

TOURISM, CULTURE & SPORT

KEY MESSAGES

- Leisure centre usage for the quarter has increased compared to previous year's respective quarter with 3635 more visits. This has been attributed to more young people visiting over the period.
- Libraries continue to excel within Greenwich, with over 19,000 more visits than 2016 for the same quarter, and more items are being withdrawn as a result.
- Hervey Road playing field development began in October and is progressing well, with the timetable of works on schedule.
- Plumstead Library temporary relocation to Arbery Street is progressing. It is envisaged that the temporary library will be in place in June, whilst Plumstead library undergoes development. The completion of the new library and leisure centre will be the autumn of 2019.
- Discussions are continuing with YMCA and Peabody regarding the new water sport programme at Southmere. The business plan and programming of the activities is underway.
- Sutcliffe Park Sports Centre is now complete and operational.
- Visit Greenwich won the Destination Marketing Company of the Year at UK inbound Awards for Excellence 2017 on 7th February 2018. They were up against Visit Wales and Destination Bristol.
- The Woolwich Destination Management Plan is due to be unveiled in the summer. The plan has been commissioned as part of the Cultural Destinations project and will set out a 5 year plan and roadmap to position Woolwich as an emerging niche cultural destination in London.
- The Royal Greenwich Festivals programme of events is currently being finalised. Key events are due to take place between May – July 2018.
- A bid for the London Borough of Culture Competition was submitted to the Mayor's Office in December 2018. The winners of the Competition will be announced on 27 February 2018.
- Work with travel trade continues to be vital to influence tour operators to include Greenwich as an essential part of a London itinerary and position Greenwich as a base for a visit to London. Activity includes attending trade fairs and one to one appointments.
- Recent economic impact assessment of the year | Visit Greenwich digital marketing campaign with Visit London shows that it has generated a minimum additional £8m expenditure into the borough's visitor economy. This equates to a ROI of 78:1.
- Initial analysis of the visitgreenwich.org.uk website (as a result of the digital campaign with Visit London) points to at least £12m additional revenue being generated. 39% of all website users say that they have been "inspired by the site and have visited as a result". A further 56% plan to visit in the next 6 to 12 months. The gross economic impact of Greenwich Tourist Information Centre is approximately £24m.

- Visit Greenwich has been shortlisted for The Travel Marketing Award for 'the Digital Marketing Campaign of the Year' – this relates to their successful digital campaign with Visit London. Award ceremony 12th March.
- To date the Destination Dashboard report for 2017 shows that:
 - Hotel occupancy is up 7.5% on last year, compared to West End + 0.3% and Canary Wharf/Docklands -2.4.
 - Hotel Revenue per available room is up 12% on last year.
 - Attractions footfall has stayed level with the previous year which is positive in light of the terrorist events in 2017 that may have caused numbers to fall. In particular, June, September, October and November outperformed the same months 2016. Visit London insights state that zone 1 London attractions experienced more of a decline than outer.

KEY SERVICE UPDATES

Libraries

- Q3 visits to libraries continues to increase with 35,000 more visits compared to the same period last year
- We also saw increase in number of withdrawals of 19,475 as compared to same quarter last year
- The libraries ran over 100 special activities in October/November/December with over 1,000 children and adults attending.
- We celebrated Black History Month in October with author visits, and an Anasi, the Spider Play, as well as African Story Telling.
- East India Company Lectures- We had over 50 attending for a mixture of author readings and lectures on the history of the East India Company, whose first ship departed for India from Woolwich just over 400 years ago

Sport

- In Q3 leisure centres visits has remained in line compared with same period last year, with a slight increase of 3635
- The Greenwich Centre (leisure) has seen a positive uplift of 1,923 participants compared to last year,
- The Waterfront has similar usage as compared to previous quarter last year despite the increase in new private gyms coming to Woolwich. The car park at the leisure centre is now closed, but a 'Way Finding' scheme of posters, road directional signs are in place for 4 alternative car parks.
- Sutcliffe Park Sports Centre has undergone a full fit out and customer testing procedures undertaken. During the quarter the centre had over 8,398 visits from sports organisations, schools. (Official Launch took place on 10th February 2018).
- Across all the Adventure Playgrounds total visits in Q3 increased by over 2000 as compared to last year.

Tourism

- As a result of months of consultation, the new Greenwich Events Strategy is complete and will be launched in April to stakeholders and partners.
- The annual Greenwich STEAM report for 2017 (monitoring the value and volume of tourism to the borough) will be available by April 2018.
- As part of the Woolwich Cultural Destinations project, a new Visit Woolwich website has been created www.visitgreenwich.org.uk/Woolwich and launched in October 2017.
- Woolwich Cultural Destinations Year 1 programme evaluation is in progress.
- Visit Greenwich income now comprises 25% from RBG funding and 75% commercial revenue.

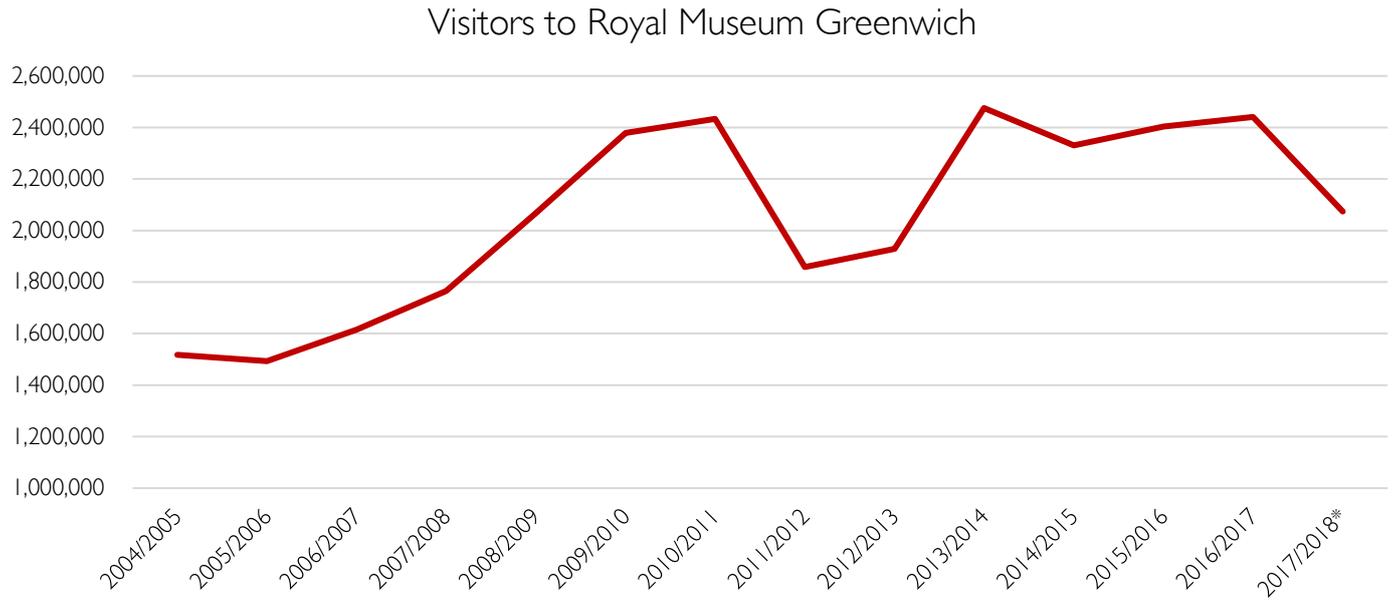
KEY PERFORMANCE INDICATORS

Subject Area	Indicator	Value	Previous Value	Difference
Culture and Heritage	Visitors to attractions in the borough	13.43m (2017)		
	Arts participation (activity levels reported by commissioned arts and culture third sector groups)	33,650 (16/17)	32,830 (15/16)	820
	Economic impact of visitors to Greenwich (£m)	£1.3 bn (2016)	£1.2 bn (2015)	£0.1 bn
	Number of jobs in the borough supported by tourism	15,913 (2016)	15,036 (2015)	877
	Number of visitors	19.17m (2016)	18.35m (2015)	0.82m
	Average length of stay in the borough	1.08 days (2016)	1.07 days (2015)	0.01 days
Sport and Recreation	Total visits to RBG leisure centres	545,718 (Q4 16/17)	525,522 (Q4 15/16)	20,196
		559,316 (Q1 17/18)	568,791 (Q1 16/17)	-9,475
		506,811 (Q2 17/18)	521,967 (Q2 16/17)	-15,156
		450,106 (Q3 17/18)	446,471 (Q3 16/17)	3,635
	Total visits to RBG leisure centres - Adults	517,222 (Q4 16/17)	496,931 (Q4 15/16)	20,291
		526,773 (Q1 17/18)	534,866 (Q1 16/17)	-8,093
		471,799 (Q2 17/18)	485,686 (Q2 16/17)	-13,887
		421,916 (Q3 17/18)	421,084 (Q3 16/17)	832
	Total visits to RBG leisure centres - Children	28,495 (Q4 16/17)	28,588 (Q4 15/16)	-93
		32,543 (Q1 17/18)	33,919 (Q1 16/17)	-1,376
		35,012 (Q2 17/18)	36,218 (Q2 16/17)	-1,206
		28,190 (Q3 17/18)	25,387 (Q3 16/17)	2,803
	No of residents with a Greenwich Higher Savers Card	10,939 (Dec 17)	10,552 (Sept 17)	387
	Total visits by Greenwich Higher Saver Card holders	270,410 (Q3 17/18)	306,008 (Q2 17/18)	-35,598
	Number of business signed up to Greenwich Onecard	213 (Oct 17)	190 (cumulative since 2015)	
	% trips undertaken walking	29% (July 17)	28.1% (2014/15)	
% trips undertaken by bicycle out on bike	2% (July 17)	2.2% (2014/15)		

Libraries	No of individuals who have visited a Council library in a reporting period	684,715 (Q4 16/17)	659,981 (Q4 15/16)	24,734
		682,523 (Q1 17/18)	655,596 (Q1 16/17)	26,927
		700,767 (Q2 17/18)	617,849 (Q2 16/17)	82,918
		631,406(Q3 17/18)	596,381 (Q3 16/17)	35,025
	No of individuals who made a withdrawal from a council library	16,897 (Q4 16/17)	17,993 (Q4 15/16)	-1,096
		16,736 (Q1 17/18)	17,383 (Q1 16/17)	-647
		19,470 (Q2 17/18)	19,114 (Q2 16/17)	356
		18,355 (Q3 17/18)	16,840 (Q3 16/17)	1,515
	Total number of withdrawals from a council library	223,282 (Q4 16/17)	209,585 (Q4 15/16)	13,697
		220,819 (Q1 17/18)	211,504 (Q1 16/17)	9,315
		244,542 (Q2 17/18)	223,329 (Q2 16/17)	21,213
		229,932 (Q3 17/18)	210,457 (Q3 16/17)	19,475

ANALYSIS

Visitors to the Royal Museums Greenwich



Monthly Museums and Galleries visits (Department of Culture, Media and Sport, 2018)

* Data is only included up to December 2017

- The Royal Museums Greenwich is the umbrella organisation comprising the Cutty Sark, Royal Maritime Museum, Royal Observatory and Queens House.
- Over the past 13 years, there has been a general increase in the numbers of visitors to these 4 attractions, albeit a drop in 2011/12 and 2012/13 likely caused by the hosting of the Olympics in Greenwich Park.
- Over the past 4 financial years, over 2,300,000 visitors have been recorded at the 4 attractions making it one of the most visited museums in London and the UK.