

Committee(s): Culture, Heritage and Libraries – For Information	Dated: 17/07/23
Subject: Destination City Overview	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	
Does this proposal require extra revenue and/or capital spending?	n/a
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, Innovation and Growth	For Information
Report author: Luciana Magliocco	

Summary

Members will receive a presentation at the July meeting of the Culture, Heritage and Libraries Committee (CHL) providing an overview of the Destination City programme. The main points covered in the presentation are as follows:

- A recap of the Destination City programme, its purpose and vision
- An overview of the core Destination City priority programmes
- The core Destination City marketing and events calendar
- Priority audience segments
- The adjacent Destination City workstreams, delivered across the Corporation

Recommendation(s)

Members are asked to note the presentation of the Destination City executive.

Background

1. Destination City is a first of its kind programme for the City of London Corporation. It is aimed at growing the City of London's leisure proposition to boost our attractiveness to existing audiences while also opening it up to new ones.
2. Policy and Resources (P&R) and CHL Committees approved the proposed actions and strategies outlined in the Review as being vital for raising the City's leisure appeal to one that is worthy of its world-class business brand and befits a global city. This was endorsed by Court on 13 January 2022.
3. Upon appointment of the Destination Director in autumn, a set of strategic priority areas to shape and deliver programme implementation were set out in the [Implementation Plan](#).

4. These strategic priorities were approved as part of the Implementation Plan paper by CHL and P&R in November 2022.

Current Position

5. The new Destination brand and digital channels were successfully launched in June. The strategy and budget to drive the Destination's *Profile and Promotion* programme for 2023/24 has been set.
6. The forward strategy for the *Destination Insights Programme* has been set and a Baseline Report produced. These will inform appointment of the Data provider to develop a first of its kind Destination Performance dashboard for the City Corporation and its stakeholders. The forward plan and an indicative budget for 2023/24 and 2024/25 has been set.
7. An extensive market listening exercise for developing the Destination Commercial and Brand Partnerships strategy has been undertaken. The interim strategy and an indicative budget for delivering this workstream has been set for 2023/24 and 2024/25.
8. Planning for Destination City's 2023 Major Event, Bartholomew Fair is underway. A steering group, made up of members of the Culture, Heritage and Libraries committee has been set up to advise and support in the implementation of Bartholomew Fair. The budget was signed off by P&R Committee in April 2023 and CHL in May 2023.
9. The Core Destination City Programme will be delivered within the Growth BID budget allocation. The Destination Team is also responsible for the Guildhall Art Gallery and Seasonal Events and Activations, these are funded through separate budget lines. The Seasonal Events and Activations activity is funded through the previously named Outdoor Arts Programme Central Risk budget. The Guildhall Art Gallery is a Local Risk budget. Both were historically run out of the Cultural and Visitor Development Team.

Corporate & Strategic Implications

10. Strategic implications – includes alignment with the [Corporate Plan](#) across outcomes 3, 7 and 10. Supporting a flourishing society, a thriving economy and the shaping of outstanding environments.
11. Financial implications – Growth Bid budget is required to ensure Destination City's strategic priorities are delivered and objectives can be realised.
12. Resource implications – none identified
13. Legal implications – none identified
14. Risk implications – the Destination City vision requires strategic alignment across departments to be successful. To achieve an ROI of 3:1 the Corporation will need to demonstrate its value proposition through performance data, brand equity and proof of concept but also through piloting models to activate spaces for value exchange.
15. Equalities implications – none identified
16. Climate implications – none identified
17. Security implications – none identified

Conclusion

18. The strategic priority programmes for 2023/24 and 2024/25 have been set and will be delivered to achieve Destination City programme's vision and objectives.

Appendices

- Appendix 1 – Destination City Overview Presentation

Background Papers

- 14 November 2022, Policy and Resources and 17 November 2022, Culture, Heritage and Libraries - Proposals for the implementation of Destination City
- 23 March 2023, Policy and Resources - Destination City – Growth BID Reprofile

Luciana Magliocco

Director, Destination City E: luciana.magliocco@cityoflondon.gov.uk