



Tower Bridge

Summary Business Plan 2022/23

What We Do

- Raise the Bridge for river traffic according to the City's statutory obligation as trustee of BHE
- Visitor attraction development & management
- Day to day maintenance & 24 hour security provision
- Learning, community engagement & cultural activities
- Corporate and private events
- Onsite and online retail
- Filming facilitation

The Bridge House Estates Strategy: Bridging London 2020-45 - 'Be Impact Driven'

'We will work towards ensuring everything we do has the strongest and most positive impact possible. We will focus our efforts where the need is greatest, in order to make a lasting impact for the benefit of Londoners now, and for generations to come'.

- Contribute to achieving the primary and ancillary objects of the charity
- Promote, enhance and celebrate the heritage and cultural value of our bridges.
- Provide an inclusive and high-quality cultural and learning offer on our bridges.
- We want to amplify our reach and impact to a world class level ...make the most positive impact possible in bridging London's physical and community infrastructure. We aim to position ourselves as a consistently credible champion for London and Londoners, working towards achieving our vision where 'every person in London becomes truly connected'.

Business Objectives 2022/23

- Work towards the continued recovery of Tower Bridge's tourism and events business and education provision, including revised visitor figures and income targets, adapting an operational and strategic marketing model according to any future changes in central Gov advice, internal financial planning or wider UK/London visitor economy trends and developments.
- Commence the process for achieving the 'Green Tourism' accreditation, supporting Climate Action as a strategic focus area for the charity
- Explore travel trade opportunities for the business as the sector recovers and international travel and tourism resumes.
- Review current arrangements with potential to procure and implement a new ticketing, bookings, point of sale and back of house system as a business-critical development project with emphasis on continuing 'here to stay' practices implemented following the pandemic (timed ticketing etc).
- Commence the first phase of a proposed restructure, following the Bridge becoming part of the officer structure under the charity, in alignment with the charity's primary object and the Target Operating Model.
- Continue the Bridge's programme of major projects and improvement works, both independently and in association with City of London Departments.



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Our Key Performance Indicator

	Performance 2019/20	Performance 2020/21	Target 2021/22	Target 2022/23
		Covid impact		
To achieve the overall income target for Tower Bridge	£6,691,105	£1,293,513 (including £803,210 in furlough)	£2,710,000	£4,110,000

Our Local Performance Indicators

Visit England Annual Quality Attraction Assessment Rating	89%	93%	90%	90%
Number of pupils participating in the formal Education programme	4,344 onsite	673 online	1,500 onsite 1,000 online	3,000 onsite 700 online
To achieve the visitor numbers for Tower Bridge	835,821	45,127	220,000 (at reduced capacity for distancing)	400,000
Visitors to second part of attraction: Engine Rooms	79%	83%	80%	80%

Social Media

Twitter: @TowerBridge

Facebook: /Towerbridge

Instagram: @towerbridge

Youtube: Tower Bridge

Awards and Quality Accreditations

- Rated 'Excellent' (93%) in Visit England's Quality Assurance Accreditation with resulting GOLD accolade
- Maintained the Sandford Award for Heritage Education
- Institute of Tourist Guiding Accreditation
- Trip Advisor Travellers Choice Award 2021 and ranked second of all London 'Attractions' and 'Things to Do'
- Visit Britain Covid-specific 'We're Good to Go' and 'Safe Travels' Accreditations