

<b>Committee(s):</b>	<b>Date(s):</b>
Culture, Heritage & Libraries Committee	2 July 2012
<b>Subject:</b> City Information Centre Annual Report (footfall and revenue)	<b>Public</b>
<b>Report of:</b> Director of Culture Heritage & Libraries	<b>For Information</b>
<p><b><u>Summary</u></b></p> <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.</p> <p>Other qualitative data – such as level of service, customer demographics and reasons to visit – is examined in an annual user survey in July each year (this will be submitted to your Committee for information in autumn of this year).</p> <p>The attached report provides details of footfall and sales for the year 2011/12 and shows a marked increase in both areas. The reasons for this are discussed in the report.</p> <p><b>Recommendations</b></p> <ul style="list-style-type: none"> <li>• Members are recommended to receive the report for information</li> </ul>	

## **Main Report**

### **Background**

1. The attached report is a good news story for the Centre. It shows both footfall and revenue to have significantly increased in 2011/12 (up 14% and 22% respectively).
2. While a number of external influences may help to account for these rises, such as the closure of the Britain London Visitor Centre in Lower Regent Street in December 2012 (making the CIC the only official TIC (Tourist Information Centre in central London)), other influences counter such impacts – these include the Icelandic volcanic eruptions in May which significantly reduced the number of inbound visitors at that time.
3. A clear strategy to advertise and promote the Centre widely including our partnership with Visit England which will increase our national profile, along with our monitoring and proactive approach to social media, whereby staff respond to posts by tourists and critics to/of the City as a destination, and the development of the Centre's range of services and merchandise (which this year has seen the introduction of Oyster card sales,

accommodation options and national product), have all contributed to the increases reported.

4. So too, has the excellent service provided by Centre's staff which in last year's Visit England London Mystery Shopper exercise was marked at 93% - the second highest score of all of the TICs tested.
5. This coming year will be a significant challenge for the Centre as any increases realised from the closure of the BLVC plateau and our regular visitor audiences are displaced by the Olympic and Paralympic Games.
6. But this is also a year of opportunity – the Diamond Jubilee, Celebrate the City and the Games themselves, are likely to bring new audiences to the City and its attractions (be that physical or via national and international media) and it will be the focus of the Centre Manager and the Visitor Development Team at Guildhall to harness the potential that these opportunities bring, building on the success of the Centre to date, so that further increases in revenue and footfall can be reported to your Committee next year.

## **Appendices**

1. City Information Centre Annual Report (footfall and revenue)
2. City Information Centre Annual Report (footfall and revenue), appendix 1

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