

Destination City - Governance Arrangements

Background

Earlier this year, Members approved the Destination City Independent Review, which launched as a flagship policy of the Chairman following his election in May.

Reflecting its breadth, Destination City has a mandate to work across the Corporation, and to be successful will need to become fully embedded within the work of the Destination team (previously Culture and Visitor Services), Environment and Surveyors departments and beyond.

New governance arrangements are now needed to support this way of working, to ensure we have shared delivery plans and resources to realise the Review's recommendations.

Governance Recommendations

- **To establish a Destination City Chief Officer Steering Group:**
 - The group will be cross-departmental with core membership of:
 - Executive Director of Environment
 - City Surveyor
 - Deputy Town Clerk
 - Head of Communications
 - Executive Director of Innovation & Growth
 - Additional Chief Officers will be invited to attend for relevant items
 - The group will meet quarterly to consider, prioritise and (through their teams) deliver the Review's key recommendations.
 - These will include focus on the opportunities and limitations of the City's leisure proposition in respect of:
 - the public realm (including highways, licensing, signage, as well as spaces and facilities)
 - planning
 - events and activations
 - property (retail and premises)
 - BIDs
 - night time economy
 - The Destination Team will provide secretariat. It is proposed that the group is chaired by Damian Nussbaum, Executive Director of Innovation & Growth.
- **To establish an officer working group with core membership across relevant departments and areas pertaining to the above:**
 - This group will meet monthly and report into the Chief Officer Steering Group.
 - Officers be at a senior level and selected by Chief Officers to reflect their relevance to certain specialisms / areas of responsibility across the City
- **To establish a new forum for collaborative working across the City's major attractions and cultural institutions:**
 - Directors/CEOs of the following institutions meeting every six months:
 - Barbican Centre
 - Museum of London
 - LSO
 - Tower Bridge
 - Tower of London
 - LMA
 - St Paul's Cathedral
 - The group will look at shared opportunities at a strategic level across programming, promotion, welcome and wider visitor experience.

- They may be supported by more focused, regular engagement by those departments across the year to deliver against objectives
- **New governance proposals will build upon existing networks and groups organised by external stakeholders (eg the BIDs and the GLA) and the Destination Team. This will ensure that pertinent updates from stakeholders, as well as relevant projects, are reported into the internal governance structures to maximise impact.**

DRAFT OVERVIEW:

