

Appendix 1 – Summary of progress in implementing the recommendations of the Martin review

Recommendation	Progress
Vision & Mission	
Destination City should be redefined as the growth strategy for the Square Mile as a destination.	Complete
Recast Destination City as a partnership approach to making the Square Mile a magnetic destination, prioritising: <ul style="list-style-type: none"> • Improving pedestrian connectivity between places • A consistently lively and animated ground floor experience, • A premium concierge service for relocating businesses and • Driving footfall between Fridays and Mondays 	In progress – for agreement as part of this report
Governance	
Align accountability for the refreshed Destination City programme to the Policy & Resources Committee while aligning accountability for the culture strategy to the Culture, Heritage & Libraries Committee	Complete
Create a new Destination City Board to build on, and succeed, the current City Envoy network.	Complete
Delivery	
Reshape the central Destination City team to become a Destination City Hub	Complete
Request the Town Clerk/Chief Executive to consider the future organisational location for the Destination City Hub, including the possibility that it should be relocated to the Town Clerk’s department to enable cross-departmental delivery.	Complete
Future events programmes to be commissioned by the cultural and heritage organisations in the Square Mile including the City’s Barbican Centre, Museum of London and Business Improvement Districts (BIDs), businesses and relevant community interest companies. Events that are supported by the City of London Corporation	In progress

should support the strategic priorities and goals (e.g. driving Friday/Monday footfall), be regular (for example, monthly) and likely to be smaller scale than those run by Destination City to date	
Establish a Destination City Dashboard	In progress. For agreement as part of this report
Commission future insights programme jointly with Business Improvement Districts having ensured that the data materially adds to the Destination City dashboard and focusses on market research on visitor originating area, attitudes and quality of experience.	In progress
Reevaluate the social media strategy and the possible partnership approaches to this where duplication currently exists, focus effort on a comprehensive calendar of events, and achieving an enhanced sense of the City of London as the capital's 'Old Town.	In progress
Ensure lease conditions in relevant commercial areas reflect a curated and appealing visitor experience.	Not started
Encourage relevant services working with children and young people to prioritise school visits that align with the Destination City priorities and the development of skills and employment opportunities in the hospitality industry	Not started
Professional strategy & leadership for Culture, Heritage and Libraries	
Establish professional leadership and strategy for Culture, Heritage & Libraries Request the Town Clerk/Chief Executive to consider options for the future Head of Profession for Culture as described and make an appropriate appointment to progress the Cultural Strategy	In progress
Align the new Culture Strategy with the Destination City vision in an approach that is collaborative, develops new partnerships and sets its sights on the City of London as an international cultural and heritage destination	In progress