

Committee(s)	Dated:
Policy & Resources Committee – For Decision	11/04/2019
Subject: Final approval of the City of London Visitor Strategy 2019/23	Public
Report of: Peter Lisley, Assistant Town Clerk and Director of Major Projects	For Decision
Report author: Nick Bodger, Cultural and Visitor Development Director	

Summary

The City Corporation's latest visitor strategy expired at the end of 2017. A new draft strategy (2019-2023) was developed in consultation with a wide variety of stakeholders last year and has since been considered by relevant committees following initial approval from your Culture, Heritage and Libraries and Policy and Resources Committees.

During this process, a small number of minor amendments have been made to the strategy. There has been no fundamental shift in direction, and none of the objectives listed in the strategy have been altered in any significant way.

The strategy is now returned to your Committee for your final approval ahead of it being presented to Court and – subject to that outcome – adopted by the City Corporation across departments.

Recommendation(s)

Members are asked to:

- Approve and this final draft of the City of London's Visitor Destination Strategy (2019-2023) as shown in appendix 1; and
- Approve its onward journey to Court of Common Council in May this year.

Main Report

Background

1. The City of London's Visitor Strategy 2013-17 has expired. Working with your Cultural and Visitor Development Teams, RJS Associates were appointed in April last year to undertake a full consultation across internal and external stakeholder groups and to produce a new strategy.

2. The consultation saw interviews with key officers from across the City Corporation's tourism portfolio, Members and external tourism stakeholders.
3. Close liaison with your Corporate Strategy Team to ensure alignment with corporate plans and thinking was also a part of the process with close attention paid to ensuring the strategy aligns with the Corporate Plan, Cultural Strategy 2018/22 and the Culture Mile Strategy 2018/28.
4. In December 2018, your Culture, Heritage and Libraries and Policy and Resources Committees approved the draft strategy. Since then, it has been presented to relevant committees for information with all salient comments incorporated into the amended version appended to this report.
5. For information, these committees were: Planning and Transportation, Barbican Board, Open Spaces and City Gardens, Guildhall School of Music & Drama Board, Culture Mile Working Party and Museum of London Board of Governors.

Current Position

6. Across the committee journey only a few minor amendments have been suggested and incorporated in the final draft. They include ensuring that:
 - a. Visitor safety and security is referenced within the cross-cutting themes;
 - b. Reference is made to the fashion and textile strengths of Petticoat Lane and its local environs;
 - c. Support of the City's new Sports Engagement Strategy is explicit;
 - d. The carbon footprint of coach parking is considered within any plans for campaigns and developments, aligning with the cross-cutting sustainability theme;
 - e. Leadenhall Market is referenced as an events space;
 - f. The City's gardens are explicitly referenced; and
 - g. The connectivity between City Corporation assets within and outside of the Square Mile is exploited to drive audiences in both directions.

Corporate & Strategic Implications

7. Full consideration of the strategic context and implications for the new City of London Visitor Destination Strategy is given within the draft (appendix 1) under the section "The Strategic Context".

Conclusion

8. A new visitor strategy has been developed by RJS Associates in consultation with City stakeholders. It has received a favourable reception from relevant committees with only a few minor amendments requested. These are incorporated in the final draft appended to this report.
9. The strategy is presented to your Committee for final sign off ahead of its submission to the Court of Common Council in May, after which, it is hoped, the strategy will be adopted by the City Corporation.

Appendices

- Appendix 1 – Draft City of London Visitor Destination Strategy (2019-2023)

Background Papers

The appendices to the City of London Visitor Destination Strategy (2019-2023) are available on request from the Assistant Town Clerk and Director of Major Projects.

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