



Town Clerk's Culture

We educate, engage and inform, through discovery of our culture, heritage and unique range of services and resources.

Our ambitions are:

- The City of London is a must see destination with global resonance.
- Its archives, libraries, heritage and art collections are accessed by audiences the world over and recognised as an unrivalled resource for research, learning and enjoyment of London's history as well as business information and advice.

What we do is:

- Provide information and library services for residents, City workers and members of the general public through the Guildhall Library, City Business Library, and City Information Centre.
- Develop and promote the City of London as a cultural and visitor destination, through the delivery of the City Corporation's Visitor and Cultural Strategy.
- Provide visitor attractions and access for all to City Corporation collections through the Guildhall Art Gallery, City of London Heritage Gallery, London's Roman Amphitheatre, City of London Police Museum and Billingsgate Roman Bathhouse.
- Support, connect and enable London's cultural and tourism sectors through the delivery of local and London networks, the City Arts Initiative, the Central Grants Programme [Inspiring London through Culture] and contributions to London-wide and national programmes and campaigns.
- Provide cultural engagement with City of London communities through the delivery of the Guildhall Yard Public Programme, a City-wide outdoor arts programme [the newly-imagined City of London Festival], and City celebrations and anniversaries.
- Preserve and make accessible London's recorded memory – 100km of archives covering 1000 years of the City's and region's history through London Metropolitan Archives
- Deliver enterprise and entrepreneurship strategies through supporting SMEs and business hubs through the provision of business information, incubator space, seminars and national and international trade briefings.

Our budget is:

Section	£000
Guildhall Library, Services Assistants and CBL	1,415
Guildhall Art Gallery	357
London Metropolitan Archives	1,895
City Records Services	1,066
Visitor Services and City Information Services	587
Outdoor arts programme (new City of London Festival)	357
Total	5,677

Programmes and projects:

- Transform the perception and experience of the City as a destination and its services.
- Deliver a new Visitor Strategy for the City (2017-22).
- Work towards full accessibility in the Guildhall Library of all collections through a programme of cataloguing, preservation and promotion.
- Ensure the City of London Police Museum is a major attraction for visitors to the City.
- LMA to retain Archive Service Accreditation by successfully completing the review stage (three years post award)
- Facilitate City Corporation support for the Mayor's London Borough of Culture Programme.
- Establish strategic tourism partnership between City and Greenwich.

What we'll measure:

- Deliver a refreshed Visitor Strategy by July 2017.
- Ensure that at least 70% of any un-catalogued material is indexed by quarter 4.
- Achieve 30,000 visitors to the Police Museum by the end of year 1.
- Archive Service Accreditation retained
- MOU agreed with the GLA and working group established by May 2017
- Performance targets for partnership agreed by May; first phase targets achieved by year end



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Programmes and projects:

- LMA to mark the 950th anniversary of the City of London's extensive archives through a programme of celebratory events and further widening of digital access.
- Transition City Business Library to a membership only library through the introduction of a tiered membership scheme offering varying access to paid for services whilst maintaining free access to business information.
- Continue to expand the accessibility of the City Business Library through increased remote access to more databases to support business start-ups and business growth.
- Develop options for LMA's accommodation, particularly in relation to the Cultural Hub.
- Build on Guildhall Library's success in events and exhibitions; deliver a spectacular series of events in partnership with Tower Bridge, Guildhall School of Music & Drama, Close up Opera and other partners as appropriate.
- Develop and promote a Guildhall Library subscription-based Friends scheme.
- Ensure the 2016 bequest of the Richard Whittington Collection undergoes a programme of conservation, promotion and digitisation.
- Establish the new model for the City of London Festival.
- Join up the City's Roman offer to deliver greater footfall to relevant assets.
- Deliver new exhibition facility for Guildhall Yard to showcase City collections for Yard users.
- Facilitate the Tommy's London Landmarks half marathon for delivery in March 2018.

How we plan to develop our capabilities this year

- Implement the City Corporation apprenticeship scheme across our services to deliver learning for participants and capacity for teams
- Provide training in upselling for City Information Centre casual staff to drive increased revenue.
- Establish a volunteer scheme at Guildhall Art Gallery and the City of London Police Museum to improve visitor welcome.
- Develop staff in the best use of technology, community engagement and collaborative partnership throughout the services.
- Develop staff with the appropriate skill set in Guildhall Library to fundraise effectively and contribute to a fundraising strategy, in order to recognise increased income generation and future endowment for the City's collections.

What we'll measure

- 60k new digitised images to be made available publicly
- Launch membership scheme by Dec 2017
- Expand remote access to enhance worldwide market research, company information and statistics by June 2017.
- Options appraisal completed and future pathway identified
- Deliver 2 events by Dec 2017
- Deliver 2 Friends events by the end of Dec 2017.
- The collection will be fully accessible to the public, in both digital and hard copy formats by the end of Dec 2017
- Delivery team and partners established by June 2017 (City of London Festival)
- Londinium Romanum festival delivered Aug to Oct 2017, Bathhouse, Amphitheatre and Museum of London joint tours established by Oct 2017; increase in Bathhouse and Amphitheatre footfall of 5% by year end.
- Delivery of stands by April 2017; delivery of two major exhibitions in the Yard by Dec 2017.

What we're planning to do over the following two years

- Facilitate delivery of the 'Illuminated River' project for the City's bridges
- Deliver 'Fields of Battle: Lands of Peace and Reconciliation' an exhibition for 14-18 Now in Guildhall Yard in 2018, following the significant success of 'Somme 100' in the Yard in 2016
- Contribute to the national celebration of Dickens' sesquicentenary in 2020, working title 'Waking Dickens'.
- Consolidate and develop LMA's services to support good public governance through records management, Data Protection and Freedom of Information
- Lead a London wide celebration of 600 years of Guildhall Library (the UK's first public library) in 2020, comprising special events, lectures and exhibitions, in partnership with other institutions.
- Seek to transform City Business Library into a multi-functional space by offering more customers access to flexible workspace whilst in the City.