

**MEETING:** Heart of London Business Alliance  
Summer Screenings

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## Leicester Square Summer Screenings: Debrief

### Document Objective

This document is being provided for your information. It aims to provide you a top line insight into the Leicester Square summer screenings event including our recommendations for next year and next steps.

### Background

To circumvent the drop in domestic tourism that has been felt since the string of terror attacks in recent years, Heart of London Business Alliance piloted their first free outdoor cinema in 2018. The Leicester Square Summer Screenings were organised as an initiative to drive visitation to the Leicester Square area, and to increase dwell time for those coming in. The goal was to help increase both awareness of Leicester Square as the home of entertainment and the surrounding businesses.

The Summer Screenings spanned over two weekends, 4-5 August 2018 and 11-12 August 2018, with four movies playing each day. Each Saturday started at 12pm, and the Sundays started at 10.30am as the screen was already set up. The movies shown were all U audience rated to encourage families to the area and the survey results show a good cross section of age ranges were in attendance.

Marketing for the event ran across multiple mediums including social media, pay per click, outdoor advertising, information stands around Leicester Square, postcard flyers and through the Team London Ambassadors at Piccadilly Circus, as well as on the Leicester Square website. Additionally, a press release went out about the event receiving successful pickup in a number of publications including Time Out and The Evening Standard.

The opportunity to provide special offers for the Summer Screenings was offered to Leicester Square businesses with 11 participating and their offers being advertised on the Leicester Square website and on the back of the event postcards. Cineworld also supplied popcorn and stewards for the event.

Objectives	Results
Drive footfall to Leicester Square	Increase in footfall WoW by 0.5% and 0.7% over weeks 1 and 2 respectively.
Increase drive dwell time in Leicester Square	90% of visitors surveyed said the event has made them consider coming back and spending more time in Leicester Square. 65% said they spent between 1-3 hours in the area, 25% 3-5 hours and 9% 5+ hours.
Customer satisfaction	88% of visitors surveyed scored an eight or higher out of ten for their 'likelihood to recommend the summer screenings'.
Provide an opportunity for businesses to attract customers in the door	11 businesses supplied an offer to be advertised on the marketing collateral driving customers in to their venues. The feedback we have received so far from businesses is that they would like to partake again next if the event was to repeat.
Brand awareness for Leicester Square	Social Media around the event reached 51,000 people. PR coverage had an advertising equivalent value of over £40k and a circulation of 7,036,780. Unique visitors to the website increased by 142%.

### **Recommendation**

It is recommended that we repeat the summer screenings in 2019 with the intention to bring on a commercial sponsor to further improve ROI. While the footfall increased, a positive consumer experience was achieved, and we received some excellent exposure for Leicester Square as a destination, there were significant hard costs associated with an event of this type. As well as seeking a sponsor for the event next year, we will also explore other activities for the square which would drive footfall, give a positive brand experience while cementing Leicester Square as 'the home of entertainment'. As is the case with any new event, there were many learnings from it and things we would do differently, however none of these were so severe as to detract from the overall success of the event.

### **Next Steps**

While we have already received a lot of anecdotal feedback from businesses around the summer screenings, we have sent out a comprehensive questionnaire to all Leicester Square businesses w/c 10.09.18 to collate formal feedback on how the screenings affected business. The evaluation of this information will help us to ascertain for certain if we are to run the summer screenings again and additionally what adaptations we should make to ensure they are beneficial for all. We are currently chasing responses

here.