

### **Culture Heritage & Libraries: Outturn 2015/16: Highlights**

Once again, Culture, Heritage & Libraries has had a busy and productive year, and this report selects some of our highlights. It has been a good year for Guildhall Yard – as part of our ongoing campaign to realise the potential of the Guildhall complex as a visitor destination, we have not only organised a successful series of food markets on Court of Common Council days, but also had some successful special events like the Shakespeare Son et Lumière in March, a partnership with Guildhall School, which attracted over 14,000 visitors. Bringing people to the Yard helps to encourage traffic to Guildhall Art Gallery, where we were very pleased to break the barrier of over 100,000 visitors in one year, for the first time. Meanwhile, other parts of our tourism development work continued to flourish – the report describes the innovative “takeover” of the City Information Centre by the Northern Tourism Growth Fund, and at Tower Bridge the glass walkways have continued to attract ever growing visitor numbers.

Culture appeals to everyone but has particular opportunities to inspire and influence the up and coming generation, so we are keen to develop educational and school engagement activities where we can. London Metropolitan Archives has a well-established education outreach programme and mention is made here of the recently created formal learning scheme at Tower Bridge, which has seen a significant increase in take-up. Libraries are of course an integral part of the social framework for supporting young people, and it is good to note here this year’s successes in Barbican Children’s Library, with various special initiatives around science. Our libraries as a whole continue to be a much valued part of the City landscape and we have statistics here which testify to that.

Naturally, we believe we do a good job, and make a really important contribution to the profile, wellbeing, economy and reputation of the City. We have concluded our highlights presentation this year with a selection of awards won during 2015-16 by many CHL services, from Barbican Music Library to Tower Bridge, from the City Information Centre to Keats House. Don’t just take our word for it. As we sign off on the year just gone, we anticipate more highlights ahead, including commemorating the Great Fire, opening a new City of London Police Museum, and launching a new online picture library. Alongside all that, we will continue to deliver high-quality services of many kinds to an international community of customers, each of whom will, we hope, take away a positive impression of the City of London, and begin to plan their next visit.

**David Pearson,**

Director, Culture Heritage & Libraries

The **Cultural and Visitor Development** Team partnered with the Barbican and Shakespeare's Globe to deliver a shared-cost campaign under the banner "Shakespeare Woz Ere". The campaign highlighted the many events across the City mounted to commemorate the 400<sup>th</sup> anniversary of the death of the Bard who was a City resident working in Bankside. Headline successes include a 94% pick up rate of the 70k brochures distributed across London (75% is the benchmark), our Shakespeare webpage enjoying the number one spot as the most visited page on the City's site (after homepage and jobs) from 11 January to 20 March and over 600k page impressions on [www.visitlondon.com](http://www.visitlondon.com). As part of a programme of special activities planned by CHL to commemorate the anniversary, the Guildhall Art Gallery is hosting a modern-day rendering of Visscher's 1616 London panorama by artist Robin Reynolds (until 20 November), the Heritage Gallery displayed the First Folio and Shakespeare Deed (9 Jan to 31 March) and the Guildhall Library, Cultural and Visitor Development Team and Guildhall School of Music & Drama partnered to produce a Shakespeare Son et Lumiere in Guildhall Yard in March attracting an audience of over 14,000 over two nights.



Continuing our aim of supporting education in the City, **Barbican Children's Library** set up two new clubs in 2015-16. Our STEM (Science, Technology, Engineering and Mathematics) club where children were able to conduct scientific experiments, ran throughout the school summer holiday. Projects included making spaghetti bridges, hovering discs and racing balloon cars. A volunteer from STEMnet ran the sessions and explained the science and technology behind each experiment. A total of 85 children attended the six sessions.

Our weekly Code Club for 10-12yr olds was launched in January and 2 volunteers from a nearby City firm were recruited via the national Code Club organisation to run the sessions. 8 children are currently learning how to use Scratch computer programming and will be moving onto Python next term.

On 4 March, *Martin Parr: Unseen City* opened at the **Guildhall Art Gallery** (runs until 31 July). The exhibition, which showcases the work of Parr during his tenure as the City of London's photographer-in-residence (from 2013) documents the life of the City across three Lord Mayoralities with images generated from the unprecedented access the photographer was given to high-profile and little-known occasions. The final selection of over 100 pictures, offers a new perspective on the City of London, creating a significant documentary record of its colour and character for years to come.

Marketing for the exhibition was delivered in partnership with the Barbican Gallery who, concurrently, are showing a Parr-curated exhibition – *Strange and Familiar* – with joint ticketing driving audiences to both shows. This is the first time the two galleries have worked together in this way aligning with Cultural Hub objectives to see greater collaborative working between Hub partners.



As a key part of the **City Business Library (CBL)** vision and strategy, CBL re-branded in October/November 2015 which included changing the logo and overall brand identity, and the introduction of a series of strap lines to help promote all the key services offered at CBL. The re-brand has been successful enabling the service to increase room hire and seminar bookings as well as attracting more corporate partnerships to strengthen the service's appeal to entrepreneurs and SMEs.



### **Great Parchment Book - Conservation Award shortlist**

In July 2015 LMA was delighted to be shortlisted for The Pilgrim Trust Award for Conservation 2015 for the Conservation of The Great Parchment Book. The Great Parchment Book project was in good company as some of the highest-profile conservation projects in the UK and the world feature in the Icon Conservation Awards which recognise the highest standards of conservation, research and collections care within the UK art and heritage sectors.

Late last year, the **City Information Centre (CIC)** approached VisitEngland to offer the Centre as a London outlet for promoting England's northern regions to overseas visitors who are already in London. The deal, which has helped to build on the CIC's SBR target of £105k in external revenues per annum by 2017/18 (81% achieved) saw an 18-day takeover of the Centre (7-24 March) by the Northern Tourism Growth Fund with branding of northern destinations and the message 'Go a little further' and 'Northern England is GREAT'.

As part of the package, 13 destinations spent a day or more at the CIC promoting their product by engaging with visitors, these included Liverpool, Cheshire, Peak District, Sheffield, York, Northumberland, Newcastle/Gateshead, South Tyneside, Leeds, Cumbria, Barnsley, Lancashire and Hull.

The initiative has attracted significant interest across the tourism sector and at Government level, being heralded as a best practice example of how London can support the regions in light of the on-going debate around London's share of funding for arts and culture.



## Tower Bridge - Visitor Figures

The **glass floor** feature continues to draw high numbers of visitors to Tower Bridge Exhibition, with record performance figures for 2015/16 and over 120,000 additional tickets sold in comparison with the previous financial year. The marketing team at the Bridge has been busy experimenting with new ways to promote the feature with the aim of keeping it fresh in the eyes of the public, including a programme of sold-out yoga sessions, and the ways in which Exhibition staff interact with the public on the glass floor has helped to further instil excitement, leading visitors to pass the news of 'something special to see' on to friends and family long after their experience onsite has ended.

The 2015 Thames Festival saw a new milestone in Tower Bridge's history: the use of one of its two sub-river **bascule chambers** as a concert space for headline events as part of this year's Thames Festival. There were significant operational and safety challenges presented by such an undertaking as the chambers sit below each of the Bridge's towers and still to this day allow for the movement of the bascules and 600 ton counterweights for bridge lifts on a daily basis. The concerts received positive feedback from ticket holders and excellent levels of publicity in mainstream, national and specialist media, setting a precedent for future events and establishing a new and unique cultural venue for the City.



## Development of Education Provision at Tower Bridge

The Tower Bridge formal learning programme has continued to attract new and repeat schools. Between April 2015 and March 2016, 2,843 pupils have participated in the programme leading to a direct increase in paying child group visits to the Exhibition; an increase of 59% compared to the same period in 2014/15. Feedback continues to be overwhelmingly positive and a good level of publicity within the education industry has been



## London Metropolitan Archives (LMA)

The arrival of photography in London in 1839 would change the way people saw their city, and each other, forever and the collections at LMA contain an extraordinary range of images, recording the capital and its people in stunning detail. The critically acclaimed LMA exhibition – Victorian Photographs in London - presented some of the most striking images of London and Londoners from the era including the first known photograph of the capital and proved very popular bringing in lots of new visitors. The exhibition ran from 8 May until 29 October 2015.



The CIPFA statistics for 2014-15 were released and prove that again, **Barbican Library** loaned more stock than any other library in London and recorded the 10th highest loans for any library in England. Add in Scotland and Wales and Barbican Library recorded the 13th highest loans in the whole of Great Britain.

These statistics also show that **Shoe Lane Library** loans more stock than any library in the London boroughs of Camden, Hammersmith and Fulham and Kingston-upon-Thames. Nationally, Shoe Lane recorded more loans than any library in 10 Metropolitan Districts, 16 Unitary authorities and 1 county (Lincolnshire).



Library service in Guildhall Yard



### Magna Carta

As part of a worldwide programme of events to commemorate the 800th anniversary of the sealing of Magna Carta in 1215, the City of London's 1297 copy of Magna Carta went back on display in the City of London Heritage Gallery at the beginning of June until 1 October 2015. It was flanked by original documents, also from the archive collections held by LMA, which commemorated the 10th anniversary of the co-ordinated suicide attacks on London's transport systems on 7 July 2005, and the 200th anniversary of the battle of Waterloo on 18 June 1815.

In collaboration with world renowned rock photographer Jill Furmanovsky and Rockarchive.com, our latest **Barbican Music Library** exhibition, 'A Chunk of Punk', opened on March 2nd 2016. This has proved to be our most popular exhibition ever and has even attracted worldwide media interest, including full page spreads in the Wall Street Journal and Evening Standard, plus a feature article in The Stylist magazine. It was initially due to run through to 28 April but owing to its popularity, the run has now been extended until 25 May. To launch the show, an Open Night was held on 9 March and the sell-out audience was treated to author Daniel Rachel interviewing Jill Furmanovsky, Mark Perry [Sniffin' Glue and Alternative TV] and PR guru Alan Edwards.



## Awards



**Guildhall Art Gallery**  
2015 Certificate of Excellence  
Trip Advisor



**City Information Centre**  
2015 Visit England Award



The UK and Ireland Branch of the International Association of Music Libraries, Archives and Documentation Centres (IAML – UK & Irl) has awarded one of its prestigious 2016 Excellence Awards to **Barbican Music Library**. The Awards acknowledge activity in music libraries from any sector which demonstrates sustained good work and good practice with the potential to be adopted and adapted by others. L-R: Danae Robertson, Michael Southwell, Jacky Mitchell, Richard Jones, Sue Popkin, and Charlotte Jones.



**Keats House**  
2016 Certificate of Excellence Award Trip Advisor  
2015 Time Out Love London Award Winner  
2016 Hudson's Heritage Awards ↑



**LMA's Archive Service** was awarded an Accreditation certificate by The National Archives.

The highest possible rating of 'Excellent' was achieved by **Tower Bridge** in the annual assessment by Visit England for the Visitor Attraction Quality Assurance Scheme (VAQAS) with 88% scored; an improvement on the 86% scored in 2014/15 and a record for the business. Visit England also awarded Tower Bridge Exhibition a highly coveted Welcome Accolade, "reflecting the wide variety of world-class attractions on offer in England and provide the perfect reason to book a visit."  
The Bridge was also recognised at the 2016 Prestige Events COOL Awards as 'Best On-Water Venue'. →

