

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

APPENDIX 1

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	
Guildhall Art Gallery	
London Metropolitan Archives	
City Records Services	
Visitor Services and City Information Services	
Outdoor arts programme (new City of London Festival)	
Total	TBA

Our top line objectives are:

- Establish officer networks and groups to deliver a robust monitoring and evaluation process for the City's new Cultural Strategy 2018/22; write action plan.
- Deliver a new Visitor Strategy for the City (2018/23).
- Deliver shared thematic campaign and standalone events for *Women: Work and Power*, a cultural programme of activities in response to the centenary of women's suffrage and other related anniversaries.
- Support England's wider tourism offer and maximise exposure for City assets through our partnership with England's Historic Cities (EHC) and the Discover England Fund.
- Execute agreed efficiency measures at Guildhall Art Gallery to deliver increased savings, income and footfall
- Ensure the Billingsgate Roman House and Baths remains open to the public without cost to the City Corporation, following the withdrawal of Museum of London as managing agent.
- Work towards full accessibility across Guildhall Library collections through a programme of cataloguing, preservation, digitisation and promotion.
- Ensure the City of London Police Museum is a recognised attraction for visitors to the City.

What we'll measure:

1. Delivery of *Women: Work and Power* programme and marketing campaign by December 2018.
2. Extent to which City product is featured in national promotions and City assets are utilised by EHC partners.
3. Footfall and income generated at Guildhall Art Gallery.
4. Income generated at City attractions.
5. Amount of uncatalogued material indexed and discoverable on the online library catalogue (target at

- Review operations and resourcing at City Business Library to ensure a robust and relevant business model going forwards.
- Broaden access to the City's and London's archives and heritage by developing partnerships with London archive services, particularly the London boroughs.
- Extend digital access to LMA's collections and services.
- Continue to develop service models for LMA's long term future, particularly in relation to its accommodation needs and to the Culture Mile.
- 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 and other partners as appropriate.
- Continue to promote the Guildhall Library subscription-based Friends scheme.
- Ensure the bequest of the Richard Whittington Collection undergoes a programme of conservation, promotion and digitisation.

How we plan to develop our capabilities this year

- Develop the skills of our staff at Guildhall Art Gallery to enable monetisation of the asset, including fundraising capabilities.
- Continue to provide training in upselling for City Information Centre casual staff to drive increased revenue.
- Establish a volunteer scheme at 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.
- Implement the City Corporation's apprenticeship scheme to deliver learning for participants and capacity for teams.

What we're planning to do in the future:

- Facilitate delivery of the 'Illuminated River' project for the City's bridges.
- 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.

- least 70%).
- 6. Number of visitors to the Police Museum (target 30,000) and feedback from attendees.
- 7. Expansion of accessibility of the City Business Library (increased remote access resources and reduced printed stock).
- 8. Delivery of year 1 of two HLF funded projects: *Unlocking the UK's Sound Heritage* and *Layers of London*.
- 9. Number of new digitised images made available publicly (target 50,000).
- 10. Attendance at events and feedback from attendees.
- 11. Public accessibility of collections, in both digital and hard copy formats.