

Committee	Date:
Culture, Heritage and Libraries Committee	13 May 2019
Subject: Report of Action Taken – Request for Decision Taken Under Urgency	Public
Report of: The Town Clerk & Chief Executive	For Information
Report author: Chloe Rew, Committee and Member Services Officer	

Summary

This report provides details of a decision taken under urgency procedures since your last meeting.

Recommendation

Members are asked to note the report.

Main Report

REQUEST FOR DECISION UNDER URGENCY – FINAL APPROVAL OF THE CITY OF LONDON VISITOR STRATEGY 2019/23

1. The Assistant Town Clerk requested final approval of the City of London Visitor Strategy 2019/23, and approval for its onward submission to the Court of Common Council on 23 May 2019 for adoption by the City Corporation.
2. The previous strategy expired at the end of 2017. A new draft strategy was developed in consultation with a wide variety of stakeholders and has since been considered by relevant Committees following initial approval from the Culture, Heritage and Libraries and Policy and Resources Committees.
3. A number of amendments have been made to the strategy since it was first submitted to your Committee, however, there have been no changes in direction or in the strategy's objectives. Amendments included:
 - a. reference to safety and security within the cross-cutting themes;
 - b. reference to fashion and textile strengths of Petticoat Lane and its local environs;
 - c. explicit support of the City' Sports Engagement Strategy;
 - d. consideration of the carbon footprint of coach parking within plans for campaigns and development, aligning with the cross-cutting sustainability theme;
 - e. reference to Leadenhall Market as an events space;
 - f. explicit reference to the City's gardens; and,
 - g. the connectivity between City Corporation assets within and outside of the Square Mile is exploited to drive audiences in both directions.
4. Approval was granted under urgency as the strategy is to be presented to the Court of Common Council on 23 May 2019. The deadline for court report submissions was one week prior to your Committee meeting, therefore approval of the amendments and the draft strategy was requested under urgency in order to be included in the Court papers.

Chloe Rew

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