

Committee(s):	Dated:
Policy and Resources for information Culture, Heritage and Libraries for information	15 September 2022 19 September 2022
Subject: Destination City Update	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	2, 3, 4, 5, 7, 8, 9 and 10
Does this proposal require extra revenue and/or capital spending?	No
If so, how much?	N/A
What is the source of Funding?	N/A
Has this Funding Source been agreed with the Chamberlain's Department?	N/A
Report of: Damian Nussbaum, Executive Director of Innovation and Growth (IG)	For Information

Summary

In May 2022, the Chairman of Policy and Resources set out a bold new vision for the future of the Square Mile that will ensure it remains a world-leading destination for workers, visitors and residents. In a statement to the Court of Common Council, he outlined a package of measures designed to boost the vibrancy of the City, drive forward its recovery from the pandemic and increase its attractiveness to talent.

A key milestone following this announcement is the Destination City Launch Event, taking place on 15 October 2022. The Destination team is working with BAFTA award-winning producers Coney to deliver a large-scale event across the City. The programme will host a range of theatre, games, and performance across iconic venues and outdoor spaces. A summary presentation on the event was circulated to Members in August.

Other progress has been made across the Destination City programme, including the appointment of a new Destination Director and Programme Curator.

New governance models have also been established to ensure that City Corporation departments and its cultural partners are collaborating under the Destination City agenda. These new steering groups will enable officers and external stakeholders to explore mutual opportunities and deliver strategic projects with a shared vision.

Recommendation(s)

- Members of CHL and P&R are asked to:
 - Note the contents of the report.

Main Report

Background

1. During 2021, a Destination City Strategic Review was carried out by independent reviewers Danny Lopez and Kate Keating. It made recommendations for targeted interventions that seek to build the City's leisure offer and sustain its position as a world leading financial and business centre.
2. P&R and CHL Committees approved the proposed actions and strategies outlined in the Review. This was endorsed by Court on 13 January 2022. Further updates were brought in May to P&R and CHL in May and July.
3. The Chairman of Policy and Resources described Destination City in his May statement as a: "once-in-a-generation opportunity to redefine the City of London and enhance its leisure offer...".
4. An immediate priority programme for the programme has been the recruitment of senior leadership in the new Destination team. On 30 June, the [appointment](#) of the New Destination Director Luciana Magliocco was announced. On 22 August, the City Corporation also announced the [appointment of Tania Harrison](#) as the new Programme Curator. Both positions start in September.
5. A key pillar of Destination City is the delivery of large scale, annual Hero Events. These are designed to draw mass appeal and become a regular fixture in London's cultural calendar. The first of these is the Destination City Launch Event on 15 October 2022. The City Corporation is working with BAFTA award-winning producers Coney to deliver a largescale, immersive event across the City. The programme will host a range of theatre, games, and performance across iconic venues and outdoor spaces.
6. The first [announcement](#) for the Destination City Launch Event published on 2 August.
7. Further details have since been confirmed. A presentation with these latest updates was circulated to Members of CHL and P&R in August.
8. Engagement with partners and City businesses (particularly retail and hospitality) has been a key element of the programme. The event will provide opportunities for businesses to play an active role on the day through special offers and 'after parties'. Regular communications also seek to ensure that businesses and their employees can plan accordingly.
9. Residents are also a key part of the engagement plan. Through door-drops and e-communications, residents are receiving updates on the event. Residents, young people and community groups have also been invited to take part before and during the event via workshops and volunteering opportunities. A letter shared with City residents can be found in Appendix 2.

Current position

10. A new press release for the Launch Event is scheduled for mid September. This includes more detail on the experience for audiences, as well as the spaces and venues that will be involved. The announcement will coincide with the publication of a [dedicated website](#) and a special VisitLondon event page.
11. Further engagement will also be planned for residents and businesses in the City. This seeks to maximise the opportunities for these communities so they can engage in and benefit from the event.
12. As part of the wider Destination City programme, a new Steering Group consisting of City Corporation Chief Officers. They will meet on a quarterly basis to focus on cross-departmental initiatives. A separate group for the Directors of the City's major attractions and cultural partners will also meet. These groups will ensure strategic alignment for departments and key partners under the Destination City agenda. This shared purpose will also help to identify new opportunities and ways to pool resource for greater impact. Further information can be found in Appendix 1.

Corporate & Strategic Implications

- o **Strategic implications** include alignment with the Corporate Plan across all outcomes, supporting a flourishing society, a thriving economy and the shaping of outstanding environments.
13. **Financial implications:** there is no change to the funding required since the last update to CHL and P&R committees in July.
 14. **Resource implications:** no further implications.
 15. **Legal implications:** none identified
 16. **Risk implications:** there are risks associated with starting the programme without having a full team. However this can be mitigated by covering the gaps with interim staff in the interim, and phasing in the development of partnerships/commercial sponsorship.
 17. **Equalities implications:** none identified.
 18. **Climate implications:** none identified

Conclusion

19. Destination City is a core driver for the City's recovery, supporting its pre-eminence as the world's leading financial and business centre. It will help audiences and spend that will sustain local retail and hospitality sectors. Consequently, this will retain the City's attractiveness as a place to be.
20. The Destination City Launch Event will be a key milestone for this new agenda, seeking to drive footfall to the City and supporting businesses. It will help to animate the Square Mile and its attractions, venues and businesses for new and existing audiences. The event will also provide data and evidence on how new approaches and interventions can deliver the greatest impact. Ultimately, helping to initiate long term growth for the Destination City

programme. In turn, driving economic growth.

Appendices

Appendix 1 – Destination City Governance

Appendix 2 – Destination City Launch Letter for City residents

Damian Nussbaum

Executive Director Innovation and Growth (IG)

T: 020 7332 3263

E: damian.nussbaum@cityoflondon.gov.uk