



Summer Festival

YOUR SUMMER OF FREE ENTERTAINMENT

The return of
Hammersmith BID's
Summer Festival!

This report examines the objectives, management and audience feedback of Hammersmith BID's Summer Festival 2023.



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INTRODUCTION

Hammersmith BID's award-winning Summer Festival brought vibrancy to Hammersmith for the 16th year, inviting thousands to the town centre to take part in free events and strengthening local business and community partnerships.

This year's Summer Festival programme included an eclectic mix of live music performances, screening of sports and films on the big screen and live music at St Paul's Green, as well as a week of environmentally conscious activity for London Climate Action Week and a day of music-making on Lyric Square.

Entertainment and activities were packed in across six weeks, beginning on 21 June with Make Music Day and coming to a close at St Paul's on 3 August. The Big Screen was in place in Lyric Square for four weeks across June and July, with just enough time left to screen the beginning of the FIFA Women's World Cup. As well as our popular film nights, we were also pleased to work with the National Theatre for the first time to show NT Live: Life of Pi. While the weather was more unsettled than in 2022, with rain halting play at Wimbledon, our events programme proved popular with locals and employees alike.

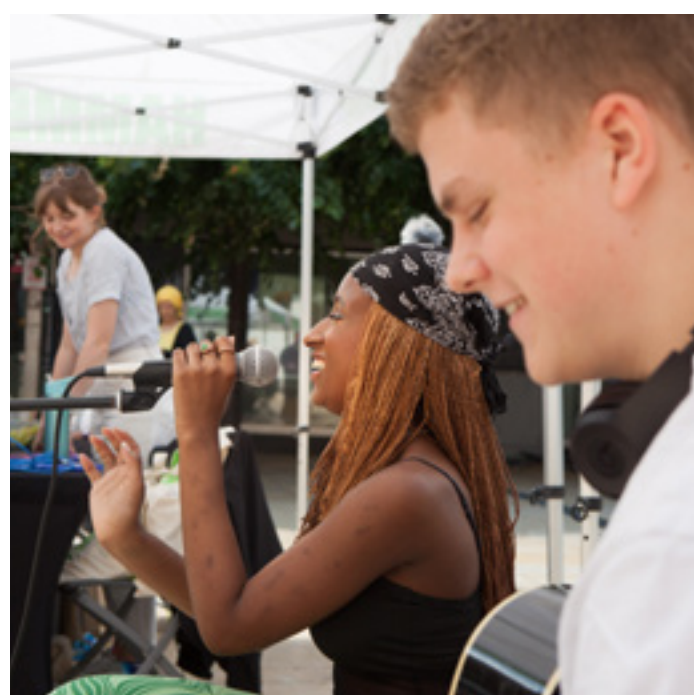
We also welcomed on board Livat Hammersmith (Ingka) as sponsors of the Big Screen. The sponsorship provided an excellent financial boost for the festival and offered the chance to build on an already productive partnership between the BID and the shopping centre. It was an ideal collaboration, with our environmentally minded and community-building BID values matched by the Livat team and brand. As well as financial sponsorship we worked together throughout the



festival to enhance the programme and bring in more brand involvement from Livat's tenants to events such as Wellness Wednesdays and the film nights.

The Summer Festival is designed to bring more people into Hammersmith, increase the vibrancy of our town centre and bring more trade to the businesses of Hammersmith, and our audience feedback shows that the event achieved its aims. Over the course of the festival, we entertained over 44,000 people and over 75% of those surveyed said they had already bought something in Hammersmith that day or were planning to. As well as locals, another key target group was local workers. Our surveys showed they were another big attendee sector and Picnic in the Square and Wellness Wednesdays drew the highest proportion of local employees, showing staff are looking for activities to do while they are in Hammersmith during the daytime.

Read on for a breakdown of each Summer Festival event, marketing successes and further audience feedback.



Over the course
of the festival, we
entertained over
44,000
people



LYRIC SQUARE...

THE BIG SCREEN

As a result of Livat Hammersmith's sponsorship of our Big Screen this year, Hammersmith BID was able to bring back multiple film nights, Top Gun: Maverick, NT Live: Life of Pi, and Disney's Luca, to Hammersmith. We also screened two weeks' of Wimbledon matches, moments of the Tour de France, and the start of the FIFA Women's World Cup.





WIMBLEDON

Monday 3 July – Sunday 16 July

All Wimbledon events were screened on Lyric Square including the final, which created an incredible sense of camaraderie in Hammersmith as the crowds cheered for Carlos Alcaraz. Hammersmith BID provided deckchairs in Lyric Square daily throughout the tournament, which were available on a first come first served basis. The option of free seating attracted a mix of employees, locals and residents to enjoy lunch while they watched. Attendees also 'strongly agreed' (58%) that the event makes Hammersmith feel more vibrant and 80% voted that the event changed their perception of Hammersmith to 'much better than they thought'.



Words used to describe the event:

**Fun, Enriching, Super, Terrific,
Good Vibes! Ace, Fabulous,
Colourful, Relaxing, Peaceful,
Happy, Enjoyable, Comfortable**





FILM NIGHTS

We are pleased to report that 817 people attended Hammersmith BID's Film Nights. The Film Night programme for 2023 featured screenings of Top Gun: Maverick, NT Live: Life of Pi and Disney's Luca.

Top Gun: Maverick & Networking event

Wednesday 28 June

We launched the first film night with a networking event at Outsider Tart, where we invited levy-paying businesses to come and enjoy complimentary refreshments before watching the film. BID partners such as Disney, CAA, Barons Court Project, Met Police and Funko were in attendance. Livat, our Big Screen Sponsor, attended with IKEA, offering free samples from the new IKEA menu to audience members.

Theatre Night: NT Live: Life of Pi

Wednesday 19 July

We celebrated the second film night with a screening of the National Theatre's Life of Pi on the Big Screen: A tale of puppetry, magic and storytelling combined in a unique, Olivier award-winning stage adaptation of the best-selling novel.

We also hosted our selfie competition on this evening, where members of the audience could win a £100 Bill's voucher. To enter, participants

817 people attended
Hammersmith
BID's Film Nights





agreed that Picnic in the Square changed their perception of Hammersmith to 'much better than they thought'.

93%

had to upload their selfie in our Summer Festival selfie frame, tag us on social media, and use the hashtag #SummerInHammersmith. It was great to see so many people participating on the night.

Luca Friday 21 July

To wrap up our series of Film Nights, we screened Disney's Luca. Like previous years, this 'family night' was the most popular of our three film nights, with data from our stewards and the screen equipment showing over 32,000 visits to Lyric Square on Friday 21 July.

PICNIC IN THE SQUARE

Monday 26 - Wednesday 28 June | Monday 17 - Wednesday 19 July

At Hammersmith BID, one of our aims is to facilitate networking amongst our levy payers. Picnic in the Square supports just that, providing a giant picnic table located outside, in central Hammersmith. The event is open to residents and locals, but mostly attended by employees (56%).

60% of people voted 'strongly agree' to this event making Hammersmith feel more vibrant. 93% agreed that it changed their perception of Hammersmith to 'much better than they thought'.





LUNCHTIME CONCERTS AT ST PAUL'S

Tuesday 1 - Thursday 3 August

Our lunchtime concerts, held on St Paul's Green, welcomed London's finest musicians to perform a unique blend of classical, folk and jazz music.

The audience at our St Paul's concerts was made up of a higher proportion of local residents compared to other Summer Festival events. As the concerts were a lunchtime event, we offered Privilege Card holders a complimentary soft drink. Contrasting with our other events, which are usually discovered through word of mouth, this event was mostly learned about via the BID's own comms, specifically email.

Originally supposed to be running for three days in the last week of July, the concerts were moved back a week due to the train strikes. The concerts ran from Thursday 1 to Thursday 3 August at the same time each day: 12.30pm - 2.30pm. The weather was temperamental, and rain was forecast most days, so we put up gazebos each day to shelter the deckchairs so people could still enjoy the performances.



On the first day, students of the Royal Academy of Music, Ukrainian instrumentalists Sofiia Matviienko (flute) and Ernest Syrota (guitar) performed a range of classical repertoire with a hint of Spanish motives.

Violin duet, Amy Le-Mar and Elizabeth Merrifield, both Guildhall School of Music and Drama Masters students, performed on the second day. The weather turned on Wednesday, so this performance moved into the church during the interval - the audience clapped with relief when we announced we were heading indoors.

To wrap things up, Nick Costley-White, one of the most in-demand guitarists on the UK jazz scene, renowned for a deep understanding of the jazz tradition and repertoire, performed works from his latest CD and drew the biggest crowd.

Despite the grey weather, we were thrilled to host another set of free concerts as the survey feedback shows that the Hammersmith community would like to see more live music events within the town.



ADDITIONAL EVENTS

MAKE MUSIC DAY

Wednesday 21 June | 11am – 3pm | Lyric Square

For the first time, Hammersmith BID took part in Make Music Day, an event that celebrates music-making all around the world. We invited local schools and talent to perform including St Mary's Catholic Primary School, Jemimah Paine, a professional singer songwriter who regularly performs at the Riverside Studios, Godolphin and Latymer School and The Rhythm Studio, a music academy where students are inspired to develop their musical talents. From midday, we offered a free complimentary soft drink for Privilege Card holders.





LONDON CLIMATE ACTION WEEK (LCAW)

Saturday 24 June – Sunday 2 July 2023

Hammersmith BID hosted several events, in partnership with Hammersmith & Fulham Council and Livat, to support businesses and residents in reaching their environmental targets. The town centre was buzzing with activity aimed at creating a resilient net-zero future, part of a wider week of climate action activity throughout London.

On Tuesday 27 June, Lyric Square was filled with stalls including the LBHF Climate Team, TIER e-scooters, Dr Bike and Bike Marking by BikeRegister, a Biodiversity Bee Workshop and Wildflower Planting (attended by over 100 people) and IKEA's Circular hub.

During the event, 21 bikes were serviced by Dr Bike and registered with BikeRegister's online database, reducing the risk of stolen bikes.





Community Litter Picking: June 2023

Wednesday 28 June

Following a busy Tuesday on the square, activities for LCAW continued on Wednesday with our quarterly Community Litter Pick. We met with 12 volunteers from across Hammersmith's employee and resident community and headed to Hammersmith Grove Parklets, St Paul's Green and Talgarth Road for a 90-minute litter pick. Together we filled 14 bags of litter!

Community Clothes Swap

Thursday 29 and Friday 30 June

We wrapped up the week of LCAW activities with a Community Clothes Swap. In partnership with Livat, we hosted the swap for two days in the Sook Space in Livat where the public were

welcome to trade pre-loved clothes for new-to-you garments. The initiative of the swap was to encourage sustainable living whilst combatting textile waste.

In total, H&F's Environment Department calculated that 420 items were donated/swapped and 112.07kg of clothing was saved from landfill!

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WELLNESS WEDNESDAYS

Wellness Wednesdays returned and ran for a four-week period bringing local gyms to Lyric Square to showcase their classes. This year we partnered up with Lumi Power Yoga and the newest gym in Hammersmith, Jetts Hammersmith. Both gyms provided a free lunchtime class; Lumi Power Yoga hosted the first two Wellness Wednesdays (28 June and 5 July) teaching a variety of yoga sequences. Handing the baton over, Jetts ended the series (12 and 19 July) with various workouts including a HIIT workout and boxing class that were suitable for all. The majority of class attendees (53%) were Hammersmith employees who also ticked the survey box for 'likely to attend another wellbeing event again'.

In addition to our Wellness Wednesday classes, Livat hosted free Breathwork Sessions. Passersby were welcomed to join a 30-minute grounding breathwork session before or after they attended a gym class.

The majority of class attendees

53%

were Hammersmith employees

Marketing and Social Media

Throughout the Summer Festival period (31 May – 6 August), we used our social media platform to boost awareness of upcoming events alongside other traditional marketing activities. Below, we have compiled headline statistics for 2023.

Instagram:

- **74K** impressions
- **37K** total post reach
- **7,589**-reel plays
- **862** likes
- **243** posts
- **122** new followers

Top post by reach: Our Summer Festival is in full swing: <https://www.instagram.com/p/CfT8aiPlsqc/>

Twitter:

- **18K** total tweet impressions
- **96** mentions
- **47** link clicks

Top post by reach: Life of Pi preview: <https://twitter.com/HammersmithBID/status/1679189207825420288>

Facebook:

- **2,173** organic impressions
- **76** posts
- **17** new followers

Top post by reactions: St Paul's Lunchtime Concerts are back: <https://www.facebook.com/hammersmith-BID/posts/pfbid02vRBoYADopAaMuzbe2xv7eo-4ce3tyWfTA419rRaQgEHbgzvXyB252EVenaYHfdH-Hel>

Facebook Ads:

- **£312.91** total spend
- **104K** total paid impressions
- **53.6K** total reach
- **1.9K** paid clicks

LinkedIn:

- **1.8K** impressions
- **945** total reach
- **105** engagements with posts
- **17** new followers

Top post by impressions: The Hammersmith Summer Festival is back for 2023!

<https://www.linkedin.com/feed/update/urn:li:activity:7072603919385796609>

Email

- **9** B2B Emails + **3** E-News editions
- **9** B2C Emails to Privilege Card list

Website:

- **17.6K** website sessions (22 May to 6 August)
- **4,620** page views of the Summer Festival web page
- **11** website news posts about the Festival activities



Other marketing

- We distributed **20,000 Summer Festival leaflets** throughout Hammersmith, of which **15,000 were door-dropped to local homes.**
- We made use of **free advertising opportunities** on the Council's **BT boards** and the advertising **screen's inside Livat Hammersmith.**
- **Posters** and leaflets were distributed digitally and physically to office blocks around Hammersmith.
- Multiple features in the weekly LBHF **What's On newsletter**, which **reaches 20,000 residents.**

Press Coverage

We sent out a press release detailing our Summer Festival event's programme and sponsorship with Livat to various publications. It resulted in features in the LBHF What's On newsletter (reaching 20,000 residents), Hammersmith Today, LBHF Climate mailout newsletter, Londonist and Metro. Livat's press release about their sponsorship resulted in a piece featured on London Daily News.

<https://metro.co.uk/2023/07/04/wimbledon-2023-12-big-screens-in-london-to-watch-the-tennis-tournament-19063138/>

<https://londonist.com/london/sport/where-to-watch-wimbledon-on-the-big-screen-in-london>



Audience and Survey Feedback

Using public survey data, we gathered feedback to develop ways to improve future events. Each event we held included a different questionnaire for our audience. Overall, we received fantastic feedback with the majority of people agreeing strongly with the statement 'This event makes Hammersmith feel vibrant' at each event.



Feedback

The surveys also provide figures on how successful the Summer Festival was in increasing footfall and spending in Hammersmith's town centre. Over 44,000 visits were made to the Summer Festival and during each event, and the majority reported having bought or intending to buy something.



Have you bought anything in Hammersmith today?

Yes No, and not planning to Not yet, but planning to

Wimbledon



Top Gun: Maverick



NT Live: Life of Pi



Luca



Picnic in the Square



St Pauls Lunchtime Concerts



Wellness Wednesdays

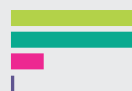


0% 50% 100%

Makes Hammersmith feel vibrant

Strongly Agree Agree Neither Disagree

Wimbledon



Top Gun: Maverick



NT Live: Life of Pi



Luca



Picnic in the Square



St Pauls Lunchtime Concerts



0% 50% 100%



Visitor Numbers

This year we were able to track visitors to the square more thoroughly thanks to the technology installed in Livat and C Screen's AV equipment.

Stats from the screen equipment showed that over half a million people passed through Lyric Square while the screen was up, from Monday 26 June to Saturday 22 July. Of this number, 28.5% spent between 5 and 15 minutes there (almost 150,000 people) and 8.5% (44,000 people) spent more than 30 minutes in the space. Average dwell time for all 500,000 visitors was 13'20".

Across the week, average visitors per hour peaked around the hours of 2pm to 7pm, with Saturdays as the day with the most visitors. Predictably, visitors also peaked on days with sunshine.

520,946

total visits
to Lyric Square
from 26 June to 22 July

44,000

people
spent more than
30 minutes in Lyric Square

32,429

visitor record
on Friday 21 July,
the day of our Luca film night





If you are interested in involving your business in our plans for our Summer Festival 2024, whether through sponsorship or any other activity, we'd love for you to get in touch by emailing us at info@hammersmithbid.co.uk.



hammersmithbid.co.uk

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