

Appendix 4

The City Arts Trust Limited delivering City of London strategic priorities

The Trust aims to strongly reflect the strategic direction of the City of London Corporation. The Trust is confident that its aims and achievements are totally in step with the recommended priorities of both The City Together the CLC's Cultural Strategy and the Visitor Strategy.

The City Together: Competitive and promotes opportunity

The City of London Festival attracts and showcases the very best of international art and culture, offering world class events at affordable prices, with ticket prices from £5 and a range of concessions and discount schemes. The Festival offers an ever-widening variety of high quality free events throughout the Square Mile, attracting large and diverse audiences.

The Festival provides platforms for young talent, both professional and student including a valued partnership with the City's Guildhall School of Music & Drama which showcases their performers and composers in a series of 12 lunchtime concerts.

The Festival enables and promotes voluntary involvement – professional development via our internship programme (building the creative industries); and community involvement through our work with our large team of volunteer Festival stewards.

The Festival creates opportunities for participation at a number of levels through work both within formal education and through our programme of public workshops. We have a partnership with Music in Offices to develop projects that showcase and develop the growing phenomenon in the City of office choirs.

The Festival continues to build partnerships within and beyond the City (overseas governments via embassies; Arts Council England; education institutions; business community; Livery Companies; venues; and more).

The Festival provides excellent value for all stakeholders, not least the public, through outstanding achievements in partnership funding between public and private sectors.

The City Together: Supports our Communities

The Festival enhances the quality of life by offering opportunities for engagement in the arts - passively and actively – to the City community of residents, workers, visitors (domestic and international) and students

Our Free Events programme, covering a wide spectrum of cultural activity, reaches people of all ages and has something for everyone. The new Pop-Up venue will create a new focus for the festival bringing us to the attention and encouraging participation of even wider audiences.

The Festival's extensive education and participation programme encourages learning across many disciplines (music, dance, literature and others) in schools (notably in the City fringe boroughs, including the City Academies) and outside the formal system. Collaboration with the other artistic and cultural institutions within the City, including those supported by the CLC, achieves synergy and adds value to partners' work

The Festival works extensively with the City Livery Companies, supporting their mission, especially in education and community participation.

The Festival makes use of the City's green spaces outside the Square Mile to engage with communities beyond the City of London

The City Together: Protects, promotes and enhances our environment

The Festival animates historic and new City buildings with arts – a defining feature of our activity. We continue to animate squares, gardens and other City open spaces throughout the City and beyond (e.g. Hampstead Heath) with our outdoor events programme. Walks, talks and tours, enhancing public understanding of the City's natural and built environment, are a key part of our programme.

Working with CLC's Environmental Services team, the business community and neighbouring schools, we run workshops to create and display artworks made from the City's recycled waste which are then paraded through the City during the Festival Procession.

The Trust places the green agenda at the heart of our organisation. We continue to work with the CLC to promote the use of cycle and walking routes and public transport to Festival venues.

The City Together: Vibrant and culturally rich

The Festival remains true to its original ambition of animating the City with a rich, world-class programme of arts activity. The Festival continues to champion internationalism and connects the City to other world cultures.

Partnerships with other key City arts organisations and external bodies enhance the artistic impact and public reach of activities.

Our impressive audience figures are a measure of quantity and a suggestion of quality in the Festival's outputs – reinforced by strong media coverage.

We aim to increase access to a wide range of venues and to find new locations each year, many of them little-known and not always accessible to the general public.

The City Together: Safer and Stronger

Festival public art and outdoor events bring people together in a positive way. Intergenerational work led by the Festival such as our joining of office and school choirs involves interaction of communities and builds strength within those communities

The Trust works closely with City Police, with staff receiving anti-terrorism and Crowded Places briefings annually, as well as working in close consultation with the CLC Licensing team. The Trust promotes best practice in health and safety and continues to work to address access issues

Cultural Strategy

The City of London Festival is a flagship annual event within the City, and the Trust is committed to playing its role in the development of an integrated marketing strategy for the CLC's arts and cultural offer. The Trust values its strong relationship with the CLC's Public Relations office, and works closely with the City Information Centre.

CLC's logo is included prominently on all print materials (Festival brochures and flyers, for example), the Festival website, and on major promotional initiatives such as underground poster campaigns and taxi side advertising.

Cultural Strategy: Sustaining Excellence in the Arts

The City of London Festival has developed an enviable reputation for the quality of its performances which receive widespread critical acclaim

Cultural Strategy: Animating the Heritage

The Festival brings high profile and often highly creative events to a wide variety of heritage buildings and sites in the City

Cultural Strategy: Breaking Down Barriers

Our education programme, free events programme and concert contact scheme are all intended to break down barriers in the arts for residents, workers and visitors to the City. Our new Pop-Up venue will also provide a much more informal performing space than has been available in the City to date.

Cultural Strategy: Working in Partnership

The Festival is a particularly partnership orientated organisation that works with the broadest range of collaborators both within and outside the City.

Cultural Strategy: Going Digital

Development of the Festival website and the use of digital media are becoming an ever more important part of the Festivals' marketing activity. www.colf.org is one of the most visited websites of organisations with the term 'City of London' in its title.

Cultural Strategy: Education and Learning

The Festival education programme is extensive and highly valued by our education partners.

Cultural Strategy: Evaluating

The Festival is committed to extensive research and evaluation of its activities. We are particularly keen to develop data-sharing initiatives with other city based organisations.

Cultural Strategy: Communicating

We are keen to remain active participants in any City Wide initiatives that communicate the City's cultural offer. We also believe our strong media coverage enhances the narrative about the City's cultural vibrancy.