

Culture Heritage & Libraries - Key Improvement Objective 1

Objective	To transform activities through best use of technology and community engagement, to improve customer service and increase efficiency and effectiveness.	
Priority and rationale (why are you doing it?)	This objective supports, Key Policy Priorities 1, 2, 3, 4 and 5 of the Corporate Plan and particularly, the objectives of the People Steering Group, and Customer Services Delivery Group. It is aligned to broader Government objectives around creating a reliable digital Britain and seeks to ensure that our services change and adapt to remain relevant, while delivering value for money.	
Supporting:		
Corporate Plan	Departmental Strategic Aims	Impact Assessment
<p>KPP1 Supporting and promoting the UK financial based services sector throughout the world for the benefit of the wider UK economy.</p> <p>KPP2 Improving the value for money of our services within the constraints of reduced resources.</p> <p>KPP3 Engaging with London and national government on key issues of concern to our communities such as transport, housing and public health.</p> <p>KPP4 Maximising the opportunities and benefits afforded by our role in supporting London's communities.</p> <p>KPP5 Increasing the outreach and impact of the City's cultural, heritage and leisure contribution to the life of London and the nation.</p>	Strategic Aim 1	

Actions / Milestones	Target Date	Measure of Success	Responsibility	Resources
To offer a range of library services that positively impact our customers' health and wellbeing.	31/03/17	95% satisfaction of participants in health and wellbeing activities and services.	C Boswarthack	Community & Children's Dept.
Procure/implement a new EPOS, bookings management, online ticketing and retail system to suit the current and future business needs of Tower Bridge, the Monument, Guildhall Art Gallery, the City Information Centre and Guildhall Library	31/07/16	Appoint supplier with signoff by all participating CHL services	C Earlie	CityProc CPDU IT section Reps from TB/GAG/CIC/GHL/GL Dept Open Spaces (possibly) [Equality Impact Assessment to be carried out]
	31/08/16	Implement new system		
	31/03/17	Achieve positive feedback on improved system from each CHL service		
Deliver year 2 of LMA's 5-year digital transformation plan – London's Memory Digitally	30/09/16	Funding bid to Heritage Lottery Fund submitted;	G Pick	Heritage Lottery Fund IT section External contractors/partners [Test of Relevance to be carried
	31/03/17	500,000 digitised images made available publicly through major commercial and other partnerships;		
	30/6/16	improvements to the quality and robustness		

	31/05/16 31/07/16	of the online public access systems by access upgrades to public IT at LMA; improved hosting arrangements for the online catalogue; public launch of the upgraded Collage.		out]
Review and redefine the mission and vision of the City Business Library	31/12/16 31/03/17 31/03/17	In partnership with EDO, deliver the CoL Enterprise Strategy. Develop external corporate partnerships in order to deliver a minimum of 8 new SME focused seminars. Increase web traffic by 25% (current average of 7,359 page views per quarter) through the launch of the E-Learning and Business Advice platforms on the CBL web pages.	S Pink	EDO CBL team Partnerships/ IT section Partnerships/ IT section

Restructure and improve the retail offer for Guildhall Art Gallery and generate income through venue hire (Amphitheatre) to provide support for Gallery budget and activities	06/04/16	Launch hire offer	N Bodger	The City Centre / New London Architecture / Historic England / CPAT / Remembrancer's
	31/03/17	Deliver £8k in hire income	N Bodger	
	01/04/16	Assume responsibility for managing Gallery retail	C Earlie	
	31/03/17	Achieve a 10% increase on full-year 15/16 figures for retail income and spend per head (SPH).	C Earlie	

Culture Heritage & Libraries - Key Improvement Objective 2

Objective	To transform the perception and experience of the City as a destination.		
Priority and rationale (why are you doing it?)	This objective supports, particularly, Key Policy Priorities 1 and 5 of the Corporate Plan and the objectives of the Place Steering Group. The City's culture and heritage play an important role in attracting businesses, in enhancing the lives of residents and workers, and in sustaining the profile of London as a global city. The visitor and tourism agendas are important both reputationally and economically for the Square Mile. This objective will also play an important role in supporting the ongoing development of the Cultural Hub.		
Supporting:			
Corporate Plan	Departmental Strategic Aims	Impact Assessment	
<p>KPP1 Supporting and promoting the UK financial based services sector throughout the world for the benefit of the wider UK economy.</p> <p>KPP4 Maximising the opportunities and benefits afforded by our role in supporting London's communities.</p> <p>KPP5 Increasing the outreach and impact of the City's cultural, heritage and leisure contribution to the life of London and the nation.</p>	Strategic Aim 2		

Actions / Milestones	Target Date	Measure of Success	Responsibility	Resources
Deliver a new visitor strategy (2017/22) for the City	31/07/16	Internal and public pre-consultation completed	N Bodger	All City departments with a visitor interface / interest and all

	31/10/16 05/12/16	Strategy drafted Strategy submitted to CHL Committee for approval.		City visitor assets including hotels, attractions, retail and culture providers Town Clerk's
Create a City of London Police Museum in the GHL/CBL complex	31/01/17	Design and build the Heritage Lottery Funded City of London Police Museum.	S Pink	CoLP City Surveyor's Chamberlain's
Continue to develop the service model options for LMA's accommodation, particularly in relation to the Cultural Hub programme	31/03/17 31/03/17	Options appraisal completed; Roof project completed	G Pick	City Surveyor's Chamberlain's External 'critical friends' External contractors [Outcome of options appraisal will determine if Equality Impact Assessment is required]
Facilitate and deliver cross-departmental commemorations for the Battle of the Somme 100 th and Great Fire 350 th anniversaries	01/06/16 31/07/16	Yard exhibition and umbrella programme for the Somme delivered across CHL assets. GF350 umbrella website launched.	N Bodger	Remembrancer's / City Surveyor / DBE / Fields of Battle / Royal British Legion / Cheapside Business Alliance / Diocese of London / Broadgate Artichoke / London and Partners / Town Clerk's (comms) / Museum of London

	05/09/16	All major public events presented for GF350.		DBE / Town Clerk's (comms) / Remembrancer's / Mansion House / Museum of London / Barbican / Artichoke / Arts Council
Enhance the visitor programme at the Monument, following the completion of buildings works, and assess the feasibility of new visitor facilities.	31/03/17 31/03/18	Achieve the 2016/17 target visitor figure for the Monument. Finalise action plan for creating new/adapting existing Monument facilities in 17/18, following conducting a full structural/commercial feasibility study to include consultation with Historic England and CoL Committees.	C Earlie	City Surveyor's Historic England CoL Committees [Outcome of feasibility study will determine if Equality Impact Assessment is required]