



## Report of the Culture, Heritage and Libraries Committee

### City of London Visitor Strategy 2013-2017

*To be presented on Thursday 5<sup>th</sup> December 2013*

*To the Right Honourable The Lord Mayor, Aldermen and Commons  
of the City of London in Common Council.*

#### **Summary**

1. With the concurrence of your Policy and Resources Committee we seek approval to the City of London Corporation Visitor Strategy for 2013-2017. In doing so we are seeking endorsement of the recommendations and actions contained within the strategy and the need to recognise the growing importance of the visitor and tourism agenda to the activities of the City.

#### **Recommendation**

We **recommend** that the City of London Visitor Strategy for 2013-2017 be approved.

#### **Main Report**

##### **Background and Proposal**

2. The first corporate Visitor Strategy was formulated in 2007 and was revised in 2010. Following the consolidation of Visitor Services in the Culture, Heritage & Libraries Department in the 2011 corporate restructure of the organisation and the on-going developments in policy and priorities, a new version of the Strategy is now due.
3. The Visitor Strategy is closely aligned with and supports other key corporate documents such as the Cultural Strategy and the Communications Strategy. It also reflects key priorities within the Local Plan and Corporate Plan for the City Corporation; setting out the rationale for encouraging visitors to the Square Mile, identifying target groups and challenges and defining a work plan for the Visitor Development Team and their various partnership activities.
4. This Strategy will be delivered primarily through the work of staff in the Culture, Heritage and Libraries Department but it is intended to reflect the work of all across

the organisation and will benefit all departments and activities supported by the City Corporation where visitors are relevant. Extensive consultation has taken place with internal and external stakeholders in the formulation of the 2013-2017 update

5. The key points to note in the Strategy are set out below: -
- The Strategy highlights the many reasons for encouraging visitors to the Square Mile, including the economic and reputational arguments that the City makes an important contribution to the wider London agenda, by enhancing the profile of London as a World City.
  - It is explicit in stating that the City welcomes all visitors from business travellers through to leisure seekers. This is an important point given a history of ambivalence in the corporate view towards visitors that has discouraged visitors in some areas to protect the City as a business district.
  - The Strategy identifies areas in which growth is likely and where development effort should be targeted, e.g. business visitors, weekend markets, overseas tourists. This is based upon knowledge of the tourism market and consultation with partner organisations.
  - The Strategy is aimed at the Square Mile as a whole, not just those attractions which are funded by the City Corporation. In doing so, the Strategy recognises that both City attractions and other attractions are best served through the creation of an environment with a diverse and vibrant offer.

### **Conclusion**

6. During the last decade, the City Corporation's growing recognition of the importance of visitor issues and its development of visitor services, has led it to create a portfolio of activity which not only supports corporate aims, but makes a valued contribution to wider London and government agendas. The previous versions of the Visitor Strategy have provided a rationale, a plan and a showcase for these activities and this latest updated version is now recommended for ratification and adoption.

All of which we submit to the judgement of this Honourable Court.

DATED this 28<sup>th</sup> day of October 2013

SIGNED on behalf of the Committee.

JOHN SCOTT

Chairman