

SHEFFIELD BRICKTROPOLIS

IMPACT REPORT - SUMMARY

Sheffield**BID**
Business Improvement District

SHEFFIELD BRICKTROPOLIS

4th - 17th August 2018

Sheffield Bricktropolis was a visitor trail of 21 World Landmark LEGO-models hosted across a mix of retail and leisure outlets. A diverse display of monuments, capital buildings and skyscrapers –and featuring a custom-build of City Hall – it encouraged people to move around the city centre using the Bricktropolis trail map and app. There was also an Interactive Building Zone hosting free workshops for children aged 4+ around team work, problem solving and creativity. Several sessions ran for children with disabilities. Two giant mosaic build and a supporting programme of fringe events added to the overall event.

www.sheffieldbricktropolis.com

THE
EXCITEMENT
IS
BUILDING

This summer in Sheffield, build and explore
the world in LEGO®-bricks - for FREE.

SHEFFIELD BRICKTROPOLIS

4th - 17th August

“Sheffield Bricktropolis created a fantastic vibe this summer and it was great to see so many families out and about with the trail map. We overcame a frustrating start with the digital app to deliver a truly memorable event.

We owe a huge debt of gratitude to the many businesses who worked together to deliver a great experience. We are extremely grateful to our trail venues for their patience and flexibility during the challenging installation which over-ran considerably but came together just in time.

Everyone involved has their own story to tell about the Bricktropolis experience. For me, it was the sheer energy and excitement of large groups of people gathered around every model, every day for two weeks, and the excitement on the faces of the children entering the Interactive Building Zone. I did the trail with my own 6-year old enduring the constant cries of “are we there yet!” on the hike from the Moor to Ponds Forge to see the fabulous LEGO-City Hall.

And I will never forget the heart-stopping phone call at 7am on the day of installation confirming that the Bank of China was so badly damaged in transit it would need to be withdrawn from the trail. It was nothing short of a miracle that master-LEGO builder Michael Le Count (a Sheffielder) was able to rebuild the model and return it to immaculate condition for it to be installed with 30-minutes to spare before the trail officially started!”

Diane Jarvis, Sheffield BID

SUMMARY

2 5 0 0 0 +

visitors who joined in Bricktropolis activities this summer

2 1 0 0 0 +

visitors who did the Brick Architecture trail

9 0 %

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

43% of visitors were regular visitors

53% occasional visitors and

4% were new visitors to the city centre

THE TRAIL

Nine venues hosted the world-famous Brick Architecture trail designed by the UK's only certified professional LEGO-builder, Bright Bricks.

The trail venues were:

Atkinsons

The Light Cinema

John Lewis

The Winter Garden

Millennium Gallery

Marks & Spencer

Virgin Money

Ponds Forge

The Forum

(Shopping Centre)



FEEDBACK FROM THE TRAIL VENUES

What worked really well.



Room to build on.

- The set up of the buildings overran considerably.
- The Interactive Building Zone could have opened Monday-Sunday, rather than Monday-Saturday.
- We potentially missed an opportunity by not creating a link to the Council's Sheffield by the Sea (in terms of activities for families).
- Whilst there was a prize draw for app users completing the trail, there could also have been offers and discounts connected to the app.
- The map wasn't easy to read for Children that don't know street-names so images of buildings could have been used to plot places.
- Customers reported issues with the app.
- There were large gaps between venues.
- The artwork around the event was lost and didn't impact as much as it could have done to create knowledge of the event and excitement.
- The supporting marketing materials may need to be distributed a little earlier to build up interest and improved communication of the distribution of these.
- A pop-up shop could have been introduced to ensure that all participating retailers benefited from LEGO-type sales, allowing everyone to sell merchandise.

“The age spread of the visitors worked really well from younger families with children, grandparents looking after kids during the holidays, and at times some quite eccentric LEGO-aficionados.”

Atkinsons, The Moor

“Congratulations to BID. It’s been amazing seeing so many families hurrying around the City Centre with Bricktropolis leaflets in hand, searching for the LEGO-buildings. It certainly has been a magnet to bring people into the centre. Thanks for having the vision to bring it into Sheffield.”

Peter Sephton, Chair of the Sheffield City Centre Residents Action Group

“An amazing idea and really made walking around the city centre excitingly different for a short period of time”.

The Light Cinema, The Moor

“We had such interest in the LEGO, it was amazing and a real boost to the vibe in Millennium Gallery - thanks so much for all your efforts in bringing the trail here. Just what Sheffield needed this summer!”

Millennium Gallery, Surrey Street

“We loved that it was something unique and fresh for the city centre. It was a great all-round event that appealed to people of all ages, and it didn’t discriminate as it was completely free to take part! The event was a huge success for us. It allowed us to showcase our Virgin Money Lounge to a brand-new set of people. The footfall increase was astronomical, and we’ve already seen an uplift in new Lounge members and new accounts being opened which is great”.

Virgin Money, Fargate

TRAIL STATS

An estimated

21600

people did the trail with over

80%

of people completing the full trail.
The busiest day was Saturday, 11th August.

INTERESTING HEALTH FACT

The trail was approximately 1.5 miles in length, taking an average person 3,000 steps to walk, burning 150 calories.



THE INTERACTIVE BUILDING ZONE

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



THE INTERACTIVE BUILDING ZONE



“Thank you for having us this last two weeks, it really has been a fantastic experience, and the feedback we have received from people has been amazing, particularly during the Hobbyists’ display. The trains were very popular. I hope that you achieved everything that you set out to achieve with Sheffield Bricktropolis, given the time you had to plan and execute it, it was nothing short of brilliant.”

Rich Lawson, Managing Director, Stackable Events & Toys

0 1 3

BUILDING ZONE STATS

1 5 0 0

attended the Hobbyist's display on 4th August.

1 2 0 0

children attended 40 workshops.

3 0

children with special educational needs attended adapted sessions.

"I just wanted to email and say how much my kids enjoyed the LEGO session on Saturday. The atmosphere was great, it was calm and quiet, there was plenty of room and my children had a lovely time. At the end of the session my son (not known for displaying huge amounts of excitement or affection) threw his arms around my waist and said 'thank you, thank you, thank you'. A great win for the school holidays."

Mum to an autistic child.

WHAT THE PUBLIC SAID

“I have to say what a fantastic day we have had. Very tired after all the walking but enjoyed spending a rare full day with my daughter out in the fresh air with no TV, computers, etc.”

“We attended the Bricktropolis Trail on Saturday 4th August with our 6-year-old son. He absolutely loved spotting all the landmark builds and the open event at Barkers Pool with all the trains set up, so we'd like to thank you for organising the event.”

“Can I say, was a fantastic day out visiting places in Sheffield that neither me or my daughter had ever been to before and having numerous lovely conversations with strangers, both staff and other LEGO-enthusiasts.”



GIANT MOSIAC BUILDS

Over 2,000 people helped build two giant Mosaics at Sheffield City Hall on the 10th and 15th August. Organised by the charity Fairy Bricks - a not-for-profit enterprise - who donate LEGO to children in hospitals around Sheffield.



FRINGE EVENTS

From Bricks & Beers at The Devonshire Cat, Sentinel Brewery, and the Curzon Cinema to Bricks & Flicks at the Light Cinema (showing LEGO-Batman and LEGO The Movie) 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:

- | | |
|-----------------------|---|
| ■ The Common Room | ■ Bloo88 |
| ■ The Devonshire | ■ OHM |
| ■ Forum Bar & Kitchen | ■ Sakushi |
| ■ Craft and Dough | ■ The Entertainer |
| ■ Las Iguanas | ■ The Scout and Guide Shop |
| ■ Smoke BBQ | ■ And to Q-Park and SYPTTE/
First Bus for some great
parking and transport
incentives. |
| ■ Piccolino | |



PHOTO: INSTAGRAM @THEBRICKSMCGEE

“We received a good number of LEGO-builders every day. A good promotion for us to introduce Scouting and Guiding to young people.”

David Worth, the Scout and Guide Shop

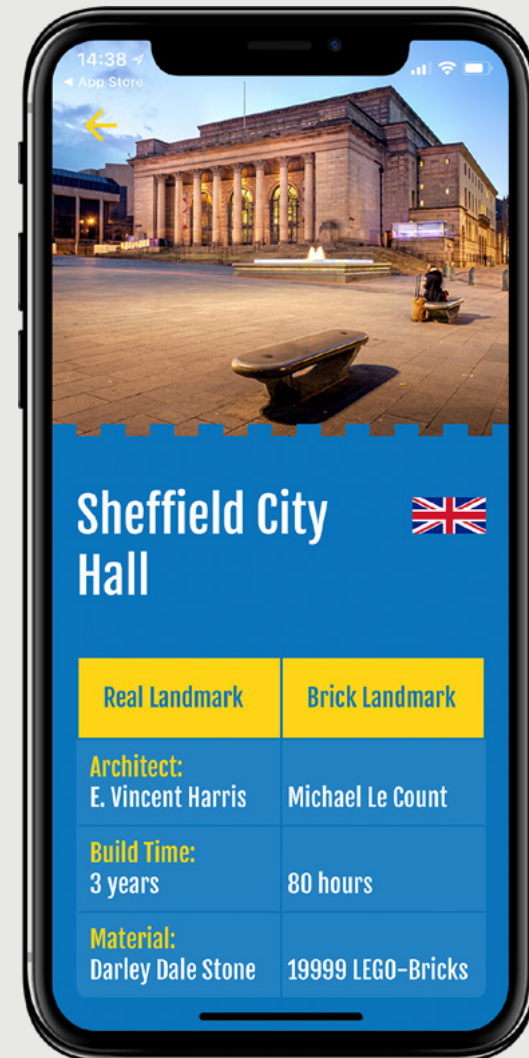


THE BRICKTROPOLIS APP

Some users experienced problems on the first weekend (4th/5th August) and reaching into Tuesday morning (7th August) on a vast array of phones and operating system versions. The main failing was users not having a constant data connection throughout their experience. Visitor feedback was invaluable in debugging, improving and releasing newer bug-fixed versions, which made the experience better for the remainder of the event and for new visitors to the Bricktropolis Landmarks. All users who experienced problems were credited the full 21/21 landmarks and auto-enrolled into the competition.

Crash stats

Android: 98.2% free of fatal errors; iOS: 96.1% free of fatal errors



0 1 9



Average session time: 8m 55s (per day)

Busiest day: Saturday 11th August

Number of active registrations: 3,075
(scanned at least one monument)

Number of trails completed: 1,531

Number of partial trails: 3,192

Total scanned monuments: 52,489

Most popular scanned monument: Atomium

Least popular scanned monument: City Hall

Miles walked: 3749.21
(extrapolating from total scans)

Complaints about the app: 67
(2.1% of active users)

0 2 0

DIGITAL STATS

2 0 2 7 5

active website users

3 7 2 0 0

website page views

4 0 5 6 7 6

social media impressions



GET THE APP

To discover LEGO™ landmarks around Sheffield!

4th - 7th August

The graphic features the text 'GET THE APP' in large, bold letters, where each letter is contained within a colorful LEGO brick. The bricks are arranged in a descending staircase pattern from top-left to bottom-right. The top row has three red bricks with 'G', 'E', and 'T'. The second row has three blue bricks with 'T', 'H', and 'E'. The bottom row has three yellow bricks with 'A', 'P', and 'P'. Below the text are two black buttons: one for Google Play and one for the App Store. At the bottom, there is promotional text in red and black, and the dates '4th - 7th August' in red.

MARKETING

2 0 5 9 0 0

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

8 0

Lamppost banners and outdoor pendants

2 0

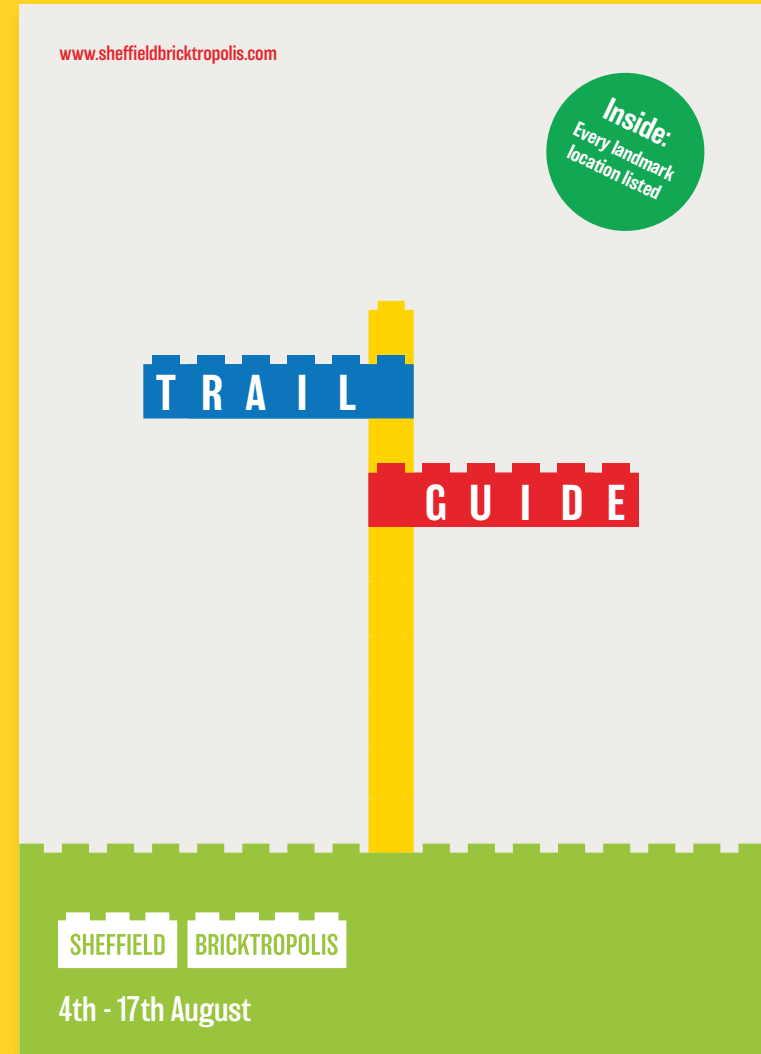
construction hoardings and other outdoor sites utilised

6 0 0 6

the number of emails sent

5 4 %

of visitors heard about Bricktropolis through Facebook and 18% by word of mouth



0 2 2

MEDIA COVERAGE

9 1 0 0 0

video views (BBC Online)

1 6 0 0 0

Facebook Live video views
(The Star)

6

press articles (The Star, Vibe
and Exposed magazines)

2

live broadcasts (Toby Foster's
Breakshow and BBC Look North)

X I N H U A

the State News Agency of China –
covered the story focusing on the
Bank of China model in Sheffield

0 2 3

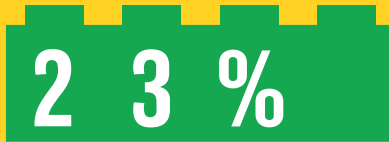
DISTANCE TRAVELLED TO GET TO BRICKTROPOLIS



Up to 30 minutes



2 Hours +



Up to 90 minutes



15 minutes

DISTRIBUTION OF VISITOR SPEND



Food & Drink



Shopping



Entertainment



Parking



Public Transport

0 2 5

ESTIMATED ECONOMIC IMPACT

£ 8 5 2 8 8 5

consumer spend (£528,789 is the net increase in consumer spend)

£ 8 9 6 5 9

organiser spend (£45,000 Sheffield BID plus £44,659 contributions leveraged)

- £ 4 2 0 0 0

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

0 2 6

£ 9 0 0 5 4 4 *

THE TOTAL ESTIMATED ECONOMIC IMPACT OF SHEFFIELD BRICKTROPOLIS

* calculated using average consumer spend data supplied by 568 survey respondents (including expenditure on travel, food, drink and entertainment)

9 6 %

OF VISITORS SURVEYED WANT TO SEE BRICKTROPOLIS RETURN!

PARTNERS

We owe a great debt of gratitude to the following businesses for their help and support:

- Atkinsons
- BAM Construction
- Bloo88
- Bright Bricks
- City Dressing
- City Hall (Sheffield International Venues)
- Counter Context
- Craft and Dough
- Curzon Cinema
- Fairy Bricks
- First Bus
- Forum Bar & Kitchen
- John Lewis
- Las Iguanas
- Marks & Spencer
- Millennium Gallery
- Moor Management team
- Move More
- OHM
- Paul Lancaster Commercial Property
- Piccolino
- Ponds Forge (Sheffield International Venues)
- Q Parks
- Sakushi
- Sentinel Brewery
- Sheffield Children's University
- Sheffield City Council
- Smoke BBQ
- South Yorkshire Passenger Transport Executive
- Stackable Events
- The Black Eye Project
- The Common Room
- The Devonshire
- The Devonshire Cat
- The Entertainer
- The Forum Shops
- The Light Cinema
- The Scout and Guide Shop
- Virgin Money
- Wake Smith Solicitors



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