

Executive Committee

London & Partners

Item no: 4

Report by: Jenny Gulliford **Job title:** Principal Policy & Project Officer
Date: 15 January 2019
Contact Officer: Dianna Neal
Telephone: 020 7934 9819 **Email:** dianna.neal@londoncouncils.gov.uk

Summary

Following a discussion between Catherine McGuinness and other Executive members in the Autumn of 2018, it was agreed to extend an invitation to London and Partners to provide a briefing on its work to the Executive.

The attached briefing from London & Partners provides the Executive with an update on:

- The role of London & Partners in promoting London internationally.
- The focus of the London & Partners Strategy 2018-2021.

This briefing also sets out the current borough offer, including support encouraging foreign direct investment, SME trade support and tourism promotion.

The short presentation that London & Partners has been invited to make at the meeting of the Executive will provide an opportunity for a discussion of how the boroughs, London Councils and London & Partners can work together in future. This will include a focus on how to encourage SMEs and local attractions to apply to their support programmes and partnership opportunities.

Recommendations That the Executive note the report and accompanying briefing.

The Executive is advised to consider how boroughs and London Councils can strengthen joint working with London & Partners in future.

LONDON

& PARTNERS

INTRODUCTION

London & Partners is the Mayor of London's Official Promotional agency. Our job is to support the Mayor's priorities by promoting London internationally as a leading world city in which to invest, work, study and visit. We aim to generate 'good growth' for London and Londoners, as outlined in the Mayor's Economic Development Strategy, by focusing on:

- Building London's global reputation
- Attracting international audiences and convincing them to choose London
- Guiding international audiences to make the most of all that London has to offer
- Helping to retain and grow London's businesses

OUR IMPACT

Our work in promoting London generates economic growth and jobs for the city and our key performance indicators for measuring this growth is gross value added (GVA) and jobs retained. We have a robust methodology that only captures the additional benefits that happen as a result of our interventions.

Since London & Partners was established in 2011, we have generated £1.5 billion of economic value for London and created or supported 55,000 jobs.

OUR AREAS OF OPERATION

Trade & Growth	Inward Investment
Major Events	Business Tourism
Higher Education & Talent	Leisure Tourism
London's Global Reputation	

GOVERNANCE & PARTNERSHIP WORKING

We are a not-for-profit public-private partnership, approximately 50% funded by the Mayor of London with remaining funding coming from a range of other sources including our network of partners and other commercial ventures.

Running our own profitable commercial ventures, such as operating the city domain name dot.London, enables us to generate income to reinvest in our work promoting London internationally. Our limited resources mean that we cannot promote London alone and we need to mobilise the people and organisations who care about London's future, and partner with them to achieve more together.

STRATEGY 2018-2021

London & Partners current Strategy 2018-2021 was developed in response to changing global challenges including increased competition, digital disruption and Brexit. The strategy is designed to ensure that we maximise our limited resources on what really makes a

LONDON

& PARTNERS

difference for London and Londoners. This means that we are focusing our proactive activity on the markets, sectors and audiences that are the most valuable for London and on reaching people earlier in their decision-making process. We will focus on:

Markets: North America, India, China, France and Germany

Sectors: Financial & Business Services, Innovation & Life Sciences, Creative, Urban, Tourism

Audiences: Younger first-timers who will bring the most value; businesses who will generate good growth for London

Retention: Retaining investment and jobs in London in addition to attracting new investment and jobs

Brand: Building London's brand/reputation through all our work

BOROUGH OFFER

London & Partners works across London boroughs for both our tourism, trade and investment and higher education activity.

Foreign Investment

Our Foreign Direct Investment Team hold relationships with economic development teams in individual boroughs which includes direct referrals to boroughs for relevant investment opportunities. We are assessing our borough engagement activity to ensure we provide the most useful services to boroughs in areas that are most relevant to their particular priorities. In the meantime, we continue to seek intelligence from boroughs on their sectoral strengths, regeneration projects and development of new hubs so we can ensure this information is fed back to foreign investment clients.

SME Trade Support

London & Partners operates two SME trade support programmes that are distinct but offer a single coherent route for London businesses to grow from early stage to international trading success.

Our Business Growth Programme is open to companies at an early stage in their growth journey. It provides free business support for SMEs in the Life Sciences, Tech, Creative, Media and Telecoms sectors (sectors which we have identified as particularly high potential) to develop the skills and guidance they need to grow their business.

The Mayor's International Business Programme is focused on the life sciences, technology, creative, and urban sectors and is specifically for firms that can demonstrate high potential to scale through international trade. Participating businesses will benefit from mentorship, trade missions, an education curriculum and access to live business leads.

Both programmes are open to any London SME that meets the participation criteria and more information can be found here: <https://business.london/>

LONDON

& PARTNERS

Tourism Promotion

London & Partners promotes all of London through our online and social channels such as visitlondon.com which attracts 38m visits annually. [LINK](#)

Our marketing and editorial teams promote content that we know our target tourism audiences are interested in. This includes London Area Guides covering boroughs from Croydon to Walthamstow amongst others.

We also offer paid-for services for boroughs who wish to showcase their area as a destination to a valuable already engaged tourist audience. You can find out more by contacting: workwithus@londonandpartners.com

Higher Education Promotion

London & Partners encourages international students to come to London for their Higher Education. As with our business and tourism promotion, we promote London's full university offer, demonstrating that high quality education is available across the whole of London and not just in central locations. The Study London programme works across nearly fifty institutions across Greater London, with close relationships with providers including the University of East London, Brunel University, the University of Greenwich, the University of Roehampton, Richmond University, and Ravensbourne. You can find out more [here](#).

Retention of Talent

London & Partners has recently developed a Talent Toolkit as part of our new retention remit. It is an authoritative online portal, designed to support companies and CEOs with the information they need to recruit top class talent in London's competitive marketplace. The portal provides information on immigration and visas; finding skilled employees; and developing the talent you already have. Future enhancements will include widening the talent pool; living and working in London; and multilingual talent. It's an invaluable resource for companies looking to set up and grow throughout London and we encourage you to highlight it to your local businesses. You can find out more [here](#).

CONCLUSION

London & Partners is keen to continue working closely with London boroughs. Your local businesses and attractions are part of London's international strength. We would ask you to encourage your SMEs to apply to our free trade support programmes and to make use of our Talent Toolkit, your attractions to explore partnership opportunities with us and your Higher Education Institutions to work with us in attracting more international students. We look forward to continuing to work together.