

Culture Heritage & Libraries Department: Strategic Aims – matrix

		Improvement Objectives / Key Performance Indicators									
		OBJ 1 - Transform access to our collections by making catalogues and digitised archive content available for use online. KPI 1 - Make collections available to the public.	OBJ 2 - Refine our collections and assist business change by disposing of redundant items/collections. KPI 2 - Appraise and deaccession redundant items.	OBJ 3 - Transform usage of the Art Gallery by delivering the exhibition, events and education programmes in partnership with others. KPI 3 - 350,000 public usages.	OBJ 4 - Transform usage of Keats House by delivering events, education and community programmes in partnership with others. KPI 4 - 320,000 public usages.	OBJ 5 - Explore opportunities to support and promote London's communities and heritage. KPI 5 - Achieve a per annum increase of 20% in audiences to events, exhibitions and talks.	OBJ 6 - Support local SMEs by organising a programme of themed day events. KPI 6 - Deliver a minimum of 3 themed days.	OBJ 7 - Consolidate and extend partnership working to improve the range and quality of services offered. KPI 7 - Minimum of 10 partnership projects /services.	OBJ 8 - To build on our e-strategy for books and e-commerce. KPI 8 - 5000 e-loans/downloads.	OBJ 9 - Progressively launch Tower Bridge quality branded merchandise range for retail and online sales. KPI 9 - Achieve the retail income target of £534,000.	OBJ 10 - Implement all elements of the Phase 2 plan for the City Visitor Trail. KPI 10 - Secure external funding of £20k.
(N.B. Objective/KPI descriptions have been abridged).											
The City Together: the Heart of a World Class City which...	...is competitive and promotes opportunity	Y				Y	Y	Y		Y	Y
	...supports our communities	Y	Y	Y	Y	Y	Y	Y	Y		Y
	...protects, promotes and enhances our environment			Y							Y
	...is vibrant and culturally rich	Y		Y	Y	Y	Y	Y	Y	Y	Y
	...is safer and stronger										
Corporate Strategic Aims	SA1: To support and promote 'The City' as the world leader in international finance and business services.						Y				
	SA2: To provide modern, efficient and high quality local services and policing within the Square Mile for workers, residents and visitors with a view to delivering sustainable outcomes.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	SA3: To provide valued services to London and the nation.	Y									Y
Departmental Strategic Aims	S1 Community Engagement: To refocus our services with more community engagement and partnerships with others.	Y	Y	Y	Y	Y	Y	Y			Y
	S2 City Destination: To transform the sense of the City as a destination.			Y			Y	Y		Y	Y
	S3 Customer Service through Technology: Continue to use technology to improve customer service and increase efficiency.	Y		Y	Y				Y	Y	