

STRATEGIC PLAN 2023 - 2026

♥ **Our Vision:** A vibrant, 24/7 international city ♥ **Our Purpose:** To champion a successful city centre

♥ **Our Mission:** Heart of the City works for the economic benefit of city centre business

OUR STRATEGIC PILLARS

Outcome 1: A PLACE THAT IS LOVED

People feel positively about the city centre.

Outcome 2: MORE PEOPLE

More people, day and night, doing more and spending more.

Outcome 3: VIBRANT PLACES

Welcoming places that foster community. A great place to do business.

Outcome 4: SAFE, CLEAN & ACCESSIBLE

A well-functioning, connected and safe environment.

PROGRAMMES OF WORK

Accessibility & wayfinding
Business engagement & communication
Business support
City centre planning, investment & management

Destination marketing & PR
Events & sponsorship
Night-time economy
Placemaking & activation

Repositioning campaign
Safety coordination
Targeted marketing
Performance tracking & monitoring

MEASURES

Awareness, perceptions & motivations to visit
Advertising impact
Visitation & spend

Crime & safety data
Issue resolution (speed & effectiveness)
Perceptions & feedback (access, cleanliness, safety)

Media coverage & PR value
Vacancy & occupancy

Our Values: ♥ Authentic ♥ Dynamic ♥ Visionary

