

We educate, engage and inform, through the discovery of our culture and heritage.

Our ambitions are that:

- The City of London is a must-see destination with global resonance.
- The City's archives, libraries, museum and art collections are accessed by audiences the world over and recognised as an unrivalled resource in a cultural and heritage context.

What we do is:

- Provide information and library services for the public, nationally and internationally.
- Provide the strategic framework for the development and promotion of the City as a cultural and visitor destination.
- Provide visitor attractions and access for all to City Corporation collections.
- Support, connect and enable London's cultural, heritage and tourism sectors.
- Engage with the diverse communities we serve through compelling cultural events and activities
- Collect, preserve and make accessible London's archive collections, on site and digitally.
- Deliver enterprise and employability strategies through supporting SMEs and business hubs.

Our budget is:

Section	£000
Guildhall Library, Police Museum and City Business Library	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

Our top line objectives are:

To

1. Deliver a new Culture Strategy and a new Visitor Strategy for the City (2017-22).
2. Work towards full accessibility across Guildhall Library collections through a programme of cataloguing, preservation, digitisation and promotion.
3. Ensure the City of London Police Museum is a recognised attraction for visitors to the City.
4. Facilitate City Corporation support for the Mayor's London Borough of Culture Programme.
5. Establish strategic tourism alliance between City and Greenwich.
6. Review operations and resourcing at City business Library to ensure a robust and relevant business model going forwards
7. Review operations at Guildhall Art Gallery to ensure a robust and sustainable business model going forwards

What we'll measure:

1. Deliver a new Culture Strategy and New Visitor Strategy by Dec 2017.
2. Ensure that at least 70% of any un-catalogued material is indexed.
3. Achieve 30,000 visitors to the Police Museum by the end of year 1.
4. Support package agreed with the GLA and working group established by May 2017
5. Performance targets for alliance agreed by May; first phase targets achieved by year end

8. LMA to retain Archive Service Accreditation by successfully completing the review stage (three years post award)
9. 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.
10. Develop options for LMA's accommodation, particularly in relation to the Cultural Hub.
11. 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.
12. Develop and promote a Guildhall Library subscription-based Friends scheme.
13. Ensure the 2016 bequest of the Richard Whittington Collection undergoes a programme of conservation, promotion and digitisation.
14. Establish the new model for the City of London Festival.

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:

6. Transition City business Library to a membership only library through the introduction of a tiered scheme offering varying access to paid services by Oct 2017. Expand the accessibility of the City Business Library through increased remote access by Dec 2017
7. Proposals considered by Committee Dec 2017.
8. Archive Service Accreditation retained
9. 60k new digitised images to be made available publicly
10. Options appraisal completed and future pathway identified
11. Deliver 2 events by Dec 2017
12. Deliver 2 Friends events by the end of Dec 2017.
13. The collection will be fully accessible to the public, in both digital and hard copy formats by the end of Dec 2017
14. Delivery team and partners established by June 2017; Londinium Romanum festival delivered Aug to Oct 2017.

What we're planning to do in the future:

- Facilitate delivery of the 'Illuminated River' project for the City's bridges
- Facilitate the London Landmarks Half Marathon (led by Tommy's) in March 2018, promoting the City's cultural offer as part of this
- 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 London wide celebrations of anniversaries related to the collection holdings of Guildhall Library and the Police Museum comprising special events, lectures and exhibitions, in partnership with other institutions.