

Appendix G - A Great Place to Be

Leisure Centres & Sport Development

Indicator	Value	Reporting Period	Previous Value	Reporting Period	Difference
Total visits to RBG leisure centres	527,754	Q1 2019	566,574	Q1 2018	-38,820
Total visits to RBG leisure centres	497,900	Q2 2019	496,360	Q2 2018	1,540
Total visits to RBG leisure centres – Adults / Children	301,805 / 225,949	Q1 2019	333,949 / 232,625	Q1 2018	-32,144 / -6,676
Total visits to RBG leisure centres – Adults / Children	292,998 / 204,902	Q2 2019	291,079 / 205,281	Q2 2018	1,919 / -379

Leisure Centres

- During Q1 in 2019, the Greenwich Centre saw an increase of over 10,000 visits for the school swimming programme in comparison to Q1 in 2018, this was due to existing schools continuing lessons and 2 new schools booking lessons for the summer term. The centre did well during Q1, experiencing an increase of 7% in visits during Q1 2019 (104,543), compared to Q1 in 2018 (97,117)
- In Q1 2019 overall visits were down by 7% down in comparison to Q1 2018/19, The Waterfront struggled with its visits during this period, for example pool usage was down by 17,394 due to lack of car parking facility, which was also felt significantly across late 2018.
- Leisure Centre usage for the Q2 2019 has increased slightly by 0.3% (1,540) from 496,360 in Q2 2018 up to 497,900 in Q2 2019. Whilst only a small increase, we continue to work with centres to develop more effective marketing and promotional campaigns.
- Sutcliffe Park Sports Centre performed well during Q2 2019, as there was an increase of 11% (3,808 visits) year-on-year (YOY) to 39,958 visits and the centre continues to go from strength to strength
- Coldharbour Leisure Centre also saw a notable increase, up 18% on last year from 25,490 to 30,093 during Q2 2019. This is largely attributed to a major football tournament held over the summer on the centre's outdoor pitches – an event which is expected to make a return in 2020
- Waterfront Leisure Centre, The Eltham Centre and The Greenwich Centre all saw decreases in Q2 2019 compared to Q2 2018. Most of the decrease was seen in fitness usage and is attributed to the continued increase of private and particularly budget gyms within the borough. The centres all have strategies in place to retain their existing customers and gain more new ones, which aims to lead to a reversal of this trend
- During Q2 the Academy Performing Arts (APA) completed its relocation from The Royal Arsenal to The Eltham Centre. Several newly refurbished performance spaces now accommodate its 400+ weekly students across a variety of dance, drama and music courses.

Sport Development

- Our Sports Development service was very busy over Q1 and Q2, supporting the delivery of key events such as the London Youth Games (LYG), Sportathon, and Sport to Shine camps with almost 400 individuals taking part, with approximately 2,500 visits
- The Sport 2 Shine disability holiday camp returned to Sutcliffe Park Sports Centre in the summer holidays of 2019, where 14 young people with a range of impairments attended to take part in multi-sport, climbing and skateboarding activities, as well as engaging 76 people in housing estates across the borough in a variety of sports during the summer holidays
- 677 young people participated in trials for the LYG events across 32 sports, of which 332 took part in the finale events. Every secondary school in the borough was represented and RBG finished two places higher than in 2018

Libraries

Indicator	Value	Reporting Period	Previous Value	Reporting Period	Difference
No of individuals who have visited a Council library in a reporting period	647,221	Q1 2019	658,428	Q1 2018	-11,207
	617,156	Q2 2019	620,450	Q2 2018	-3,294
No of individuals who made a withdrawal from a council library	15,212	Q1 2019	16,489	Q1 2018	-1,277
	17,105	Q2 2019	18,457	Q2 2018	-1,352
Total number of withdrawal from a council library	244,143	Q1 2019	230,588	Q1 2018	13,555
	255,298	Q2 2019	243,279	Q2 2018	12,019

- Issues were up 6% over Q1 2019 compared to this time last year, issues have been rising each quarter over the preceding 12 months. However, visits were down 2% during Q1 in 2019 compared to Q1 2018. Reservations increased by 11% with around two thirds of reservations placed online by borrowers without staff assistance. Issues were up 5% during Q2 in comparison to Q2 in 2018, visits were down 1% in during Q2 2019. Reservations increased by 5% during Q2 in comparison to last year: with approximately two thirds of reservations placed online by borrowers without staff assistance. In summary Q1 and Q2 performance tells us that the core users are taking out more items, more often.
- Computer usage increased by 4% in Q1 and 2% in Q2 2019 in comparison to Q2 2018
- Eltham Library staff continue to develop the Enchanted Story Garden Programme, which experiences over 3,000 visits per month
- Slade continues to have class visits spread across the week now, and as a result issues were up over 10% in Q1
- The Summer Reading Challenge took place in Q2 2019, with 1,856 young people completing the 6 books, this represents a 2% increase on 2018 figures when 1,815 young readers completed the challenge

Tourism, Culture and Heritage

Indicator	Value	Reporting Period	Previous Value	Reporting Period	Target	Comparator
Visitors to attractions in the borough (calendar year to date)	10.1 m	Jan to Sept	6.8 m	Jan to June		13.5m 2018
Economic impact of visitors to Greenwich (£b)	1.44	2018 calendar year *	1.39	2017 calendar year	1,600m by 2023	
Number of jobs in the Borough supported by tourism	16,096	2018 *	16,088	2017	17,536 by 2023	
Number of visitors	19 m	2018 *	19m	2017	20m	
Average length of stay in the Borough	1.08 days	2018 *	1.08 days	2017		
Average spend of stay in the Borough	£75.29	2018 *	£71.55	2017		

**data from annual STEAM tourism economic activity report, calendar year*

Royal Greenwich Festivals 2019

- The Royal Greenwich Festivals have been successfully delivered over the summer period. The events are now an established part of the Boroughs events calendar. This year they included the Greenwich Family Arts Festival, Greenwich Dances, the Greenwich book Festival, G+DIF, the Greenwich Music Festival, Parksfest and a programme of activity curated by Emergency Exit Arts and the inaugural bi-annual Moon Festival. Monitoring information will be available in the report covering Q3/4.

London Borough of Culture Competition 2012/23 bid development

- The Mayor of London launched the Borough of Culture competition in May 2019. The Culture Tourism and Heritage Office have led on the development of the bid with support of internal departments. The bid development has involved both sector wide and public consultation in order to crowd source ideas.
- Our vision for a Borough of Culture is to connect our existing world class destinations to the rest of the borough in a tangible and creative way; and our bid will seek to strengthen our creative and cultural offer by showcasing the whole borough to the world as well as developing routes into employment for underrepresented groups in our local communities. The bid was submitted on the 28th October 2019.

The Royal Greenwich Heritage Trust

- The new archive and research facility at Anchorage Point in Charlton has opened. Access is currently available one day per week by prior appointment. RGHT have committed to monitoring demand, with a view to reviewing the access and opening hours accordingly.

Launch of The Visit Greenwich Destination Management Plan (DMP) 2019-2023

- **Priorities:** We aim to increase value of our visitor economy to £1.6 billion (14% growth) by 2023. This will provide economic, social and cultural opportunities for local people, our communities and our businesses.
- Vision for the Destination RBG: To be recognised as the UK’s best destination for Heritage, Culture and Entertainment by 2023.
- Vision for Visit Greenwich: To be recognised as the most effective DMO in the UK – a private/public organisation growing the value of the visitor economy to create opportunities for local people, communities and businesses.
- **Strategic Objectives (by 2023):**
 1. Increase the value of our visitor economy – by 14% (from £1.4 billion to £1.6 billion).
 2. Increase our share of the London in-bound tourism market - by 0.55% (£200m).
 3. Ensure that our tourism growth is sustainable and benefits are spread across the Borough – longer term approach ensuring local people and businesses are on board.
 4. Improve transport connectivity to Greenwich and within the borough
 5. Demonstrate the value and opportunities that our visitor economy presents to local people, businesses and communities – supporting 17,500 jobs by 2023.
 6. Make Greenwich a smart destination - the most digitally connected and accessible place in the UK. Introduce at least one new digital programme to enhance our welcome.
 7. Build the Greenwich brand around “heritage, culture and entertainment” and focus on projecting “an eventful destination”.

Tourism Sector Deal Funding

- We have been working hard to position Greenwich as a contender for possible funding as a new “tourism zone”. Discussions have taken place with the Department of Culture, Media and Sport, VisitBritain and London & Partners to discuss a potential bid. We have worked closely with local partners and several in our hinterland including Royal Docks, Canary Wharf and London Olympic Legacy Company. We have set up a small working group and we hope to have our bid idea agreed early in 2020.
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Destination Performance for January to September 2019

- Attractions footfall for 2019 is up on the same nine months of 2018 with over 10 million visits (up 4.5% on 2018). For Jan to Sept, hotel occupancy in Greenwich is up 2.2% on same period 2018. The average for the year to date is 79.1% occupancy. Hotel RevPar is up 5.9% year-on-year at £76.21. The months April to June were particularly good for attractions footfall and hotel performance.
- Looking ahead, projected overseas visits are now weakening. IPS data shows that overseas arrivals are down by 3% in the last few months and spend down by 6%. We are still awaiting data from London & Partners for London's summer performance. However, q1 forecasts were looking slightly down by 1.5%. We continue to see growth from USA and North America but bookings from Europe are down.

Cultural Destinations Woolwich

- A particularly strong cultural programme has been created by FESTIVAL.ORG for the final year of this project. Events supported by CD funding are:
 - Greenwich + Docklands International Festival Opening Night performances plus Cristal Palace, June
 - Additional events at the annual Royal Greenwich Get Together, June
 - Moon Festival events in Woolwich town centre, July
 - Protein Dance, July/Aug
 - Woolwich Carnival, September
 - Dance Umbrella, Zoo Humans, October
 - Woolwich Contemporary Print Fair, November
 - Woolwich Winter Warmer, El Carromato, December
 - A final year 3 evaluation report will be produced for end March 2020.
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Digital marketing campaign with Visit London, year3 completed 31 August 2019. www.visitlondon.com/greenwich

- The Digital marketing campaign has now been in operation for 3 years and has outperformed each of the targets set.

	Years 1, 2 and 3 combined results / target achieved	
Website pageviews	3.9m	143%
Facebook reach	12.4m	152%
Instagram reach	8.6m	171%
Twitter impressions	6.1m	134%
Video views	294.5k	n/a

London Domestic Tourism Marketing.

- Visit Greenwich and partners is a strategic board level partner in this new domestic tourism marketing campaign to ensure that Greenwich has profile in the London campaign for the next 3 years to attract families and couples with no kids (DINKs) in south east London back to visiting London.

New Greenwich Means _ Time campaign

- New branding and communications toolkit that was launched in October to be used by VG and its partners to use a common look and feel and messaging in destination marketing and social media. It was used to support Greenwich’s bid for London Borough of Culture – Greenwich Means Culture Time.