

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

## **APPENDIX 4**

### **The corporate outcomes we aim to impact on are:**

2. People enjoy good health and wellbeing.
3. People have equal opportunities to enrich their lives and those of others and reach their full potential.
4. Communities are cohesive and have suitable housing and facilities.
6. We have the world's best regulatory framework and access to global markets.
7. We are a global hub for innovation and enterprise.
8. We attract and nurture relevant skills and talent.
11. Our spaces are digitally and physically well-connected and responsive.
12. Our spaces inspire excellence, enterprise, creativity and collaboration

### **What we do is:**

- 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, partnerships and activities.
- Collect, preserve and make accessible London's archive and printed collections, on site and digitally.
- Deliver enterprise and employability strategies through supporting SMEs and business hubs.

### **Our budget is:**

<b>Section</b>	<b>£000</b>
Guildhall Library and City Business Library	1,136
Guildhall Art Gallery and Police Museum	766
London Metropolitan Archives	1,883
City Records Services	1,095
Visitor Services and City Information Centre	673
Outdoor Arts Programme	378
Cultural Services Directorate	181
<b>Total</b>	<b>6,112</b>

### **Our top line objectives are:**

- Collate and publish the first annual City Cultural Strategy Progress Report in December 2019
- Establish officer networks and groups to deliver a robust monitoring and evaluation process for the City's new **Visitor** Strategy 2019/23; manage action plan
- Deliver a shared thematic campaign and standalone events for *Fantastic Feats: the building of London*, a cultural programme of activities exploring the art of invention, and the monumental engineering and architectural achievements that have made London great, including related anniversaries
- Facilitate and support the delivery of phase one of the *Illuminated River* project and the lighting of the four City bridges that constitute this phase.
- Coordinate and deliver support across City departments for the first year of London Borough of Culture, working with LB Waltham Forest to help achieve success for their 2019 programme, and with LB Brent to help advance their plans for 2020

### **What we'll measure:**

1. Report published and distributed
2. Number of published Visitor Strategy actions achieved or begun in year one.
3. Success of "golden thread" objectives for this programme against established baseline data, namely, to develop new audiences, animate City spaces, commission excellent and innovative work and work in partnership

- Continue to develop the role of the City Business Library (CBL) as the City's main enquiry centre and internal provider of direct services for start-ups and small and medium sized businesses (SMEs)
- Continue to broaden access to the collections and services of London Metropolitan Archives (LMA) and Guildhall Library (GHL) by developing partnerships with external organisations and stakeholders, including the London boroughs
- Extend digital access to LMA's and GHL's collections
- Continue to develop a coordinated service model for LMA's and GHL's long term future, particularly in relation to their accommodation needs and to Culture Mile.

## How we plan to develop our capabilities this year

- Develop the skills of our staff at Guildhall Art Gallery to enable monetisation of the assets to deliver increased income generation and future endowment for the City's collections.
- Continue to provide training in upselling for City Information Centre casual staff to drive increased revenue.
- Develop staff in the best use of technology, community engagement and collaborative partnership throughout the services.
- 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:

- Working with relevant partners, deliver cultural events, animations and/or programmes in response to London and national celebrations including Euro 2020 and Mayflower 400
- 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 collections held in Cultural Services, comprising of special events, lectures and exhibitions, in partnership with other institutions.

4. Positive PR impact of project for the City Corporation and annual visitor footfall (against established City baseline)
5. Value of support offered across City departments and realised within LBOC programme.
6. Full roll out of CBL's paid membership scheme.
7. Delivery of year 2 of LMA's two HLF funded projects: *Unlocking the UK's Sound Heritage* and *Layers of London*.
8. Number of new digitised images from LMA's and GHL's collections made available publicly (target 50,000).
9. Attendance at events and feedback from attendees.