

SECTION 1

PROJECT TITLE:
IT'S (ON IN) PRESTON

CATEGORY:
MUSEUMS, GALLERIES,
EVENTS AND VISITOR
ATTRACTIONS

SUB-CATEGORY: **N/A**

CLIENT COMPANY:
PRESTON CITY COUNCIL

DESIGN CONSULTANCY:
VIVID

CURRENT DATE:
05/07/2013

9.0.5



IT'S PRESTON

SECTION 2

EXECUTIVE SUMMARY

Preston Guild is a historic celebration dating back to 1179. The Guild is the only one of its kind and happens every 20 years. Changing times mean that each Guild has its own identity but shares a heritage of over 800 years, which provided many challenges as well as opportunities.

There is clear evidence throughout this entry that the key point to success was the way the 'It's (on in) Preston' design embraced environmental process, and the way that this was harmonised to develop a strong identity – appealing to a demographically diverse audience regionally, nationally and internationally.

Vivid took a significant role in providing a design concept that allowed a series of low/no-cost Guild campaigns – not only to highlight the city as a major driver of future economic growth at the heart of the Lancashire sub-region but to provide opportunities to show case Preston as a North West success story. The design strategy was dedicated to increasing a sense of community, sense of pride and achieved a high level of engagement.

2012 Guild delivered 145 different events, in partnership with 90 different organisations. Over 4.8m visits were made to Guild activities, 53% from outside of Preston. There were 51,000 'active' participant engagements in the events and 270 people worked as volunteers.

The design was not only visually striking but supported media coverage of approx. £5.5m and generated spend of £169m in a difficult economic climate.

The design has successfully repositioned Preston and provided a strong legacy, in terms of a visitor destination as well as a positive place to live, learn and work with over three-quarters likely to recommend Preston as a place to visit to others, a shift from just over half prior to the Guild.

(287 words)

“FABULOUS FESTIVAL GUIDE DESIGN – JUST GOT IN – MEMBERS GRABBING THEM OUT OF OUR HANDS – PEOPLE ON THE STREET REQUESTING THEM, PANDEMONIUM IN THE VIC, BARTERING IN THE BOX OFFICE! THRILLED WITH THEM – THEY LOOK GREAT – WELL DONE ALL”

Unprompted email from:

Stella Hall, Festival Director

Guild 2012 Team

Preston City Council

PROJECT OVERVIEW

1. OUTLINE OF PROJECT BRIEF

Preston Guild dates back to 1179, it is the only Guild still celebrated in the UK and as such is unique. The Guild happens every 20 years and the 2012 celebration will be the first Guild in the 21st century and the first since the granting of Preston's city status in 2002. Held only once every 20 years, the Guild plays an important role in the development of Preston as a thriving and important Lancashire city. The changing times mean that each Guild has its own identity but shares a heritage of over 800 years.

Preston Guild 2012 required an original design concept to deliver an original campaign for an original festival that would:

- **Attract visitors** from local residents, its sub-regions in Lancashire as well as UK and international visitors achieving **1m footfall** and overall visitors spend of **£32m**.
- Generate additional and diversified **income** including **ticket sales of** (for paid for events) **£508k** and **£60k of merchandise sales** and **10% sponsorship/fundraising** income.
- Increase of Guild profile and engagement including the media, **new partnerships** with cultural, tourism, education sectors, and related its business to delivery of **over 100 community events** throughout the year.
- To promote local **participation and pride** as well as encourage volunteers – **increasing the 49%** who said the Guild should make people proud of the city.
- **Improving perception** of Preston as a great place to live, learn, work and visit by **increasing the 55%** of Prestonian advocates who said they said would recommend the city prior to the Guild.

2. DESCRIPTION

'Once in a Preston Guild'

The Guild happens every 20 years

Managed by Preston City Council, 2012 was the first Guild celebration since the granting of Preston's city status in 2002.

Being England's oldest festival in Britain's Youngest City made this is a unique opportunity to create something truly special and original. It was an opportunity to celebrate history with a modern and distinctive twist.

The Guild Festival is composed of a number of events taking place in 2012 with the core civic events focussed on the first two weeks in September. The civic ceremonies are well established and tradition of the Guild Court, community, churches, trades, torchlight and civic processions.

When the project commenced the wider festival events for September were still in development. In addition, the existing annual community events such as Preston Mela Festival, the Caribbean Carnival, Chinese New Year and Preston Riversway Festivals were to be included in the designs to achieve added value from the Guild ethos and profile were starting from the beginning of 2012.

The chosen theme for the Guild was 'Innovation and Creativity' and it is those particular traits were to be celebrated both in retrospect and in looking to the city's future.

Ultimately the aim was to create a flexible design concept to work across marketing channels which is cost-effective and provides a legacy, contributing to building Preston's unique heritage and Preston's profile regionally, nationally and internationally.

3. OVERVIEW OF MARKET

A celebration that comes around every 20 years has high potential in generating voluminous impacts. The challenge set is to ensure through strategic and creative efforts that the long legacy is re-embraced.

The changes over the last 20 years have affected everyone involved in Preston Guild either as a doer or a viewer. How businesses operate, how people send and receive information, lifestyles, the environment and how people choose to spend their leisure time.

Social

The overall population of Preston has seen a reasonable rate of growth since the previous Guild (1992) but it has not kept pace with increases at the county, regional and national levels. The latest figure for 2012 gave a population total for the authority of 140,540.

However of particular note in Preston are the low population percentages in the two older age-groups, whilst the 15-24 age-group has a much higher percentage than the national average. The presence of the large university in central Preston has a strong impact on the age distribution in the area. This meant that the Guild would be unknown to a large percentage of residents and as students they would not necessarily be in the area for the core event time (Aug/Sept).

The twenty year cycle means that the Guild can bond generations with local people expecting great things. Visitors from across the region would need a strong message/reminder of what it's all about.

This also meant that with each festival a new generation would be seeing, hearing and experiencing Preston Guild for the very first time. To some the Guild is very old, to others it is a completely new concept. Levels of understanding and expectations of Preston Guild vary by age, location and experiences of previous Guilds (or lack there of). This presented a challenge.

Cultural

It would be fair to say that Preston is not recognised as a cultural hotbed so to achieve national and international engagement required a repositioning without alienating a local market.

Economic/Political

Economically difficult times meant two things:

1. Reduced disposable income so selection of events and visitations was considered at length with consumers looking for reassurance on their investment of time and money.
2. The closure of NWDA also meant curtailment of funding, meaning a strong design would be one of the most important aspects in terms of meeting objectives from securing private funding to achieving emotional and rational triggers to support/visit/participate.
3. Reduction in promotional budget set a challenge ensuring ease of access for information.

Content

Given the number of national/international events, festivals across the UK and Internationally (Manchester International Festival (MIF)/Lakes Alive are two North West events), festivals have been globalised becoming similar to one another, showing off similar features at large. As such, Preston Guild had a high possibility of becoming one of ordinary festivals.

As many events had not been agreed for the major season and as with many event led designs imagery is not available until post event or at least until artists' are confirmed – creating a design solution that conveys experience is critical to success.

However...

The 20 year cycle also meant that each Guild becomes inherently different to the one before: a presentation of the social, cultural and even political landscape of our time. Creatively each Guild could be approached with a clean slate and a fresh approach. 2012 is our first Guild in the 21st century; it is our first Guild since gaining city status and our first Guild of the digital age. This presented an opportunity.

The Guild was a huge opportunity for Preston as a destination to generate media coverage, raise its profile and entice many first time (but future repeat) visitors.

In summary key challenges included:

- **Audience appeal (lower than average growth population, cross generation, local, international).**
- **Restricted budgets/demise of NWDA.**
- **Find a unifying hook that everyone could connect with.**
- **Lack of imagery as events haven't happened and also until events were decided.**
- **2012 activities through-out the celebratory years competed with each other and the variety of days out across the UK.**

4. PROJECT LAUNCH DATE

1st January 2012

5. SIZE OF DESIGN BUDGET

£4,000 for design concept with a nominal design implementation budget.

6. OUTLINE OF DESIGN SOLUTION

It's (on in) Preston was designed as the creative-blanket/designed-concept for a flexible campaign to work in raising awareness of the Guild, destination, when promoting the volunteering campaign just as much as promoting a headline events.

Prior to this brief The Guild had a G symbol and ran a local teaser campaign saying what is the G? This had little resonance and a lack of engagement.



Although the G represented the Guild and the year, it did not symbolise the festival. We recognised we needed to design the G – so what is the G? The G is an individual experience for each and every visitor. It is a reason to be involved. Bright, bold, simple type led design incorporated multiple messages appealing to all audiences and different market needs. It's (on in) Preston gave clear direction that it was happening now and where it was happening, providing a strong reminder and reinforcing that the Guild is something to be proud of and participate in. Visitors, local community and sponsors could 'buy into' the campaign and make it their own in a cost effective way.



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The design solution delivered:

Broad appeal (socially and culturally)

Insights from focus groups revealed that the Guild meant something different to everyone – its diversity made it something very special however defining a single-minded proposition that would appeal to all generations – local and international cultures was a challenge. We created an adaptable, workable concept acting as the umbrella/big idea that will be taken to segment the offer to meet the different market needs. It repositioned without alienating because the vibrancy and messages made people proud and showed a commitment to something very special. Presenting heritage and culture in a socially relevant way.

Economic cost-efficiencies

Its simplicity in terms of the use of type and headlines allowed for messages to be placed on any media and could be created by everyone involved for all purposes – ensuring a consistent message without costly changes from digital to PR and collaborative campaigns – bringing the ideas to life.

Spontaneity & consistency content

The design worked proactively and reactively – conveying an experience and anticipation prior to launching acts and could be adapted once acts were confirmed. It worked without images prior to 'event announcement' and for when no images are available (often the case for events that haven't happened yet!).

Campaign-ability

The design meant that all activities had consistent brand coherence creating strong brand awareness.

The design has helped to approach every phase of the festival process in the most creative and social way. Unlike the conventional campaign promotion concentrating on tangible material outcomes, the solution created an experiential design, which managed the total environment process integrating not only market strategy, promotion, branding but also product development, merchandise and planning as well.

The playable application, 'It's (on in) Preston' provided sensorial entertainment with simple features to solving ticketing problems driving ticket sales for the year long events. In particular:

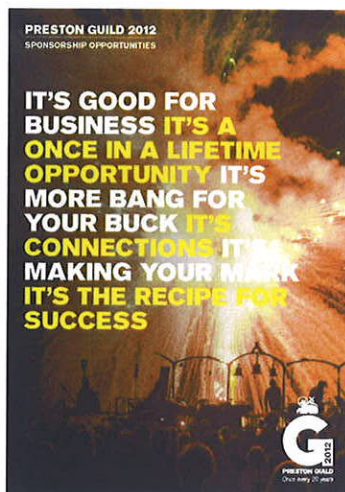
'It's a New Generation' (Guild Births) formulates emotional relations encouraging social conversations of generations of families.



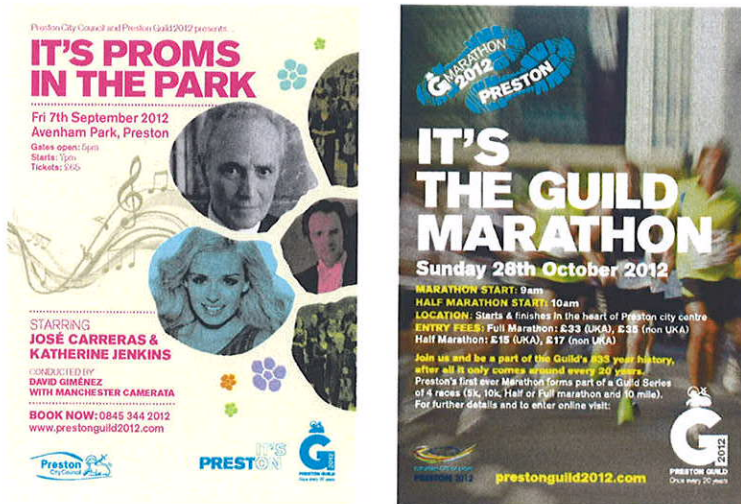
And magnetic 6-sheet also influences on people's awareness being able to 'take a piece of the Guild home with a word that symbolises individuality.



The design was proactive in developing strong relationships with business participants...



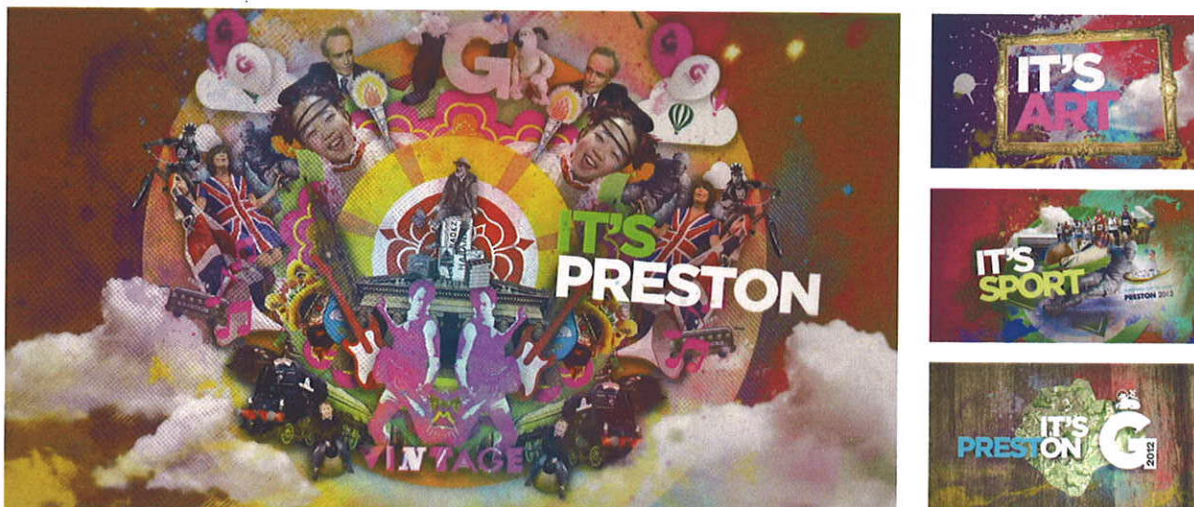
...constantly reminding people of upcoming events, leading to increasing cognitive attention toward local community activities...



...worked across revenue generating merchandise...



...and created a legacy – throughout the year a film was produced to be used as widely as possible, featuring highly visualised creative images conveying messaging from notable figures. The film also generated additional inward investment, tourism, and education to city's main highlights.



(Words: 480)

SECTION 4

SUMMARY OF RESULTS

The intelligent design is proven to be effective in meeting objectives:

1. INCREASE IN FOOTFALL & SPEND

The Guild delivered an increase of 380% footfall above target and a 428% increase in spend from regional, national, international visitors.

a) Overall Footfall

Footfall target: **1m**

Footfall achieved: **4.8m**

b) Regional, National and International Appeal

- Visitors living in **Preston** account for **48%** (2.4m) of Guild event.
- **37%** (1.8m) came from the wider **Lancashire** area.
- **13%** (619k) of all visits from UK, **2%** (95k) from **overseas**.

c) Overall Visitor Spend

Spend target: **£32m**

Spend achieved: **£169m**

2. INCREASE IN INCOME

Notable achievement is through, Visitor spend on ticket, Merchandise sales, Fundraising and Sponsorships.

a) Ticket sales

Ticket sales target: **£508k**

Ticket sales achieved: **£562k**

b) Merchandise sales

Guild Merchandise – a wide range from pens, pencils, t-shirts, cups and mugs, badges, glassware etc.

Original target of merchandise: **£60k**

The Merchandise sale income achieved: **£65k**
(Which is expected to grow as merchandise sales still continue)

c) Fundraising/Sponsorship

Fundraising/Sponsorship target: **10%**.

Fundraising/Sponsorship achieved: **25%**

Majority of the sponsors are new partnership –

15 in 16 sponsors are new sponsor relationships.

3. INCREASE IN PROFILE & ENGAGEMENT

Increase range and depth of partnership with culture, tourism, education, and business can be seen by:

a) Community event participation

Number of community events as part of Guild target: **100**.

Number of community events as part of Guild achieved: **145**.

b) New partnerships formed

- **31** in **41**, new partnerships with cultural organisation.
- **28** in **29**, new cultural organisations.
- **12** in **16**, education partnership.
- **1** in **3**, tourism partners.

16 Education partners

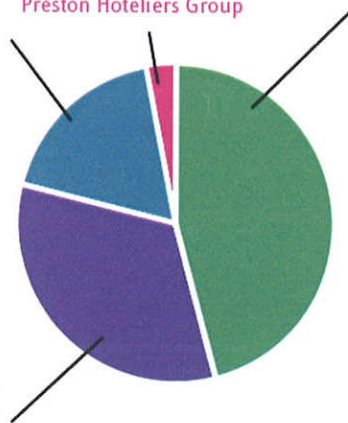
Cardinal Newman College
Preston College
Moor Park Business and Enterprise College
Primary School Head Teachers' group
Secondary School Head Teachers' group
UCLan
LCC schools improvement service
Preston Faith Forum
Preston Harris Charity
Lancashire County Council Archives department
Harris Museum and Art Gallery (Education Outreach)
Gary Cunliffe (freelance education consultant)
Museum of Lancashire
Queen's Lancashire Regimental Museum
Lancashire County Council Schools Music Service
Lancashire Sport

29 Business partners

North & Western Lancashire Chamber of Commerce
Preston Business Improvement District
Plumbs
James Hall and Co.
EH Booth
Virgin Trains
Preston Bus/ Rotala
BAE Systems
Paul Heathcote
United Utilities
Holiday Inn
Forbes Solicitors
Leyland Trucks
St Georges Centre
Preston North End
Recycling Lives
Marcus Worthington & Co.
Eric Wright Group
Smart Image Workwear
Lancashire Evening Post
SIKA liquid plastics
Lancashire Life magazine
Simon Preston (Square Food Festival)
Preston Vision Ltd.
Sky
British Cycling
Preston & South Ribble Fair Trade group
Royal Navy
British Military

3 Tourism partners

Lancashire and Blackpool Tourist Board (Marketing Lancashire)
Heart of Lancashire
Preston Hoteliers Group



41 Culture partners

In Certain Places with artists Shezad Dawood
Hemingway Design
They Eat Culture
Walk the Plank
RM Productions
Arts Council England
Legacy Trust UK
Blaze NW Cultural Olympiad Programme
Kendal Arts International
Preston Tringe Festival
Preston Arts Association
Heritage Lottery Fund
Museum of Lancashire
Abandon Normal Devices
Lancashire County Council Arts Development Service
Creative Lancashire
Dukes Playhouse Lancashire
UK European City of Sport
UK Corporate Games
BBC North
LCC Guild Wheel
Harris Guild Gallery
London 2012 Festival/ Olympics & Paralympics
BBC Radio Lancashire
We Play NW 2012 Cultural Olympiad
Preston Musical Comedy Society
Big Dance 2012
More Music in Morecambe
Ludus Dance
Lakes Alive Cultural Olympiad Programme
FACT (Liverpool)
Derry-Londonderry City of Culture 2013
Bluestreak Arts
Culturapedia
Da Da Festival (Liverpool)
Preston Twinning Partnerships
DCMS
Blackpool Council Arts Service
Spearfish
Geraldine Pilgrim (Handbag project)
BBC Three (Ballad of the Burning Boy)

c) Main source of information for visitors/participants' visit

- Despite reductions in budget for promotion and print – **76%** of visitors stated the easy access to getting information on the event.
- PR achieved coverage derived from the design strategy (incl. – It's a New Generation) reached a potential **852m** people and the social media content just under **22m** with **47,442** interactions.
- **71%** visitors mentioned of Preston Guild's online activity and the main source of information in **46%** of cases. In terms of broadcast and online press both were cited by **15%** of visitors and cited by **15%** as the main source of information.
- The marketing recall data shows that as part of the integrated design strategy profile rising press was successful in awareness-raising and that the direct marketing and printed material were the effective communication methods that stuck in visitors' minds and drove visits.

4. LOCAL PARTICIPATION AND PRIDE

The Guild has generated a sense of community, sense of pride, achieved a high level of engagement from local people. All of this resulted in visitors and residents having a more active interest in Preston.

a) Number of active participants

- **51,000** 'active' participants and **270** people worked as volunteers.
- **2.2m** visits from a population of 140,000.

b) Sense of pride from being part of the Guild

- Pre-Guild pride **49%**
- Post-Guild pride **90%**

c) Local communities being brought together

- (**66%**) of participants this was the first time they' involved in a community event.
- (**63%**) of participants were motivated to get involved in something new, and **6** in **10** wanted to give something back to their local community.
- **9** in **10** likely to attend future events like these.

5. IMPROVED PERCEPTIONS OF PRESTON AS A VISITOR DESTINATION

- Pre-Guild Perception: **55%** would recommend Preston as a place.
- Post Guild Perception: **77%** would advocate Preston.

6. OTHER

Preston Guild has achieved a noticeable success, that is also proven through the comparison with the festival, Manchester International Festival 2011.

Manchester International Festival (MIF) launched in 2007 is an artist-led, commissioning festival presenting new works from across the spectrum of performing arts, visual arts and popular culture, and it takes place biennially in Manchester, UK.

Preston is similar to MIF for those reasons;

- Location adjacent (in North West, UK).
- Numbers of creative events engaging a wider cross section of local residents including people overseas.
- Encourage a sense of community and social cohesion.
- Funded by numbers of charity/public sectors.

Based on an evaluation report from Manchester City Council, each outcome of both festivals are summarised as below.

	MIF	Preston Guild
No of performances	213	145
No of attenders	234,512	4.8m
No of volunteers	383	270
No of partners	46	90
Total earned value (GBP)	£4,491,256.29	£4,426,000.00
% of tickets sold	14%	12.7%
% of city council & sponsors	86%	84.6%
Others (Merchandises)		2.6%
Value of media coverage	£23,300,000.00	£5,000,000

(Chart 1-1, source: Manchester City Council report/An evaluation of Preston Guild)

As shown in the chart (1-1), Preston Guild is successful in terms of;

- Compared to MIF, in Preston Guild, with small numbers of events, performances, a great number of people visited Preston Guild (in the excess of 4.8 million) with a support of 90 numbers of partners/sponsors, two times more than MIF's.
- Despite small input of measurable AVE coverage for promotion, there's no big difference in the amount of incomes, compared to MIF's.

-
- In comparison to media coverage, The design for Preston Guild took an advantage of on-line/digital marketing accounting for 21% of total media value. Over 46% of visitors stated they used Guild-websites/social media activities as a main source of information. It indicates that Vivid's on-line, digital flexible marketing and creative techniques was cost-effective, and have paid off to a great extent.
 - Selections of merchandises accounts for 2.6% of total income in Preston Guild. However, it is expected that merchandises will be continuously making a profit, contributing to a long lasting impact on many generations.

OTHER INFLUENCING FACTORS/ RESEARCH

OTHER INFLUENCING FACTORS

The Guild as an occasion

Whilst it is acknowledged that the Guild in itself (and some of the higher profile events) would have delivered a level of interest and footfall the level of interest and footfall exceeded expectations. There are several reasons why we feel that this has not influenced the achievement.

- Those partaking in the research at the more high profile events – Community Procession, Proms in Park, G-Fest and WE PLAY Expo (all of which took place towards the end of the main Guild Week) had been to on average five other events that were included in the evaluation – demonstration that the brand increased the level of engagement and the design enabled all of the events including the smaller ones to share the same single minded design proposition.
- Comparing the results against targets the increase in sponsorship and in merchandise sales against expectation can be placed to design effectiveness. Both areas showed notable increase prior to 'events' being announced.
- The acts and events were varied and some of the more high profile events incl. Proms in the Park event achieved one of the lowest levels of advocacy, showing that the acts themselves were not a core factor, furthermore the torch-light procession one of the major events in 1992 with 250,000 attending attracted just 100,000 in 2012.
- Compared to notable events such as MIF, Preston Guild achieved higher level of engagement despite having less 'performers'.
- The results were higher than expected despite competing with some national high profile and large budget events happening at the same time – the Olympics/Royal Celebrations.

Public relations

PR achieved coverage reached a potential 852m people, however it should be noted that PR coverage was considered as part of the design and conceived by Vivid. For example the first PR piece 'It's a new generation' was designed and executed by Vivid as part of the concept budget.

Media spend

Media spend to generate awareness was negligible and only approx. £600 was spend on a media first magnetic panel, designed and conceived by Vivid. Digital/Social media formed part of the design strategy so should be considered as design effectiveness.

RESEARCH RESOURCES

Targets and pre-Guild perception were taken from:

Preston Guild 2012

The research was conducted Ipsos MORI North in June 2008. In total 500 residents aged 16+ were achieved to representation.

This summary of result is based on 'Report – Makes one proud to belong to Preston'.

The Evaluation is carried out by Morris Hargreaves McIntyre commissioned to evaluate the success of the Preston Guild, based on its evaluation and monitoring Frameworks. In total responses from over 1300 individuals contributed to the evaluation.

- 806 through the main visitor survey.
- 387 through the active participant survey.
- 72 volunteers responded to the volunteer survey.

34 partner/stakeholders responded to the stakeholder survey and a further eight key stakeholders were interviewed.

“DURING A VERY RIGOROUS AGENCY SELECTION PROCESS VIVID SHONE THROUGH WITH PROPOSALS THAT NOT ONLY ANSWERED OUR BRIEF IN FULL BUT ALSO THREW IN THOSE LITTLE EXTRA IDEAS THAT MADE THEM STAND OUT FROM THE REST. WORKING WITH THEM ON STRATEGIC BUT CREATIVE MARKETING FOR PRESTON GUILD 2012 IS PROVING BOTH EFFECTIVE AND ENJOYABLE. A GOOD SENSE OF HUMOUR AND GOOD SENSE ARE GREAT QUALITIES TO FIND IN AN AGENCY!”

Gayle Hewitt, Head Of Destination Marketing

Guild 2012 Team

Preston City Council