

Committee	Date
Policy and Resources Committee	11 th May 2023
Culture Heritage & Libraries Committee	22 nd May 2023
Subject: Destination Brand Identity and Destination Website	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	5, 7, 10
Does this proposal require extra revenue and/or capital spending?	No
If so, how much?	N/A
What is the source of Funding?	N/A
Has this Funding Source been agreed with the Chamberlain's Department?	N/A
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Summary

This report presents an update on the development of the new destination brand identity and destination website ahead of its launch.

Recommendation

Members are asked to note progress on the destination brand identity and website project.

Main Report

Background

1. The Destination City Independent Review and subsequently approved [Implementation Plan](#) highlighted the importance of developing a new destination brand and digital platform to capture the global significance of the City as a leisure destination.
2. The new destination brand and website will bring the City's story to life and shine a light on its unique and diverse leisure offer with confidence and pride. It will provide a platform to communicate and engage directly with customers, helping shift perceptions, build affinity, and encourage visitation. It will support Destination City's objectives to increase footfall that encourages spend.
3. Creative agency, Anatomy was appointed in November 2022 to deliver both workstreams. During the discovery phase, Anatomy undertook extensive research including competitor analysis, the review of industry research and reports, and

interviews with City Envoy members, cultural attractions, City SMEs, and key partners. The Corporation's Communications team have been part of the development process.

4. The distilled findings from the research phase informed a set of strategic brand pillars to guide the creative development of the destination brand identity and articulate why the City of London is unique. It is the birthplace of London; a distinctive mix of past, present and future; a place of renewal and reinvention; full of unique cultural experiences; now more connected than ever with new transport links.
5. The research phase also led to the recommendation of target audiences, in addition to the City's workers and residents who are core to its success. In line with Visit Britain research, audiences have been defined by mindset and motivation. 'Experience Seekers' have been identified as high value segments due to their propensity to visit and likelihood to spend. This includes London and domestic audiences as well as international visitors from the US, France and Germany who are visiting London. These audiences are motivated by unique experiences and what's new. Culture is a core part of social life, and eating out is key – often paired with an activity or experience. Work undertaken on audience profiling details barriers and motivations to attracting these segments to visit and spend. This data will inform content, messaging and marketing channels to successfully reach and resonate with these audiences.
6. Creative routes were developed and tested across audience sets - UK and London, USA, France and Germany. The most popular route has been developed, taking all learnings from this research into consideration.
7. The new destination brand will be a strategic tool to build desirability of the place – attracting target audiences and unlocking future opportunities with brand partners and sponsors. It will act as an enabler to connect with City stakeholders such as BIDs and local businesses; an opportunity to profile the City within a collective umbrella brand.
8. The cost of these workstreams, as well as the wider delivery programme, has been budgeted for within the budget assigned to Destination City.

Current position

9. A new destination brand and website has been developed to profile and promote the City of London's leisure credentials: its unrivalled heritage and history; world-renowned arts and culture; eating experiences; venues to socialise; places to stay and relax.
10. The new mobile-optimised website will:
 - a. Offer a new dynamic and flexible promotional platform for local businesses and partners to promote their offering under one destination umbrella to a wider range of audiences.
 - b. Provide a dedicated 'always on' channel to showcase Destination City events

and campaigns, as well as wider events and activities taking place across the City of London.

- c. Deliver a user experience with design and functionality at its heart.
 - d. Showcase the many layers of the City's proposition – its history, heritage and wider leisure offer.
 - e. Act as directory, with map integration, to help customers plan their trip in advance and improve their wayfinding experience.
 - f. Offer analytical capabilities to inform future content and functionality in response to what audiences are looking for.
11. The new destination website is a core supporting platform within the marketing mix. Alongside it, revitalised social media channels and a new e-newsletter will also launch with strategies to increase followers and engagement.
12. There will be a soft launch of the new website at the end of May/early June to test functionality and initial performance ahead of the summer advertising campaign. This will launch the brand and promote the City of London to customers via owned, earned and paid marketing and communications channels to:
- a. Build awareness of the City of London as a destination which has a diverse and exciting offer throughout the summer.
 - b. Support in shifting perceptions of the City, reinforcing its leisure credentials to drive intent to visit.
 - c. Drive visits and engagement with the new destination website, social media and newsletter.
 - d. Encourage intent to visit.
13. A stakeholder launch event will be held in June to build brand awareness and to generate industry excitement and advocacy for the wider Destination City programme.
14. Brand and website KPIs are being set as part of the marketing strategy, in line with the overarching Destination City targets.

Progress against delivery plans

15. The destination brand identity and website are two key strategic priorities of the Implementation Plan. We are on track to complete and launch in the first half of 2023, as highlighted in the Plan.

Corporate and strategic implications

16. Strategic implications – includes alignment with the Corporate Plan across outcomes 5, 7 and 10, supporting a thriving economy and shaping outstanding environments.
17. Financial implications – the new destination brand and website was a recommendation of the Independent Review to profile and promote the City of London's leisure credentials. Completing and delivering these projects will increase our ability to change perceptions and reach and engage with target audience groups – in turn negatively impacting our ability to increase footfall and

spend. The cost of these workstreams, as well as the wider delivery programme, has been accounted for within the budget assigned to Destination City.

18. Resource implications – all costs have been identified within the 2022/23 and 2023/24 budgets. A new consumer communications agency is being appointed to support delivery of the summer advertising campaign.
19. Legal implications – none identified.
20. Risk implications – the growth of visitor markets, visitor footfall and spend is subject to a series of macro-factors outside of the control of the Destination City team. These include but are not limited to the cost-of-living crisis.
21. Equalities implications – accessibility has been a core driver for the design and development of the new brand and website.
22. Climate implications – sustainability principles are core to Destination City programmes. Marketing campaigns will consider channel usage and messaging.
23. Security implications – none identified.

Conclusion

24. A new destination brand and digital platforms will help shift perceptions of the City, reinforce leisure credentials and drive intent to visit, underpinning the core objectives of the Destination City programme: to increase footfall that encourages spend.

Background Papers

- 31 January 2022, Culture, Heritage and Libraries, 3 February 2022, Resources Allocation Subcommittee, 15 February 2022, Finance Committee and 17 February, Policy and Resources - Destination City – [Strategic Review Independent Review Report](#)
- 7 July 2022, Policy and Resources and 18 July 2022, Culture, Heritage and Libraries - Destination City – [Next Steps on Implementation](#)
- 14 November 2022, Culture, Heritage and Libraries and 17 November 2022, Policy and Resources - [Proposals for the Implementation of Destination City](#)

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