

City Envoy Network Meeting Minutes

Summary of the City Envoy Network Meeting on Tuesday 5 July

The City Envoy Network held its inaugural meeting following the announcement of Destination City in May 2022. The meeting highlighted Destination City as a flagship policy of the new Chairman of Policy and Resources during his time in office.

The Chairman reiterated a call to action outlined in the May press release. Initiatives such as major events and stronger promotion were outlined as key to developing a 7 day a week City, engaging with wide ranging audiences to drive footfall and spend.

Attendees were briefed on the remit and role of the City Envoy Network. It was noted that:

- The group is advisory and holds no formal decision-making powers
- Meetings are scheduled to take place quarterly which will help to facilitate recommendations.
- The full membership would also be reassessed every two years to bring in new expertise and perspective.

The City Envoys held a discussion in relation to key strategic questions relevant to Destination City. These questions included:

- How do we utilise the City's hidden areas and more renowned assets?
- How do we provide a story for visitors?
- How do we ensure that partners with significant reach promote the City's offer?

City Envoy Members were asked for their views on the major opportunities and challenges for the Square Mile under the Destination City vision. Some suggestions included:

- The need for the City to build a long-term relationship with audiences
- A recommendation to focus on a small number of key strategic initiatives and areas to maximise impact.
- A recommendation to leverage major brands to engage with family markets
- Identifying the metrics for success now

The Executive Director of Innovation & Growth highlighted progress already made within the Destination team. He also outlined the current areas of focus. These include recruitment, developing a stronger digital platform to promote the offer, and the delivery of a major launch event.

The next meeting is in September 2022.

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