

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	497,900	Q2 2019	496,360	Q2 2018	1,540
Total visits to RBG leisure centres	413,976	Q3 2019	426,535	Q3 2018	-12,559
Total visits to RBG leisure centres – Adults / Children	292,998 / 204,902	Q2 2019	291,079 / 205,281	Q2 2018	1,919 / -379
Total visits to RBG leisure centres – Adults / Children	230,119 / 183,857	Q3 2019	234,077 / 192,458	Q3 2018	-3958 / -8,601

Leisure Centres

- Visits for Q3 at The Eltham Centre saw Pools usage increase by 2.8%, due to a particularly busy gala season at the centre, it went from 38,645 visits in Q3 2018 to 39,715 in Q3 2019.
- This quarter usage at Sutcliffe Park Sports Centre was very positive in Q3, which increased by 6.9% (2,319 visits) from 33,841 (Q3 2018) to 36,160 (Q3 2019).
- The community use programme at Thomas Tallis had a particularly busy quarter of hire and events, as usage increased from 9,681 (in Q3 2018), to 12,341 (Q3 2019), representing a 27.5% increase in comparing previous year
- Leisure Centre usage for Q3 had a slight decrease of 2.9% (12,559) from 426,535 in Q3 2018 to 413,976 in Q3 2019.
- Thamesmere Leisure Centre has been accredited 'Very Good' by Quest Accreditation. Quest is an independently accredited, industry recognised tool which encourages continuous improvement, designed primarily for the management of leisure facilities. Five Leisure Centres are now classed as 'Very Good'. Coldharbour Centre is the latest centre which has signed up to be assessed.
- GLL are working with Willowdene Primary School to promote free swimming to families with disabled young people, with 9 families signed up. In addition, at Send providers fair another 60 families are now registered to receive free swimming.
- Coldharbour and Volenti Football Academy is continuing to be a success with the continuation of BTEC courses for 70 young people aged 16-18yr.
- Investment plans are underway for the refresh of Waterfront until the new Woolwich Centre is built. This will involve a host of refurbishment particularly on poolside areas.

- The Plumstead Centre is fully operational and opened on 17th of February

Sport Development

- The Sports Development service provided 153 community sessions targeting inactive people, as well as a further 24 sessions of badminton and basketball, which took place at Waterfront Leisure Centre. The attendances at these sessions in Q3 was 2,765
 - At 'Eltham Lights Up' over 200 people took part in taster sessions. Students from the Academy Performing Arts performed at the event, alongside professional dancers.
 - GLL staff attended the 'Woolwich Winter Warmer' on the 7th of December 2019 with other 'Greenwich Get Active' partners and over 350 people signed up for free taster sessions at the leisure centres.
 - GLL are a key partner in the Sports Ambassadors programme - The new training and employment of young people 16-25 to gain national qualifications and employment, GLL have now employed 3 of the 19-young people on the programme.
-

Libraries

Indicator	Value	Reporting Period	Previous Value	Reporting Period	Difference
No of individuals who have visited a Council library in a reporting period	617,156	Q2 2019	620,450	Q2 2018	-3,294
	593,694	Q3 2019	620,450	Q3 2018	-26,756
No of individuals who made a withdrawal from a council library	17,105	Q2 2019	18,457	Q2 2018	-1,352
	16,319	Q3 2019	16,089	Q3 2018	230
Total number of withdrawal from a council library	255,298	Q2 2019	243,279	Q2 2018	12,019
	252,191	Q3 2019	236,537	Q3 2018	15,654

- The number of items borrowed in Libraries during Q3 increased by 6.6% (15,654) from 236,537 (2018) to 252,191 (2019). Reservations increased by 9% from 9,205 in Q3 2018 to 10,073 in Q3 2019, 66% online
- Public computer usage was up slightly from 56,569 hours in Q3 2018, to 57,300 hours in Q3 2019.
- The number of E-book issues are up by 136%, which is a significant increase on the previous year as it went from 5,360 issues (in Q3 2018), to 12,624 (Q3 2019). This jump is largely attributed to GLL expanding the range of titles available from approximately 6,000 to 20,000, which has been supported through additional marketing during 2019.
- Blackheath Library is at the forefront of adult literacy across the borough, and this success has recognised with several national awards from organisations such as the Reading Agency for most artistic Book Displays. Blackheath Library Reading Group were chosen to read and review for Jo Wiley`s Radio Club.
- The Eltham Library branch has had a positive 2019 end of year where the branch was shortlisted for ‘The Bookseller Library of the Year’ along with eight other libraries from around the UK.
- The Woolwich Centre Library hosts a holiday meals scheme aimed at children who would usually receive free school meals . The provision at the library is match funded by GLL. During February half term, the Eltham and Greenwich Centres have been trialled as venues for future provision. Holiday meals are commissioned by the Council, delivered by Greenwich Corporate Development Agency (GCDA), supported by GS Plus, GLL and Charlton Athletic.
- A book launch which took place at the Woolwich Centre Library by Bernardine Evaristo won the Booker Prize 2019. Bernardine, born in Woolwich recently tweeted about the library:

" Woolwich Library is amazing: it's a community hub, a gathering place for all kinds of groups, a place where tutors teach children after school, a warm and safe space for people to get in off the streets, and it gives people who need them access to computers. There are lots of books there and it's wonderful to see so many people sitting around reading them."

Tourism, Culture and Heritage

Indicator	Value	Reporting Period	Previous Value	Reporting Period	Target	Comparator
Visitors to attractions in the borough (calendar year to date)	13.6m	Jan to Dec	10.1 m	Jan to Sept		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 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 biennial Moon Festival. This year's programme reached audiences in excess of 100,000, with more than 300 events and activities taking place across the Royal Borough between May – August.

	Indicator	Value	Reporting Period
Activities and Workshops	Number of participatory activities/workshops delivered by or with local partners	257	19/20
	Total number of participatory activities/workshops delivered	409	
Audiences	Number of local residents attending events/performances	68,080	19/20
	Total audience numbers at events/performances	111,509	
Performances & Events	Number of free performances/events offered	340	19/20
	Number of local venues used for performances/events	99	
	Total number of performances/events delivered during the festival	399	
Participants	Number of local participants at events/workshops	13,302	19/20
	Total number of participants at events/workshops	20,292	
Performers	Number of local writers/performers employed (paid or voluntary basis)	839	19/20
	Number of performers supported/mentored	355	
	Total number of writers/performers employed (paid or voluntary basis)	1353	
Volunteers	Number of local residents volunteering	488	19/20
	Total number of volunteers	504	
Partnerships	Number of local organisations supporting or involved the delivery of the festival	73	19/20
	Number of activities/events that involve local schools (Flyers were distributed to 20 schools)	62	
	Number of local schools involved in the Festival*	24	
	Number of local businesses benefitting or supporting the Festival*	179	
	Total number of organisations supporting or involved in the delivery of the festival	236	
Commissioning	Number of new commissions	30	19/20
	Number of artists benefiting from new commissions	74	
Marketing	Social media reach: Twitter followers	59,667	19/20
	Social media reach: Facebook followers	198,286	
	Website hits (proposed festival event/page)	418,429	
	Number of articles in the press*	164	

**The Royal Greenwich Book Festival are still due to provide additional monitoring information.*

London Borough of Culture Competition 2012/1/23 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 bid development involved sector wide and public consultation, as a result we have produced a strong programme which offers a year of culture co-produced by the cultural sector and residents.
- The Greenwich Borough was one of seven boroughs short listed to receive an award. Although we did not win the London Borough of Culture Competition, there is a real appetite within the sector for further development of partnership working and the ideas generated as a result of the LBoC initiative.

The Royal Greenwich Heritage Trust

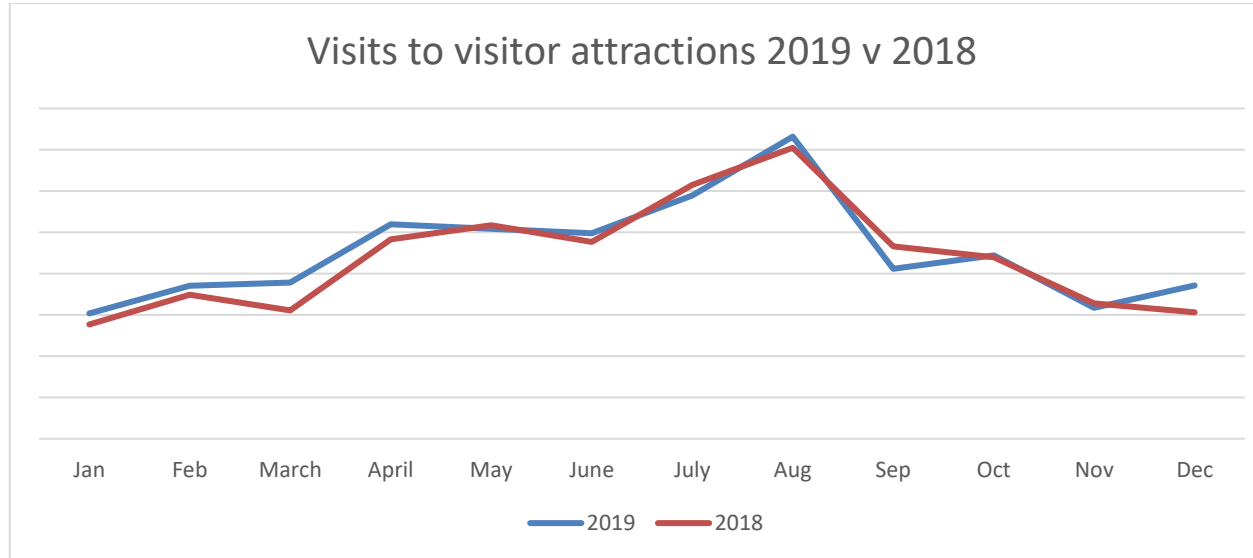
- The Royal Greenwich Heritage Trust opened their new archive and research facility at Anchorage Point in Charlton in July 2019. Access is currently available on Tuesdays by prior appointment. So far this the Trust has been able to meet demand via prior appointment. 71 researchers have been welcomed to the archive since opening. There are six research sessions offered with the Archivist each Tuesday. The sessions have averaged 66% of the time slots offered. The Trust will continue to monitor demand and to work with the archive user groups and the wider community to develop sustainable access to the museum collections and archive in order to ensure that appropriate levels are being offered.
- RGHT are continuing outreach of 'Meet the Collection' project (funded by National Lottery Heritage). Sessions have been held at Charlton House, Rothbury Hall, Eltham Library and St Alfege Church. The pop-up museum and archive exhibitions also attended Thamesmead Sparkle, Kidbrooke Village, and Woolwich Winter Warmer.
- The Trust are consulting with community groups and stakeholders about Phase I development plans for Charlton House & Gardens before making an application to the National Lottery Heritage Fund in 2020.

Visit Greenwich

- As a partnership, Visit Greenwich now has 142 partner companies representing 153 businesses.
-

Destination Performance for January to September 2019

- Provisional figures for 2019 show that visits to Greenwich are up 2% on 2018. Attractions performing most strongly are Up at The O2 and Royal Museums Greenwich.
- For Jan to December, hotel occupancy in Greenwich is up 1% on 2018. The average for the year is 80% occupancy, peaking in June/July at 88/86% and also Oct/Nov at 88%/86% respectively. Hotel RevPar is up 5% year-on-year at £79.26, peaking at £97 in November and £94 in June. The latest Greenwich STEAM report for 2019 will be available in April 2020 which will report on value and volume of tourism to the borough.



Travel trade marketing

- The travel trade activity plays a vital role to sell 'Greenwich' to tour operators and other travel trade businesses in the UK and in key markets especially USA and Europe. A display stand in the busy UKinbound exhibition area at World Travel Market at ExCeL in November and will be at Fitur in Madrid in January for the first time, plus Excursions in January and ITB Berlin in March. Through engaging directly with the travel trade, there has been an increase in the number of tour products that now include Greenwich.

Digital marketing campaign with Visit London, year3 completed 31 August 2019

- Further to the update given in the previous report, we undertook some campaign performance analysis on Year 3, which has calculated that the campaign in Year 3 had an ROI of 73:1. Overall Yr3 campaign KPIs have been achieved and exceeded:

	Year 3 / target achieved	
Website pageviews	1.24m	126%
Facebook reach	5.8m	144%
Instagram reach	3.5m	3.8%
Twitter impressions	812k	58%
Video views	126k	n/a

- The Year 4 campaign began in October with the first quarter report due end January 2020.

London Domestic Tourism Marketing.

- Since the start of the campaign in April, the governance and structure has been set up; a marketing strategy agency has been appointed, and the marketing strategy was published in September. A creative agency has most recently been appointed with the priority to launch the first campaign at the end of October to run through autumn/winter/ Christmas and through to Easter. The concept uses 'Let's Do London' in the creative.
 - There are two core areas of activity to the campaign:
 - Marketing and promotion through VL channels [visitlondon.com/things-to-do/lets-do-london](https://www.visitlondon.com/things-to-do/lets-do-london)
 - Let's Do London paid marketing
 - Greenwich is benefitting from an increased amount of publicity and promotion on visitlondon.com channels, being presented as an unmissable part of a London visit to families and DINKs in SE England in Year 1.
-

New Greenwich Means _ Time campaign

- The new Greenwich Means __ Time campaign creative and communications toolkit was launched at the VG Partner event on 4th October. The campaign video can be viewed on the website and will start to be used from January.
 - RMG used the concept for its Greenwich Means Skating Time campaign for the Queen's House Ice Rink in December.
 - The design has been received very positively by partners. Partner adoption is key to its success. We have worked with RBG to develop Greenwich Means Culture Time for the London Borough of Culture bid.
-