

Mission Statement

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





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.



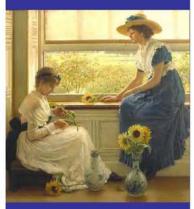
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David Wight

Visitor
Development &
Services
Director



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, reuse and recycling (CIC)



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Culture

VISITOR DEVELOPMENT & SERVICES