance, aerial theatre and a Honey Feast*

- Total estimate of 6,300 attended and/or participated in events, a significant increase in numbers on 2012
- This series had a total of 11 events, 8 of which were funded through the CLC funded programme, the remaining 3 were funded by Broadgate Estates.
- Highlights included stunning aerial theatre from Belgian company Les P’tits Bras and fifty tango dancers filling the Square for the London Tango Orchestra’s performance
- Our annual celebration of 2010’s *City Bees* project brought the Festival to a close, with music, acrobatics, poetry and, of course, lots of honey

## **OTHER FREE EVENTS DURING THE FESTIVAL PERIOD**

### ***Tree Trail & Acorn Art Song (5)***

*Newly commissioned City Tree Trail and education project*

- Working in partnership with Trees for Cities and the City of London Open Spaces Department, the Festival created a printed and digital Tree Trail to add to the City of London's portfolio of Interpretation leaflets
- Year 4 & 5 pupils from four primary schools in the City's neighbouring boroughs took part in workshops to create material for the Tree Trail, including a visit to Bunhill Fields, and to learn songs to be performed in the City as part of the Festival
- 5,000 copies of the Tree Trail were distributed during the Festival and additional print runs are planned by the Corporation to ensure the project's longevity
- Funding was secured from the Heritage Lottery Fund

***"I felt like I was famous."***

Imdad, aged 10, student at Shapla Primary School: Acorn Art Song

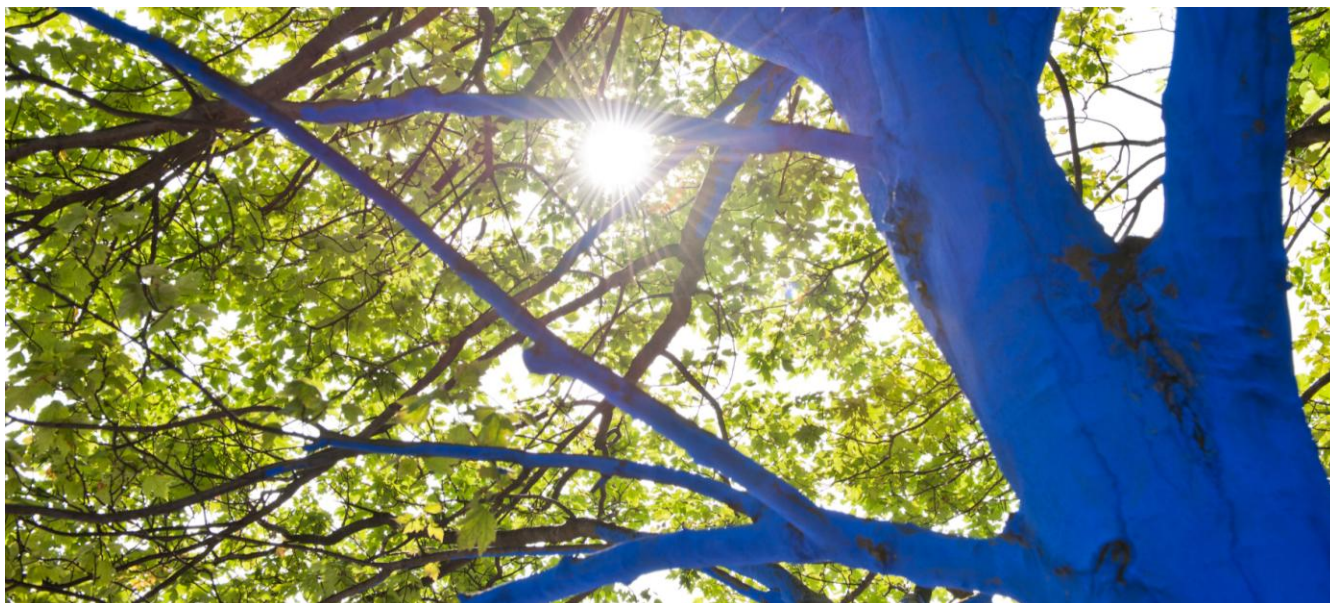
***"The support was great and the performances were fun. It was great to perform to the public."***

Nick Saiz, teacher at Shapla Primary School: Acorn Art Song

### ***The Blue Trees – Festival Gardens, Devonshire Square, Aldermanbury Square (3)***

*Participative art installation*

- 40 participants, including Corporate volunteers, took part in the colouring of the trees during the first week of the Festival
- Significant press stories were created in partnership with Trees for Cities and the Corporation and a very positive response on social media was elicited
- The trees are to remain coloured for the duration of summer 2013



***"I'm loving Konstantinos Dimopoulos's startlingly [#bluetrees](#) in St Paul's festival gardens @CoLFestival"***

## **Canary Wharf – Canada Square Park, Cabot Square, Jubilee Park, Westferry Circus (8)**

*An extended programme of music and dance*

- Total estimate of 3,600 attended these events
- The fifth year of the Festival's funding partnership with Canary Wharf Arts & Events with an uplift in funding of £6,000 on 2012
- A new week-day "Random Acts" series took place at three new locations around the Estate over six consecutive lunchtimes
- An evening concert by The Puppini Sisters (and support act) as part of Canary Wharf's Twilight Delights series attracted over one thousand audience members



## **Devonshire Square Summerfest – Devonshire Square Courtyards (16)**

*Music, dance and street theatre*

- Total estimate of 3,220 attended these events
- An uplift in funding of £10,000 from Devonshire Square Estate enabled an extended programme on Tuesdays and Wednesdays over five weeks, and larger scale acts
- Highlights included the parkour and contemporary dance from *The Urban Playground*, acrobatics from *Mattress Circus* and jazz from legendary drummer *Tony Kinsey*

## **Finsbury Avenue Square (11)**

*Street arts and music*

- Total estimate of 1,430 attended these events
- Included an Urban Picnic, circus acts and Irish folk at the foot of the Mobile Orchard

## **The Gherkin – 30 St Mary Axe (3)**

*Music and circus*

- Total estimate of 1,580 attended these events.
- Funding was doubled from 2012 to ensure a denser and more impactful series of performances, including aerial theatre from *Tumble Circus* and music from the *Yiddish Twist Orchestra*
- Another two CLC funded events took place here – *Acorn Art Song* and *Tilt*



### **New Street Square (8)**

*Music, dance and circus*

- Total estimate of 1,990 people watched these events across the final three weeks of the Festival
- Supported with funding from Land Securities for the sixth consecutive year

### **One New Change (4)**

*Music and cabaret*

- A brand-new location for this year's Festival animating Cheapside and the One New Change shopping centre
- Total estimate of 1,185 people watched these events
- Supported with funding from Land Securities

### **Paternoster Square (3)**

*Music, dance and children's activities*

- Total estimate of 6,300 attended all these events
- The programme included high-profile acts such as Les P'tits Bras and the London Tango Orchestra to make the most of one of the City's busiest spaces
- The remaining 3 out of 11 events at Paternoster Square were supported with funding from Broadgate Estates.



### **Exhibitions (6)**

*Ultra Vanities: Bejewelled Make-Up Boxes from the Age of Glamour (Goldsmiths' Hall), The Forest of London (Andaz Hotel Lounge), Was It For This The Clay Grew Tall? (Order of St John's Priory Church, St John's Lane), Festival Children's Parade Exhibition (St Mary-le-Bow), Foundry: Bronze Art Medals (St Lawrence Jewry), Live Music Sculpture (St Paul's Cathedral)*

- An estimated total of 11,140 attended the exhibitions
- The Foundry and Children's Parade Exhibition featured work from two of the Festival's Education projects

**Around the City - Bell-ringing at St Mary-le-Bow, Walls of Sound premiere, jazz in the piazza of Grange City Hotel, Bank of England Open Days, Festival Services, Organ recitals, Barbican Children's Library (12)**

- Total estimate of 12,660 attended these events
- The Festival service took place in St Paul's Cathedral, with music and words to reflect the Festival's themes, and was again very well supported.
- The bells of St Mary-le-Bow rung out across the City to launch the Festival on Monday 24 June
- The premiere of the soundtrack composed by students with disabilities from four schools as part of our Walls of Sound Education project was played to the public at the Museum of London
- A new venue for the Festival celebrated the section of ancient City wall next to the Grange City Hotel

***"The whole programme is excellent, and very innovative"***

Audience Member, Sam Braysheer Quartet, Grange City Hotel, 14<sup>th</sup> July 2013

***"We have been privileged to be included in a project funded by another source and directed by very professional and enthusiastic leaders."***

Patrick Bartlett, teacher at Charlton Park Academy: Walls of Sound



**Festival lectures – Gresham College, Guildhall Old Library, Barnard's Inn Hall (6)**

*Talks and spoken word*

- Total estimate of 790 attended these events
- A diversity of subjects and ideas around Festival themes, including Hugh Johnson looking at the trees of the City
- Supported by Gresham College

**Tomorrow's Artists Today - Guildhall School of Music & Drama series (10)**

*Lunchtime music recitals*

- Total estimate of 1,303 attended these events at churches around the Square Mile
- Partnership project with the Guildhall School of Music & Drama with music chosen to reflect the Festival's themes



## **MARKETING & PR**

2013's Free Summer Events Programme provided the Festival's marketing and PR team with an exceptional product to promote, with over 200 high-quality free events in outstanding locations.

The City of London was promoted through a comprehensive marketing and PR campaign which included 60,000 Free Summer Events brochures, a pre-Festival roadshow at major railway stations, a station poster campaign, press and digital advertising, the Festival website, street banners, feather banners and A-boards at the sites of all Festival events, plus signage on 50 Golden Street Pianos in the City and neighbouring boroughs.

The Festival worked with Kallaway PR to showcase the free, outdoor programme. Editorial coverage, reviews and listings across the whole Festival achieved **£1,038,163** in equivalent advertising value, and reached a circulation of **235,137,893** people. This was achieved in the following ways:

- Key press and stakeholders were invited to a breakfast launch in February.
- The Festival distributed several press releases focusing on key aspects of the free programme.
- Press were invited to review visually exciting and press-worthy free events.
- Event listings were sent out to press contacts and uploaded onto relevant websites.
- Two photo-calls were staged to highlight the Golden Street pianos story as a way in to publicising the full free events programme.



## **ARTISTIC PROGRAMMING AND DEVELOPMENT**

In 2013 the Trust sought to build on developments which the programme underwent during 2010 and 2011, notably:

- Presenting larger scale street arts events for increased audience impact
- Increased and improved levels of technical production
- Enhanced public relations strategy for wide-reaching promotion and strong press coverage
- Animating recently developed and pedestrianised areas of the City
- Inclusion of guest international artists alongside local artists, to provide a culturally rich and diverse programme
- To sustain and develop strong creative partnerships with City arts organisations
- To provide City-wide programming with expanded audiences

Audience figures for the CLC Free Summer Events Programme from 2007 – 2013:

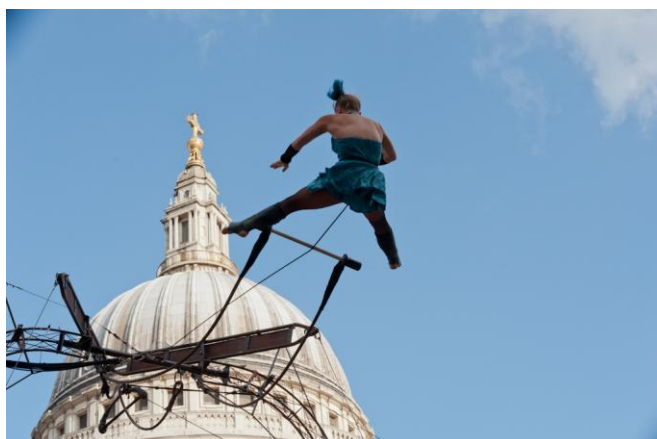
	2007	2008	2009	2010	2011	2012	2013
CLC-Funded Events	21,150	19,090	22,480	33,300	27,375	33,340	34,845*
Other Free Events	31,350	38,213	37,928	34,646	45,830	109,387	42,090*

\* Plus an estimated 38,000 passers-by for the Mobile Orchard and Blue Trees

Event numbers for the CLC Street Entertainment Programme from 2007 – 2013.

	2007	2008	2009	2010	2011	2012	2013
CLC-Funded Events	35	39	37	40	40	38	35
Other Free Events	48	62	65	74	90	171^	94

^ Includes free lessons at all Street Pianos, classed as 50 events, plus 45 pop-up performances by Sydney Dance Company



## **FINANCE**

<b>Free Events (CLC Street Entertainment Budget)</b>	Actual (£)
Mobile Orchard (5)	10,000
Tilt (8)	7,112
Festival Children's Parade & Finale (2)	3,180
Music in the Yard – Guildhall Yard (8)	13,520
World on the Heath Family Day – Hampstead Heath (1)	5,024
Summer Sundays – West Ham Park & Epping Forest (2)	5,540
Barts Summer Series (3)	2,095
Paternoster Square (6)	5,300
Marketing/publicity/signage	5,500
Technical staffing	2,200
Management	4,500
<b>Total Expenditure for Outdoor Programme</b>	<b>63,971</b>
<b>Free Events (CLC Street Entertainment Budget)</b>	<b>Income</b>
CLC	63,971
<b>Total Income for Free Events</b>	<b>63,971</b>

<b>Additional Free Events during the Festival period</b>	<b>Income</b>
Land Securities (New Street Square events)	13,000
Land Securities (One New Change)	8,000
Broadgate Estates (Finsbury Avenue Square)	13,000
Devonshire Square Estate	16,000
Broadgate Estates (Paternoster Square)	7,000
Canary Wharf Group (Canada Square Park events)	29,000
30 St Mary Axe (Gherkin events)	10,000
In-kind and other*	See note*
<b>Total Income for additional Free Events</b>	<b>See note*</b>

\*Partnerships with other organisations led to projects and activities in the programme for which the Trust was not always directly responsible for meeting the costs or for receiving the appropriate funding. Therefore the figures are not readily accessible or assessable. The Trust also benefited in-kind from the free use of a number of spaces and these venue costs have also not been quantified.

It should be noted that the cost of staffing and overheads, along with the majority of the marketing expenditure, is covered within the main Festival budget, which is the subject of a separate report.

### **FORWARD PLANS AND STRATEGIC DIRECTION**

The 2014 festival will be the first under our new Director Paul Gudgin. Having previously managed the Edinburgh Festival Fringe Paul naturally has a strong commitment to and interest in the development of the scale and presence of the outdoor programme. Some of the main ambitions are:

- to continue to expand and develop the reach of the outdoor programme
- to seek to establish a more continuous presence for the duration of the festival at key strategic locations such as Guildhall Yard, Liverpool Street Station and the area around St Paul's
- to create events that highlight, celebrate and occasionally transform the major city icons
- to develop events that respond to the working pattern of the city, looking to animate spaces and capture attention as people make their way to and from work as well as our traditional strength in the provision of lunchtime entertainment.

Paul will be attending the Culture, Heritage and Libraries Committee meeting on 28th October where there will be an opportunity to learn more about the future plans for the festival.