

SHEFFIELD BRICKTROPOLIS

IMPACT REPORT - SUMMARY

Sheffield **BID**
Business Improvement District

SHEFFIELD BRICKTROPOLIS

17th - 30th August 2019

Following on from the success of the World Landmark Trail in 2018, Sheffield Bricktropolis returned for a second year with a new Outer Space theme to coincide with the 50th anniversary of the Moon landing.

The models were again hosted across a mix of retail and leisure outlets to encourage people to explore the city centre using the Bricktropolis trail map and app.

There was also an Interactive Building Zone which hosted free workshops for children aged 4+ around teamwork, problem solving and creativity. Several sessions ran for children with disabilities. Four giant mosaic builds, stay and play brick pits and a supporting programme of fringe events added to this year's brick-inspired content.



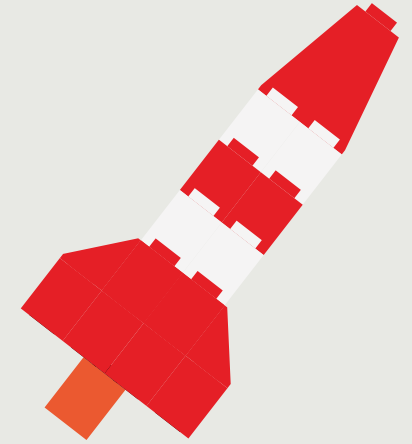
“Building on the success of last year’s skyscrapers was always going to be a major challenge. What comes next after showcasing 21 absolutely-stunning world landmarks made from millions of LEGO-bricks? Upwards to outer space to celebrate 50 years of the Moon landing!

It’s fair to say that this year’s models didn’t have the same impact in terms of size but the detail was still incredible and included high-contact models that visitors really enjoyed interacting with.

More generally footfall in the city centre increased by almost 87,000 visitors compared to the same time last year but we estimate that our own visitor numbers fell by around 5,800. This is perhaps due in part to several contributing factors such as two premier league football matches at Bramall Lane and a Bank Holiday.

Diane Jarvis, Sheffield BID

That said, over 20,000 people still took part (including 15,800 trail goers)! LEGO-bricks clearly ignite the imagination of all generations and Sheffield Bricktropolis is building momentum as an annual festival on the city centre events calendar.”



SUMMARY

2 0 5 0 0 +

estimated number of visitors who joined in Bricktropolis activities this summer

1 5 8 0 0 +

estimated proportion of visitors who did the Outer Space trail



8 9 %

of visitors said they came into the city centre specifically for Bricktropolis

9 5 %

of visitors did the trail with family and/or friends

3 9 %

of visitors were regular visitors

5 7 %

were occasional visitors

3 %

were new visitors to the city centre

THE TRAIL

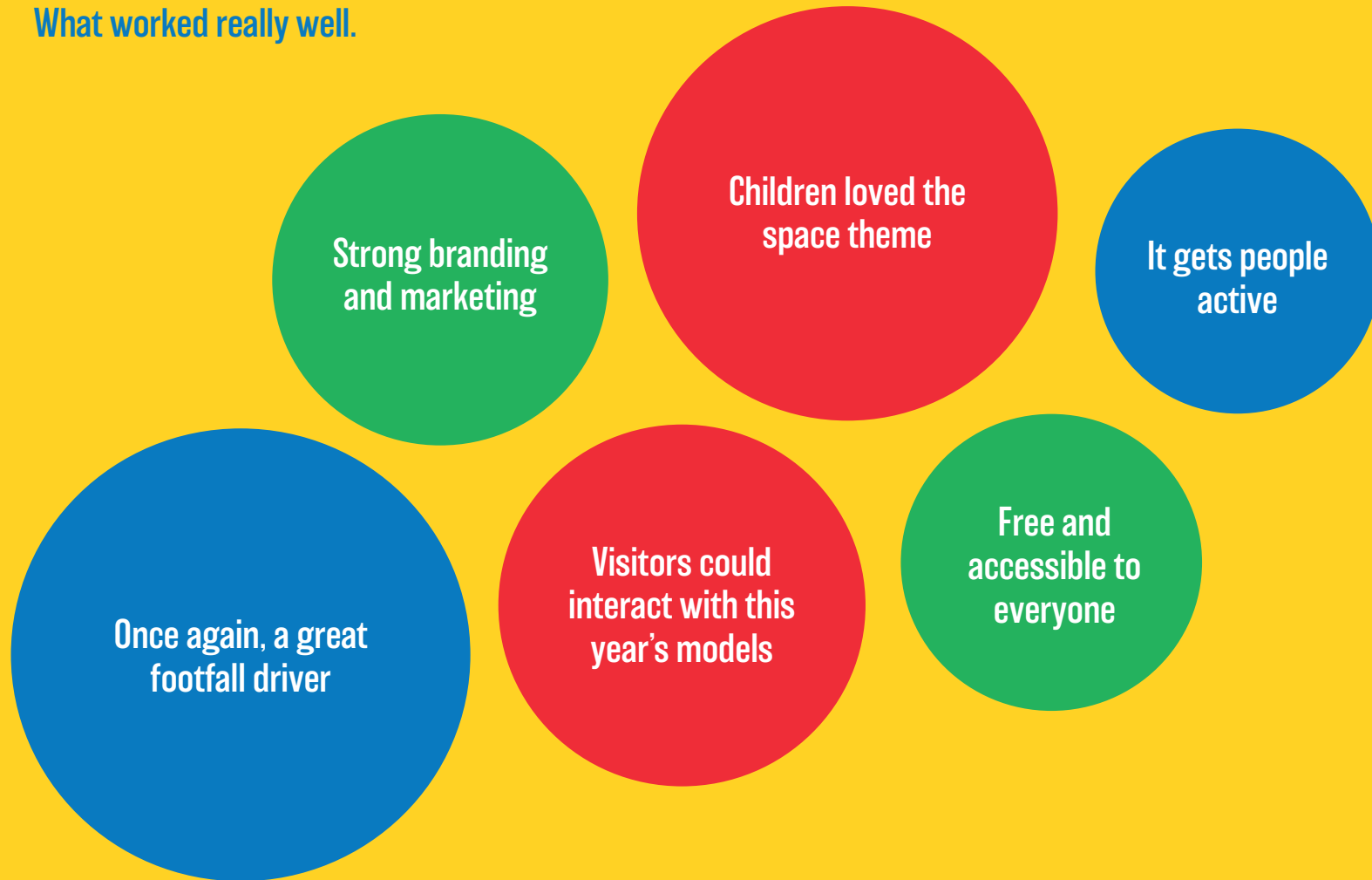
Eleven venues hosted the Brick Live Outer Space trail. The trail venues this year were:

- Argos
- Atkinsons
- Boots (High Street)
- Crucible Theatre
- Debenhams
- John Lewis
- Marks & Spencer
- Millennium Gallery
- Primark
- The Light Cinema
- Virgin Money



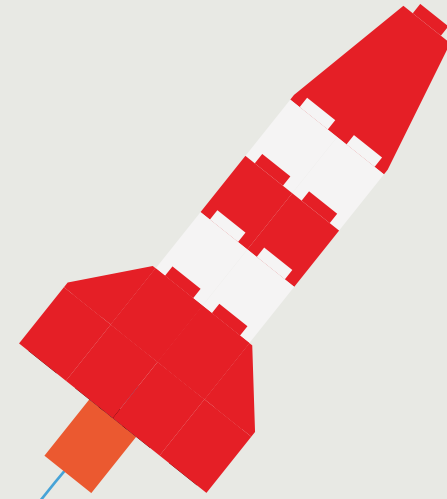
FEEDBACK FROM THE TRAIL VENUES

What worked really well.



Room to build on.

- Some visitors were under-whelmed by scale and size of the models
- Didn't have the same wow factor as the previous year
- Visitor numbers seemed lower compared to last year
- Good start but seemed to tail off a little quicker this time
- Was the last two weeks of the school holidays the right dates?



“We saw a 110% uplift in our footfall and 90% of visitors were not existing customers, which was great exposure for our brand. We thought it was brilliant.”

Virgin Money



“Congratulations on another great initiative in bringing people into the store.”

Atkinsons

“It drove footfall into our store, which is great. We saw an increase of several thousand people over the event, and although it’s hard to say the exact % we could assume the 3-5% mark. Lots of families and especially young children came to store, the holistic benefits of which will be more intangible to measure.”

Marks & Spencer



WHAT THE PUBLIC SAID

“Today is the final day to enjoy the ‘SheffieldBricktropolis trail. We’re sad to see it go. It’s been a great feature in the city for the past couple of weeks. A fantastic way to explore the city and get active at the same time.”

“Lovely day exploring Sheffield and great to see so many families getting involved #SheffieldBricktropolis.”

“Spent a wonderful morning on the LEGO-trail. #SheffieldBricktropolis.”

“Well worth checking out #SheffieldBricktropolis - we did it last weekend and it was great fun.”

“SheffieldBricktropolis this weekend was ace!”

“Had a brilliant time today doing #SheffieldBricktropolis, especially in John Lewis.”

“And now onto to the brick pit in the calm oasis of Sheffield Cathedral with my autistic son after a fraught time of lifts and escalators because lots of models in far from accessible places! #SheffieldBricktropolis #MakeitMoreAccessible #NotAmused.”



0 1 0

TRIAL STATISTICS

An estimated

1 5 8 0 0 +

people did the trail with over

8 0 %

of people completing the full trail.

The busiest day was Monday,
19th August.



THE INTERACTIVE BUILDING ZONE

The vacant unit at 15 Barker's Pool was once again temporarily transformed into a fantastic building area for children.



“Great interaction this year as customers could physically touch the larger of the two models we had in store. The outer space theme enabled us to do more interaction with Children following the trail and customers really enjoyed our inhouse astronauts!”

John Lewis



BUILDING ZONE STATS

1 5 0 0

attended the Adult Fans of LEGO display on the launch weekend of 17th and 18th August

1 2 0 0

children took part in 48 interactive workshops

1 0 0

children with special needs attended adapted sessions

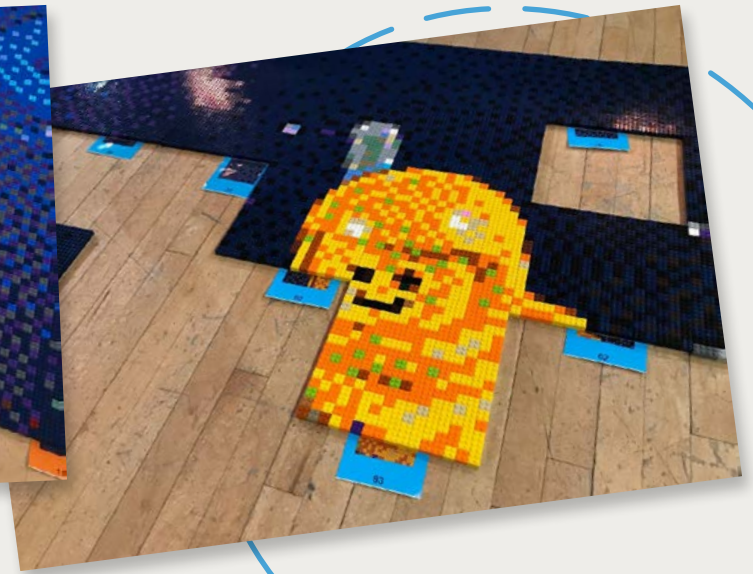
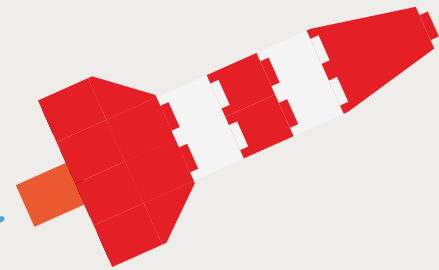
2 0 0

A further 200 children took part in two Make & Take events



GIANT MOSAIC BUILDS

More than 1,800 people helped build four giant Mosaics at Sheffield City Hall on 19th, 21st, 28th and 30th August. Organised by the charity Fairy Bricks – a not-for-profit enterprise – who donate LEGO to children in hospitals around Sheffield.



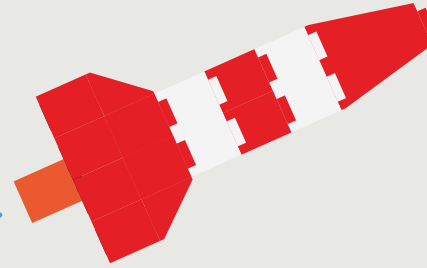
“Bricktropolis was great, and customers loved the interaction. We have definitely seen an increase in footfall to our top floor and the sales are reflective.”

Boots



STAY AND PLAY BRICK PITS

This year we introduced a new element – two stay and play brick pits hosted by Sheffield Cathedral.



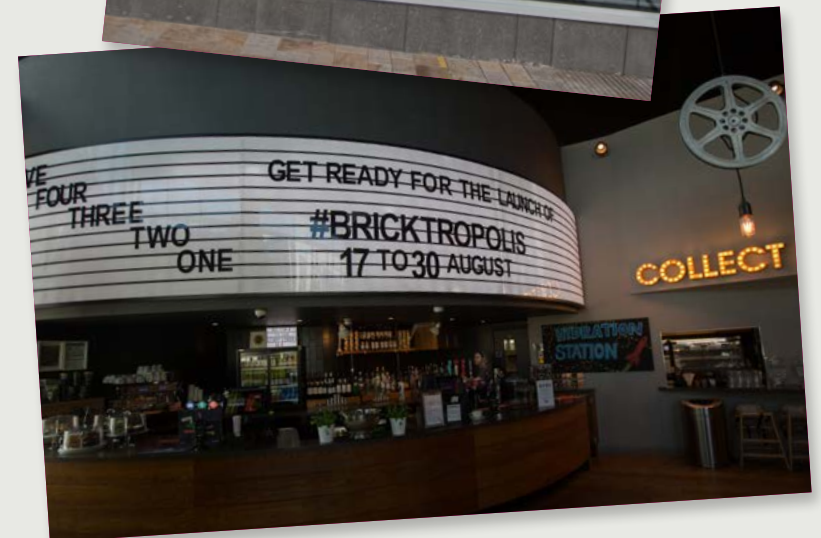
FRINGE EVENTS

From Bricks & Beers to Bricks & Flicks at the Light Cinema (showing The LEGO Movie 2) to special offers such as “kids eat free” and in-store promotions and LEGO-inspired activities, there were plenty of opportunities for businesses to join in.

Many thanks to:

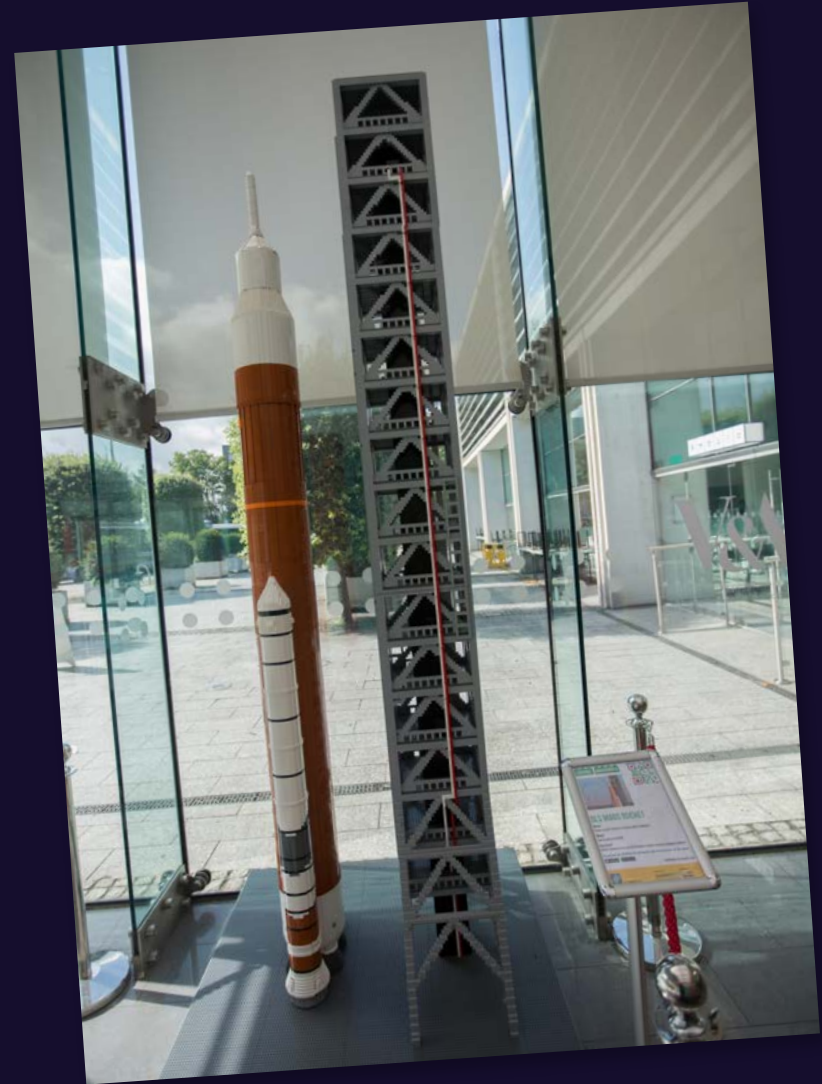
- 1554 Coffee
- 200 Degrees Coffee
- Bills
- Bloo88
- Bright Box Maker Space
- Bungalow & Bears
- Café Rouge
- Children’s University, The
- Common Room, The
- Craft and Dough
- Devonshire Cat, The
- Devonshire, The
- Forum Bar & Kitchen
- Frog & Parrot
- Head of Steam, The
- Las Iguanas
- Light Cinema, The
- McDonalds
- OHM
- Piccolino
- Revolution
- Savills Barbers

And to Q-Park, SYPTE/Travel South Yorkshire and City Taxis for some great parking and transport incentives.



“We saw a 20% uplift in footfall and we love how Bricktropolis brings the city centre together with one easy outcome that can be achieved by all the family.”

Millennium Gallery



THE BRICKTROPOLIS APP

Average rating:

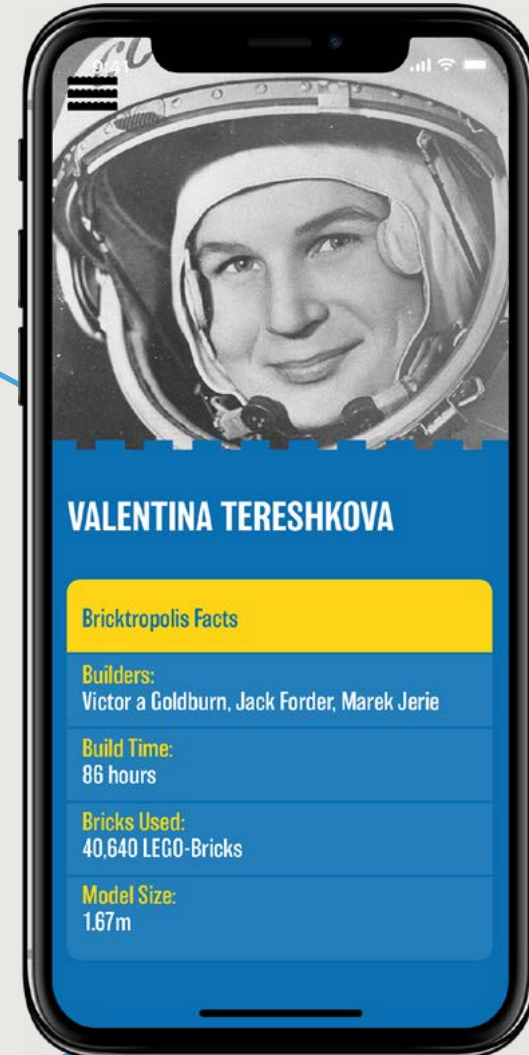
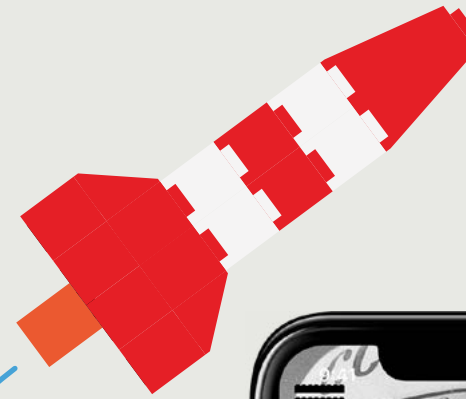
4.69 (Android 4.9, IOS 4.8)

The average time on the App

9.39 minutes

Crash stats

IOS 99.59 crash free
Android 92.47





The number of active users
2,927

Most popular model scanned
Apollo 11

The number of models scanned
39,092

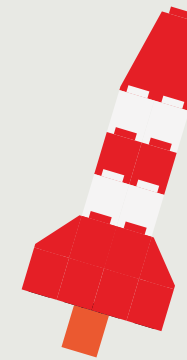
Busiest day
**Monday
19th August**

Number of trails completed
1,558

Least popular model scanned
The USA flag

Average session time
8m 55s (per day)

A small number of users experienced problems using older style Android devices specifically on the third floor of John Lewis and the second floor of Marks & Spencer where it was difficult to maintain a constant data connection due to the location of models.



MARKETING

1 6 8 2 5 0

flyers distributed to local schools, households and other visitor venues across Sheffield, Nottingham, Leeds, Manchester, Huddersfield and Wakefield

3 8 %

of visitors heard about Bricktropolis through Facebook and 23% by word of mouth

8 0

Lamppost banners and outdoor pendants

8 3 0 0 0 0

the number of opportunities to see through print advertising

1 3 2

the number of schools targeted

1 6 0 6 4

the number of emails sent



0 2 2

MEDIA COVERAGE

6

press articles

1

live broadcast
(BBC Radio Sheffield)



BBC - covered the story online focusing on the 50th anniversary of the Moon landing

WHAT OUR VISITORS THOUGHT

62%

took part in the world landmarks Bricktropolis in 2018 and were returning visitors to this year's outer space theme

38%

were new participants

32%

thought it was even better than last year

49%

thought it was just as good

15%

said it wasn't quite as good

96%

liked the trail element the most of all the activities

64%

liked the Bricktropolis app

85%

didn't cite any least favourite elements

7%

said the app was the least favourite

91%

rated Bricktropolis very good

37%

rated it excellent

0 2 4

DISTANCE TRAVELLED TO GET TO BRICKTROPOLIS

29%

travelled up to
15 minutes

52%

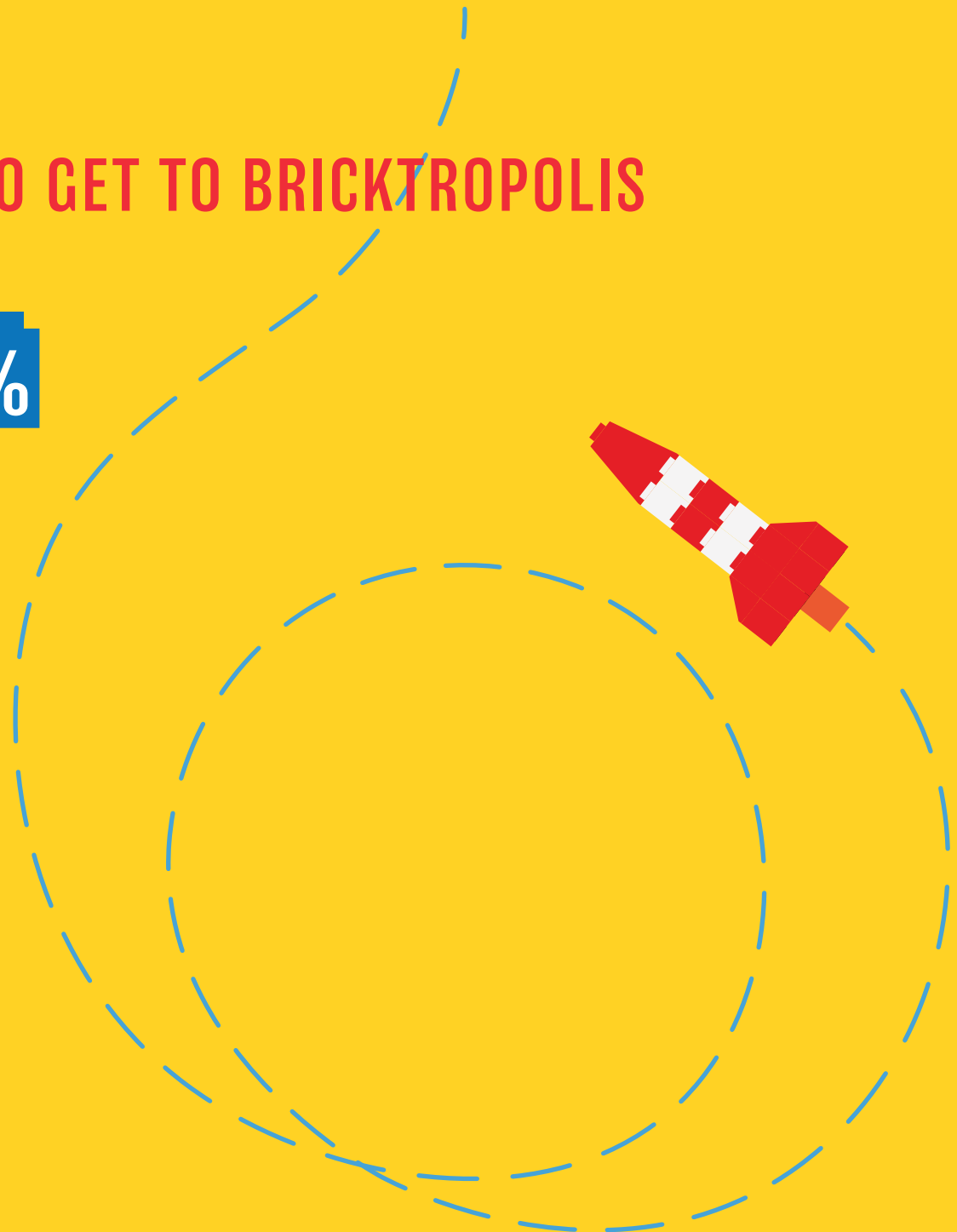
travelled up to
30 minutes

14%

travelled up to
60 minutes

2%

travelled over
an hour



0 2 5

DISTRIBUTION OF VISITOR SPEND

3 2 %

Food & Drink

2 9 %

Shopping

9 %

Entertainment

8 %

Parking

2 1 %

Public Transport



0 2 6

ESTIMATED ECONOMIC IMPACT



£ 5 3 3 7 0 8*

is the estimated net increase in consumer spend (£762,400 is the estimated total consumer spend)

£ 6 7 8 8 0

direct leakage (value of spend with suppliers outside of the local economy)

£ 1 0 1 4 9 2

organiser spend (£55,126 Sheffield BID plus £46,366 contributions leveraged)

*calculated using average consumer spend data supplied by 559 survey respondents (including expenditure on travel, food, drink and entertainment)

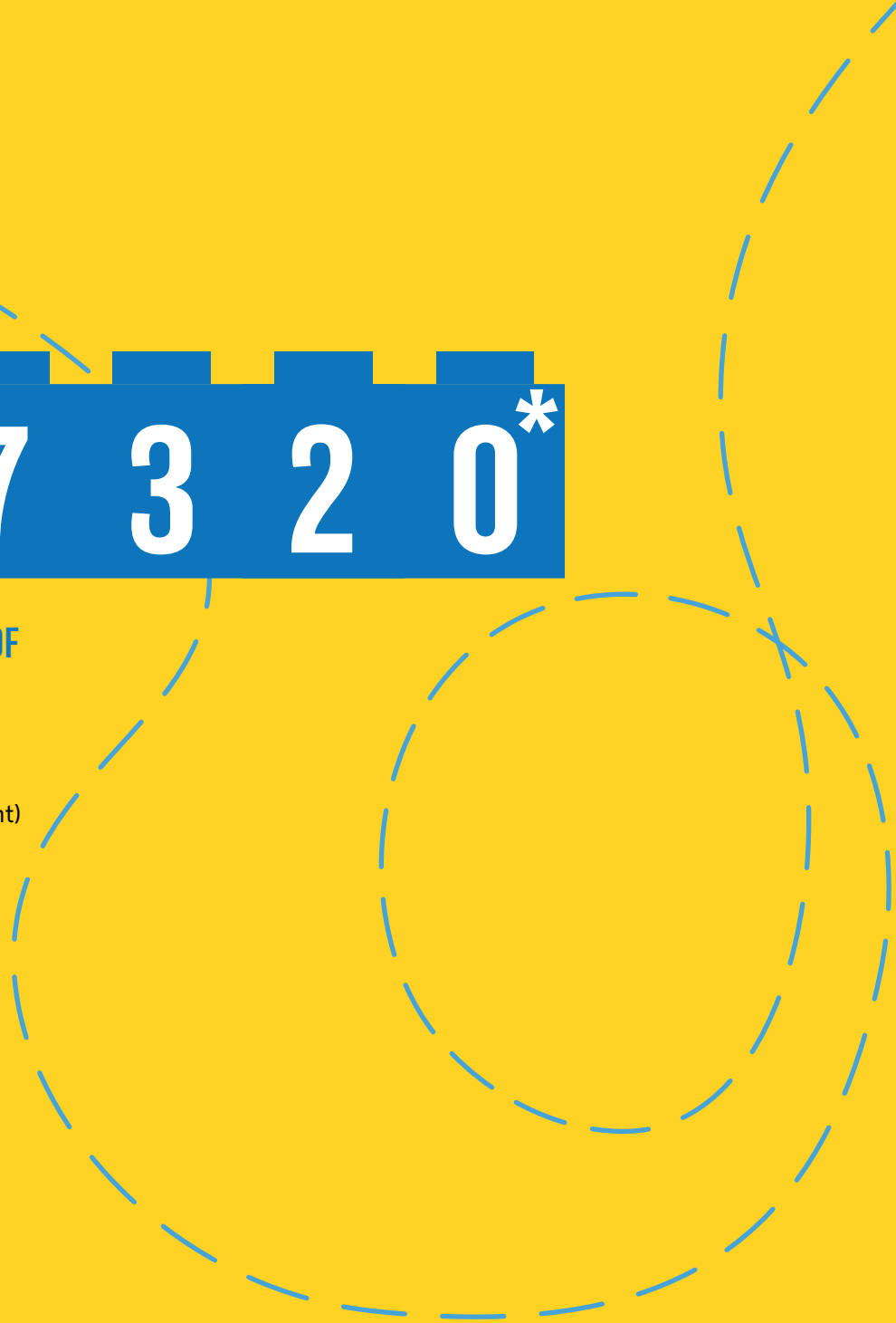
0 2 7



£ 5 6 7 3 2 0*

THE TOTAL ESTIMATED ECONOMIC IMPACT OF SHEFFIELD BRICKTROPOLIS 2019

*calculated using average consumer spend data supplied by 559 survey respondents (including expenditure on travel, food, drink and entertainment)



PARTNERS

We owe a great deal of gratitude to the following organisations for their assistance and involvement this year:

- 1554 Coffee
- 200 Degrees Coffee
- Argos
- Atkinsons
- Bills
- Black Eye Project
- Bloo88
- Boots
- Brick Live
- Bright Box Maker Space
- Bungalow & Bears
- Café Rouge
- Children's University, The
- City Dressing
- City Hall (Sheffield International Venues)
- City Taxis
- Common Room, The
- Counter Context
- Craft and Dough
- Debenhams
- Devonshire Cat, The
- Devonshire, The
- Fairy Bricks
- Forum Bar & Kitchen
- Frog & Parrot
- Grant Thornton
- Head of Steam, The
- John Lewis
- Las Iguanas
- Light Cinema, The
- Marks & Spencer
- McDonalds
- Millennium Galleries
- Moor Management team
- Nottingham Building Society
- OHM
- Ove Arup
- Paul Lancaster Commercial Property
- Piccolino
- Primark
- Q Park
- Revolution
- Savills Barbers
- Sheffield Cathedral
- Sheffield City Council
- Sheffield Theatres (The Crucible)
- Travel South Yorkshire
- City Taxis
- South Yorkshire Passenger Transport Executive
- Stackable Events
- Travel South Yorkshire
- Virgin Money
- Wandisco
- South Yorkshire Passenger Transport Executive



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