

Destination Advisory Board (DAB)
Summary of Discussion
June 2025

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11 June 2025, 4.30pm - 6:00pm

Attendees:

1. Chris Hayward - Policy Chairman, City of London Corporation
2. Andrew Jackson CBE - Royal Historic Palaces
3. Simon McCaugherty - London & Partners
4. Charlotte Fletcher - Chair, Cheapside BID
5. Tony Matharu - Central London Alliance
6. Sarah Weir – Albion & East
7. Sean Ghouse – Fortum & Mason
8. Andrew Hilston - The Ardent Companies (Royal Exchange)
9. Jacqui Webster – Resident Representative, City of London Corporation
10. Tom Sleigh – Planning and Transportation, City of London Corporation
11. Brendan Barns – Culture Heritage and Libraries, City of London Corporation
12. James Thomson – Deputy Policy Chairman, City of London Corporation
13. Helen Fentimen – Community & Children’s Services, City of London Corporation
14. Jen Beckermann – Executive Private Secretary to the Policy Chairman & Destination City
Senior Responsible Officer, City of London Corporation
15. Katie Stewart - Executive Director, Environment Department

Officers

- *Ben Dixon – Head of the Policy Unit & Interim Head of Programme, Destination City, City of London Corporation*
- *Joshua Jones - Intelligence and Performance Analyst, Destination City, City of London Corporation*
- *Eloise Evans - Programme Advisor, Destination City, City of London Corporation*
- *Omkar Chana – Director of Culture, City of London Corporation*
- *Emma Markiewicz – Culture Senior Responsible Officer, City of London Corporation*

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- Amy Coppel – *Partnerships Coordinator, Destination City, City of London Corporation*
- Diane Dunkley - *Programme Advisor, Destination City, City of London Corporation*

Apologies:

- Paul Martin - Independent consultant for the Independent Review 2024

A public summary of the Destination Advisory Board meeting held on 11 June 2025.

New Destination Advisory Board Members, including BB and TS were welcomed in their as recently elected Chairs of Culture Heritage and Libraries and Planning & Transportation respectively. JT was also welcomed as the new Deputy Chairman of Policy & Resources. The Board received an update on key activities since the last meeting, which included the launch of the Destination City Partnership Fund, the appointment of 3 new officers to the Destination City team, with a Head of City BIDs to be appointed imminently, and takeaways from a recent hospitality and retail industry breakfast that was hosted by the Policy Chairman.

DAB Members reviewed and discussed a draft pitch deck, which outlines the City Corporation's proactive offer to business – the key message being attract, retain and grow. DAB Members welcomed the content and descriptions of the City but emphasised the need to adjust the headline wording of the six pillars, particularly 'serviceable', in favour of clearer phrasing that will become part of a shared script. A key theme of the discussion was audience, and the importance of deciding which priority groups to initially pitch to, as well as the need to have different versions for different demographics. The importance of footfall data was highlighted, and the use of visuals in the final presentation, including a heatmap. DAB Members noted that health and wellbeing, sustainability and investment in the talent of the future should feature more in the content. The Destination City SRO welcomed these reflections and added that the pitch deck is a base product that we will build from, and that the City has strong fundamentals – including continued investment in public realm – which this pitch deck and core narrative aims to bring to life

Ben Dixon (Head of Programme for Destination City) and Josh Jones (Intelligence and Performance Analyst) presented the evidence base for the *Earn the Commute* pillar of the Destination City Programme, which focuses on increasing worker footfall on Friday and Monday. The key points made were that many of the top City occupiers are mandating some kind of return to the office, which is at odds with data on employee expectations of work. Younger people are also coming into the office more than those in older age brackets. There was discussion around what levers we can pull, and whether we should shift the discussion towards "rewarding the commute". DAB Members emphasised the need to utilise the communications platforms within property developments, offering incentives and rewards to workers and offering an onboarding pack to businesses to make them feel part of the City community.

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The DC SRO updated the Board on the co-commissioning of a ground floor use report with the City BIDs which has gone out to tender. DAB Members discussed what new information the report would provide. It was noted that the study will focus on amenity provision in different parts of the City and finding out what the specific challenges facing the ground floor units are. Members highlighted the importance of doing the basics well and the importance of not focusing on one dynamic but instead collaborating and working as a united City.