

# Report – Culture, Heritage and Libraries Committee

## Visitor Strategy

*To be presented on Thursday, 23<sup>rd</sup> May 2019*

*To the Right Honourable The Lord Mayor, Aldermen and Commons  
of the City of London in Common Council assembled.*

### SUMMARY

This report seeks approval of a new City of London Corporation visitor strategy – ‘Discover the City: The City of London Visitor Destination Strategy (2019-2023)’. The strategy sets out the City Corporation’s vision for the development of the City’s visitor economy.

### RECOMMENDATIONS

Members are asked to approve the adoption of the City of London’s Visitor Destination Strategy (2019-2023) as shown in appendix 1.

### MAIN REPORT

#### Background

1. The City Corporation’s latest visitor strategy expired at the end of 2017. A new draft strategy has been developed and approved by your Culture, Heritage and Libraries and Policy and Resources Committees, following consultation with a wide array of stakeholders and relevant service committees.
2. The new visitor strategy ‘Discover the City: The City of London Visitor Destination Strategy (2019-2023)’ (Appendix 1) aims to develop the City’s visitor economy and enhance the City’s attractiveness as a place to visit and do business.

#### Development

3. The strategy has been developed through consultation with officers, internal and external stakeholders through our consultants, RJS Associates.
4. Throughout development, careful consideration was taken to ensure the strategy aligned with the Corporate Plan, Cultural Strategy 2018/22 and the Culture Mile Strategy 2018/28.
5. The draft has been presented to the following committees: Culture, Heritage and Libraries Committee, Policy and Resources Committee, Planning and Transportation Committee, Barbican Centre Board, Open Spaces and City Gardens Committee, Board of Governors of the Guildhall School of Music & Drama, Culture Mile Working Party and the Board of Governors of the Museum of London.

6. Following review from the above committees, the Culture Heritage and Libraries Committee approved the final draft of the strategy presented to the Court today. The Policy and Resources Committee has also reviewed the strategy and supports its recommendation to the Court.

### **Strategy**

7. The strategy sets out the City Corporation's vision for the development of the City's visitor economy. The strategy is divided into seven parts - an Introduction, the Strategic Context, Opportunities and Challenges, the Strategic Approach, Strategic Priorities, Implementation, and Outcomes and Monitoring.
8. The strategy is supported by four key priority areas aiming to develop the City as a destination for both tourism and business. The priority areas are as follows:
  - a. brand positioning and promotion, through refining and building the City's brand identity; exploiting the City's capacity and growing business visits;
  - b. developing and sharing the City's offer by sharing the City's story; creating and curating a portfolio of new experiences; and developing the Culture Mile;
  - c. building a quality, world-class welcome; and,
  - d. enhancing support and expertise by growing our knowledge base; developing our assets and stakeholders; and supporting greater London and the UK.
9. The projected outcomes include increasing levels of visitor spend, jobs and learning opportunities in the City and London; achieving reputational gains and increased prestige for the City and London internationally; supporting local cultural and tourism stakeholders so they continue to thrive; and contribute to the economic resilience of tourism industries in both London and the UK.
10. All activities within this strategy are to be delivered from within existing resources and no additional financial implications are associated. In some cases, however, they will be the subject of a bid for support from internal or external funding streams. Should the City Corporation's fundamental review re-evaluate the relative priority of certain activities, this will be reflected as the strategy is updated.

### **Conclusion**

11. The Committee recommends to your Court the new visitor strategy – 'Discover the City: The City of London Visitor Destination Strategy (2019-23)' for adoption by the City Corporation.

### **Appendix**

- *Appendix 1 – Discover the City: The City of London Visitor Destination Strategy (2019-23)*

All of which we submit to the judgement of this Honourable Court.

DATED this 23<sup>rd</sup> April 2019

SIGNED on behalf of the Committee.

**Graham Packham**  
Chairman, Culture, Heritage and Libraries Committee