

<b>Committee(s):</b>	<b>Date(s):</b>
Culture, Heritage and Libraries	04 December 2013
<b>Subject:</b> City Information Centre Annual Report and User Survey 2012/13	<b>Public</b>
<b>Report of:</b> Director of Culture, Heritage and Libraries	<b>For Information</b>
<b>Summary</b>	
<p>Since opening in 2007, the City of London Information Centre (CIC) has compiled an annual report at the end of each financial year which specifically examines statistics relating to footfall and revenue, drawing comparisons year-on-year. In addition, it undertakes an annual User Survey in the summer months of each year. The survey is undertaken by an independent research body and examines qualitative data – such as level of service, customer demographics and reasons to visit.</p> <p>The report and survey are attached here for your information. In all key areas – footfall, sales, profits and customer satisfaction – 2012/13 has seen marked improvements. This is despite the displacement factor caused by the Games and the Jubilee (which had a negative impact on most tourism businesses in July and August) and record achievements recorded last year, which it was anticipated would not be bettered.</p>	
<b>Recommendation(s)</b>	
Members are asked to:	
<ul style="list-style-type: none"> <li>• receive the report for information</li> </ul>	

## Main Report

### **Background**

1. The attached report and survey tell a good news story for the Centre with footfall up 1.8% year-on-year (399,899 visitors) despite the Olympic displacement factor and sales revenue the highest since opening in 2007 (sales and profits rising 26.3% and 16.8% year-on-year respectively).
2. While a number of external influences may help to account for these rises, such as our partnership with VisitEngland and a powerful Games-time legacy (both delivering more visitor traffic), other impacts counter the results – these include the bad weather, the displacement of visitors during the summer months because of the Jubilee and the Games (London being perceived as crowded and expensive) and the temporary provision of visitor information by other

bodies such as TfL and the GLA at sites across London (mitigating the need for visitors to come to the Centre).

3. A clear strategy to advertise and promote the Centre widely, including the partnerships with Visit England and the GLA cited above, has increased our national and London profile. This, along with an on-going proactive approach to social media, and the continual development of the Centre's range of goods and services, has also contributed to the increases reported.
4. So too, has the excellent service provided by Centre's staff which, since the annual report was written, has been retested (July 2013) to show 100% of users rate the team's service as good or excellent, of which 71% scored excellent (2012 = 100% and 66% respectively); while 100% of users rated the quality of information provided as good or excellent, of which 73% said excellent (2012 = 98% and 70% respectively).
5. The focus of the coming year for the CIC is one of harnessing the legacy of the Games, developing our relationships, networks and services to deliver continual improvements and to be responsive, flexible and accommodating to changing market conditions and customer needs (with especial focus on the BRIC markets). It is hoped that this will generate ever better results in the coming years and that next year's report to your Committee will evidence these improvements once again.

## **Appendices**

1. City Information Centre Annual Report 2012/13 (footfall and revenue)
2. City Information Centre User Survey (July 2013)

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