

Destination City is the growth strategy for the Square Mile

Vision In the decade ahead, the City aims to be a globally attractive place for businesses, seeks to attract workers back to the office, and be a place that people want to visit, return to and stay. Its future success relies on being a welcoming and inclusive destination for all.

Outcomes

A globally attractive destination for business

Attracting current City workers back to the office - "earning the commute"

An inclusive and welcoming destination which attracts the next generation of talent

A destination that people want to visit, return to, and stay

Martin Review Recommendations / proposed outputs

Launch a **concierge service** for relocating businesses supported by a Market Occupation study

Ensure lease conditions in relevant commercial areas reflect a curated and appealing visitor experience

Developing a consistently lively and animated ground floor experience

Developing communications and marketing to **raise worker footfall**

Build an evidence base of changing worker demographics and preferences.

Design interventions that will increase amenity and build social capital.

Enhance **pedestrian connectivity** between our major attractions and places

Develop and launch a consolidated **calendar of activity and communications approach**

DC Targets

*What are trying to achieve?
How will we measure it?*

40 leads generated for new investors committing to investment in the Square Mile
15 leads generated for new business occupiers committing to locate in the City
860 Businesses supported to start and/or expand in the City

Monday: to reduce the average difference from 36% to 30% between average footfall on Tues, Weds, Thurs

Friday: to reduce the average difference from 42% to 37% between the average footfall on Tues, Weds, Thurs

To be developed. *E.g., Increase positive perception levels of the City*

Annual 5% increase in average footfall on Friday
Annual 5% increase in average footfall on Saturday
Annual 5% increase in average footfall on Sunday

Underpinned by the following City Corporation activities...

City Plan 2040.
Safe & Secure: City Police.
Delivery of new SME Strategy.
International promotion.

Culture & heritage offer.
Hospitality & licensing offer.
City Cleanliness.
Strong transport links.
City Belonging Project.

City Belonging Project.
SME Strategy.
Education Strategy.
City Plan 2040.

Environment & public realm.
Culture and heritage offer.
City Cleanliness.
Safe & Secure: City Police.
Hospitality & licensing offer.

Working with...

HMG, Mayor of London, Opportunity London, L&P, BIDs, investors, developers.

BIDs, Livery Companies, TfL, resident & community groups, Safter Cities Partnership.

Industry, resident associations, Livery Companies, schools, faith & community groups, GLA, London Councils.

Cultural partners, resident associations, BIDs, Livery Companies, Visit London, GLA, London & Partners.

Cross-cutting DC activities

Destination Advisory Board | City Data Dashboard | Destination Partnership Fund | Comms & branding

The Martin Review said that Destination City should be an accountable programme of relevant services and partners which can translate the City's mission into practice.

The City Corporation and its partners will also be undertaking the following activities in support of the Destination City outcomes.

A globally attractive destination for business

- Delivery of 1.2m sqm of high-quality office space as set out in the draft **City Plan 2040**
- **Support for our Hospitality industry** through our Licencing Team
- A new **Interactive GIS Map** which isolates licensed premises, transport hubs and development pipeline
- New industry research in the **City Occupiers and Investment Study**
- Supporting businesses to start and scale in the Square Mile with **bespoke business support** developed in the **SME Strategy**
- Protecting our business ecosystem with our dedicated **City of London Police Force**, including through programmes like **Cyber Griffin**
- **International promotion of the Square Mile** via events such as MIPIM, EXPO, etc.

Attracting current City workers back to the office - "earning the commute"

- Enhancing the hospitality experience with **Al-Fresco Dining** and **Street Trading Policies**
- Delivering the **SME Strategy** to support a **thriving ground-floor economy**
- An annual programme of City events from the **Lord Mayor's Show** to the **Summer of Sport**
- Providing quality public realm through the **Transport Strategy**, **City Plan 2040**, and **Climate Action Strategy**
- Protecting Residents, Workers, and Visitors at the heart of **Secure City Programme**
- **Improving Digital Infrastructure for the Square Mile** – 5G/Broadband coverage

An inclusive and welcoming destination which attracts the next generation of talent

- Connecting communities within the Square Mile's workforce with the **City Belonging Project** and **Faith in the City**
- Delivering the **London Careers Festival**
- Supporting care-experienced young people and those with SEND through the **City Corporation Mentoring Project**
- The development of academic excellence, cultural knowledge, work-readiness through the **Education Strategy**
- A **targeted business support offer**, helping SMEs of diverse sizes and founders to start and scale in the City with the **SME Strategy**
- Supporting upskilling with the **Women Pivoting to Digital Taskforce**, **Skills for a Sustainable Skyline**, and **FSSC**.

A destination that people want to visit, return to, and stay

- Curating a uniquely City offer through the **Resident Reset**
- Developing our cultural offer through a **new Culture Strategy** and **promoting programming** of our cultural institutions (GSMD, Barbican...)
- Support delivery of the new **London Museum**
- Delivering a major programme to refurbish the world-leading **Barbican Centre**
- Delivering **new pedestrian routes** and **public realm** through planning
- Tackling local crime, ASB and VAWG through the **Safer City Partnership**
- **Enhancing the City's environment and infrastructure** through CIL and Section 106
- Working with **City BIDs** to support our ground-floor economy, enhance our public spaces, enhance our status as a visitor destination

Destination City Programme activities

The Destination City Hub is a small, cross-cutting team; an enabling function.
Its default will be to partner with service departments and external organisations to help deliver initiatives that achieve our programme outcomes. **In year 1 we will....**

A globally attractive destination for business	Attracting current City workers back to the office - "earning the commute" [Short/Medium term]	An inclusive and welcoming destination which attracts the next generation of talent [Medium/Long term]	A destination that people want to visit, return to, and stay
Launch a concierge service for relocating businesses	Launch a campaign and coordinate activities that drive worker footfall on Mondays & Fridays	Scope a piece of work to better understand the changing demographics and priorities of our worker population.	Develop campaigns and activities that promotes key City's cultural and heritage moments, e.g. LM Show and our cultural/heritage sites
	Launch a partnership fund that supports external organisations to help deliver Destination City outcomes.		
Reset the relationship with our 5 City BIDs and actively scope the potential for a Riverside BID			
Launch a strategy that defines success for developing a lively and animated ground-floor experience for the Square Mile, which will include a framework for best practice for meanwhile use opportunities			
Develop and launch a City-wide approach to wayfinding aimed at increasing pedestrian connectivity between major attractions/places, which augments the Legible London			
	Overhaul and launch a new content strategy that is a coordinated approach to place promotion via social media, our web presence and across other distribution channels		
Launch and support a Destination Advisory Board with key partners			
Launch a Destination City Dashboard; share data and insights with our partners and to enable more targeted decision making and interventions (i.e. a demographics survey)			