

# Destination City Partnership Strand

## Overview

Destination City is the growth strategy for the Square Mile.

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.

## What we fund

Managed by the City of London Corporation, the Destination City Partnerships Fund (DCPF) encourages creative ideas that help to deliver the aims of the Destination City Programme [LINK]. The City Corporation aims to draw on the ideas and creativity of all those who operate in or interact with the City.

Proposals must deliver on one or more of the following defined **outcomes of Destination City**, namely:

- 1) **Attracting current City workers back to the office.** With a particular focus on increasing worker footfall on Mondays & Fridays.
- 2) Making the City of London **a destination that people want to visit, return to, and stay.** With a particular focus on creating a lively ground floor experience, improving pedestrian connectivity between places and increasing visitor footfall on Fridays and weekends.
- 3) Ensuring that the City of London is **an inclusive and welcoming destination which attracts the next generation of talent.**

## **Co-funding**

The DCPF is explicitly a partnership fund and the City Corporation is seeking to co-fund projects with partners. That being the case, proposals must set out what cash and in-kind contribution will be made to co-fund the cash contribution requested of the City Corporation.

## **Test and learn**

The DCPF seeks to test-and-learn approaches that will meet the Destination City outcomes. Proposals should set out how impact will be measured through evaluation.

## **Sustainable interventions**

The DCPF seeks to support sustainable interventions and welcomes proposals that seek to prove a concept or pilot an approach that could be rolled out sustainably, if it proves to be successful.

## **Where we fund**

Grants issued through the Destination City Partnership Fund will be awarded to projects that are being delivered for beneficiaries within the Square Mile or engaging communities outwith the City of London with the aim of engaging them with the City.

Projects must have most or all benefits delivered within the City of London. Applicants may be based outside of the City of London, but it is anticipated that most applicant organisations will be City-based.

## **Assessment**

Proposals will be reviewed and approved by officers from the City Corporation, with decisions being reported to the Policy & Resources Committee.

## **How much can you apply for**

The minimum grant that an organisation can apply for is £1000 and the maximum grant is £10,000.