

City Envoy Network Meeting Minutes

Summary of the City Envoy Network Meeting on Thursday 22 Sept 2022

The City Envoy Network held its second meeting at the Old Bailey. The meeting focused on two key areas of work; the new brand positioning work and the Destination City Launch Event.

1. The Chairman welcomed members to the second meeting of the Network and introduced new appointees to the network. The Chairman reflected on The Royal Proclamation that took place on the steps of the Royal Exchange earlier in the month and how it highlighted the key role that the City plays in British culture and history. The Chairman reiterated his gratitude to City Envoy Members for their support and commitment to driving forward the Destination City agenda.
2. Attendees were briefed on the Destination City brand review by Luciana Magliocco, Destination Director who confirmed that this piece of work had gone out to tender.

The objectives of the project were noted as follows:

- To establish the City's leisure identity and consumer-facing proposition.
- To capture the City's founding spirit of enterprise and thirst for what is new.
- To narrate the golden thread between what has made the City great before and what continues to be great in the City now, and in the future.
- To ensure the brand identity is 'distinctly City' and grounded in place-based research.
- To challenge negative perceptions that the City is closed or quiet, exclusive, expensive or just about work.
- To punch its weight within a wider vibrant London and International offer.

Members shared feedback to be considered as part of the brand identity and programme development:

- The brand personality around History, Heritage, Culture and Innovation should be unapologetically bold – 'Nobody does it better'.
- Curiosity sits at the centre of the City and storytelling around the old meets the new should be drawn out. It should ignite a sense of exploration and unlocking of hidden places.
- Vehicles of storytelling should be activated across a multitude of spaces.
- The role of the BIDs should be leveraged in activating the programme across districts.
- The importance of brand value and responsibility must be clearly articulated in messaging.
- Value-add initiatives should be explored to reward customer loyalty e.g. 'the Golden key card'.
- A programme that drives sustained footfall is favoured over one-off day events.
- The quality of the Always On offer will influence visitor types and footfall numbers. This will be a deciding factor in whether businesses open at the weekend. Weekend opening has been a long standing issue in the City since before the Pandemic and requires a long term strategy.

3. Damian Nussbaum, the Executive Director for Innovation and Growth provided an update on the Destination City launch event. It was noted that all event communications and promotion had been suspended until the 26th of September, in recognition of the Royal Mourning period.

Laurie Miller-Zutshi, the Head of Offer then provided an event overview:

- It was confirmed the launch events official name was The Golden Key and would take place throughout the day on Saturday 15 October 2022.
- CONEY the BAFTA award winning producers and other established creative companies would be supporting us to host an immersive event for audiences of all ages and backgrounds.
- The event would also focus on how to utilise the City's hidden areas and more renowned assets.
- It would feature over 100 performers, three street festivals fairs, a mass treasure hunt and a maze of immersive smartphone-led adventures and creative street theatre.
- The objective of the event would be to attract 30k – 60k attendees to the City and drive footfall and spend to participating Cultural venues and City businesses.

Network members were asked to provide feedback relating to the opportunities and challenges such an event would generate. Suggestions included:

- Utilising this launch to forge new partnerships with City firms and businesses.
- Investigate ways to effectively communicate the impact of the event and wider Destination City agenda with key stakeholders.
- Utilise the launch event to provide the basis for an overarching strategy/vision for the Destination City offer.

4. The Chair thanked network members for attending and confirmed he was looking forward to sharing progress at the next meeting.

The next meeting will take place on the 22 November 2022 (Venue to be confirmed).

For any enquiries relating to City Envoy Network please contact Luciana.magliocco@cityoflondon.gov.uk