

Appendix 1: Destination City: Outline Scope

Project purpose and scope

To assess the City of London's offer and promotion as a destination and develop a set of recommendations, to ensure it is:

- One of the world's most attractive destinations for workers, residents and visitors – both business and leisure, domestic and international.
- A globally desirable location destination of choice for businesses, across financial and professional services, creative industries, and the leisure sector.

In the context of the post-pandemic environment, and longer term adaptation to new ways of working, this project will aim to identify what destinations need to offer to stand out as compelling places to visit, work and locate in. Within that context, we seek to outline what existing strengths the City needs to build on and what new offers need to be developed.

This project will assess and benchmark the City's existing offer and current strengths, as well as its distinctive characteristics. Looking to the future, this piece of work will outline new activities for development and set out an overarching ambitious and achievable vision. From this vision, the project will set out the steps needed to roll out a successful implementation, with clear goals and clarity on the resources required.

Encompassing both the City's offer and its promotion to different audiences, the scope of this project will span all the elements that make for an attractive offer, including retail and hospitality; attractions and culture; heritage and architecture; and leisure.

Aligned with destination purpose, the work will need to review and segment target groups within the recommendations. It is important that this project can outline an implementation strategy that will deliver tangible results. An example is the delivery of increased footfall and spend, including during evenings and weekend. Another is supporting the return of workers to City offices as businesses adjust to new ways of working. And cutting across all of the project's recommendations will be a need to improve the attractiveness and perception of the City as destination of choice.

Partnership working will be key to developing the City's offer as a destination. Building on existing collaborations and developing new ones with stakeholders across business, leisure, retail and culture.

Deliverables

Setting out the vision for the City's future offer as a destination, the key output from this work will be a set of specific, detailed and evidence-based recommendations that set out a clear roadmap of activities.

- **The vision for the City as a destination:** Ambitious and wide-ranging, this will provide a touchstone for prioritising activities and unifying internal stakeholders and external partners. Drawing on the City's rich and exciting past, and inspiring its dynamic future. It will draw out the City as innovative, inclusive and sustainable. The evidence-base underpinning this will need to assess the City current offer, benchmark against comparator areas in London, the UK and internationally, while learning from others. The project will look at the contribution made both

directly and indirectly by the destination economy – and set ambitious but achievable goals for what this could become in the future.

- **Recommendations for developing the City's offer as a destination:** Improving the City's offer and appeal in the immediate and medium term, this work will identify specific activities and actions that will boost the City's draw as a destination. It will build on existing strengths such as the distinct nature of the City. However, we need to be creative and have an appetite for change which is why we want to develop new types of products targeted at key groups (eg young workers, international visitors etc) while supporting and enabling creative and leisure providers.

- **Recommendations for promoting the City's offer as a destination:** Effective promotion of the City's offer will be key. This work will set out recommendations and strategies for showcasing the City's appeal to target groups. This will include value propositions for each and how to reach these groups. These recommendations will need to be fully specified in terms of how they can be delivered and resourced. This will include targeted actions for the City of London Corporation – and, critically, how we can work in partnership to amplify reach and impact. Consultation with stakeholders and partners will be crucial across the project delivery, to ensure we have shared common goals and joint initiatives in place to deliver. Finally, it will be important to set out how best all recommendations can be monitored and evaluated in the short, medium and long term.

The City is unique. It combines a rich history spanning centuries with a unique capacity for re-invention. It has faced countless challenges in the past and has always emerged as a global destination of choice. Now, more than ever, as a post-Covid world and an un-precedented digital transformation reshape what our key audiences want, the City needs to act, and act fast.

This project will deliver an ambitious vision and set out a series of recommendations that will have a long-lasting impact on the City's future. The City of London Corporation recognises the importance of this work and looks forward to supporting the process throughout.