

VISITOR DEVELOPMENT & SERVICES

What We Do:

- City Visitor Information
- Visitor Strategy
- Tower Bridge Tourism
- Monument Tourism
- Bridge Lifts
- Retail Sales
- Keats House Museum
- Guildhall Art Gallery
- Destination Marketing

Departmental Strategic Aims:

- To refocus our services with more community engagement and partnerships with others
- To transform the sense of the City as a destination
- Continue to use technology to improve customer service and increase efficiency

Our Key Improvement Objectives:

Tower Bridge & Monument

- Progressively launch Tower Bridge quality branded merchandise range for retail and online sales to develop retail income by March 2014.

Visitor Development

- To implement all elements of the Phase 2 plan for the City Visitor Trail by 31 March 2014.

Guildhall Art Gallery

- To transform usage of the Art Gallery by delivering the exhibition, events and education programmes in partnership with others.

Keats House

- To transform usage of Keats House by delivering the events, education and community programmes in partnership with others.

Culture Heritage & Libraries Department



Mission Statement

To promote the City as an internationally renowned visitor destination and to increase footfall to CoL visitor attractions



Our Key Performance Indicators:

Description	Target 2013/14
To achieve the retail income target for Tower Bridge (£534,000)	100%
To secure external funding of £20k for the City Visitor Trail by August 2013	£20,000
Guildhall Art Gallery - 350,000 public usages by 31 March 2014. a) physical visitors b) other usages	350,000
Keats House - 320,000 public usages by 31 March 2014. a) physical visitors b) other usages	320,000

Social Media

Twitter:	@TowerBridge	@visitthecity	@GuildhallArt	@KeatsHouse
Facebook:	facebook.com/towerbridge	facebook.com/visitthecity	facebook.com/guildhallartgallery	facebook.com/keatshousemuseum
Flickr:	flickr.com/visitthecity			

Quality Awards

- π Awarded the UK's Best Unusual Venue at UK:Event awards (TB)
- π Awarded the UK Events Gold Award for Best Small Venue of the Year for the Walkways (TB)
- π Rated "Excellent" in VAQAS Quality Assurance Accreditation (TB)
- π Granted the Sandford Award for Heritage Education (KH and GAG)
- π England Official Partner Status (CIC)
- π First place (London category): Visit England's TIC Mystery Shopper (CIC)
- π Clean City Awards: Merit – recognising achievements in waste management, waste minimisation, re-use and recycling (CIC)

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David Wight

**Visitor
Development &
Services
Director**

