

LONDON & PARTNERS' REPORT TO THE GLA

Q1 2022-23

LONDON
& PARTNERS

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Q1 2022 / 23 summary

This quarter, we and our partners across the city have been working hard to deliver economic recovery – and are seeing early success.

The centrepiece has been the launch of the international expansion of our highly successful #LetsDoLondon campaign with an event in New York's Times Square.

We will see the early results of that campaign come in the second quarter of the year, but the press coverage has been incredibly positive in our target markets.

In our GVA generating business we have seen a strong start to the year as we continue to accrue the benefits of excellent account management during the pandemic.

Taken as a whole, our work in this area is comfortably ahead of our quarterly target. Looking under the bonnet, we can see a continuation of a trend for our outbound trade support to over perform. While inward investment remains the largest single generator of jobs, outbound trade is increasingly important.

We have also seen the continued development of India as a full scale market for London.

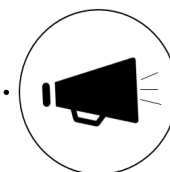
Like the city we serve, London & Partners is in a recovery phase. We are working on a financial plan which will replace the commercial income lost during the pandemic. That plan is progressing well.

Although we are ahead of income target at this stage, the plan is about future income not current income. The work behind the scenes to build commercial strength is what matters – and we are pleased with our progress.



**Introduction:
2021 / 22 Key
Performance Indicators**





2021 / 22 outcomes as set out in L&P's business plan



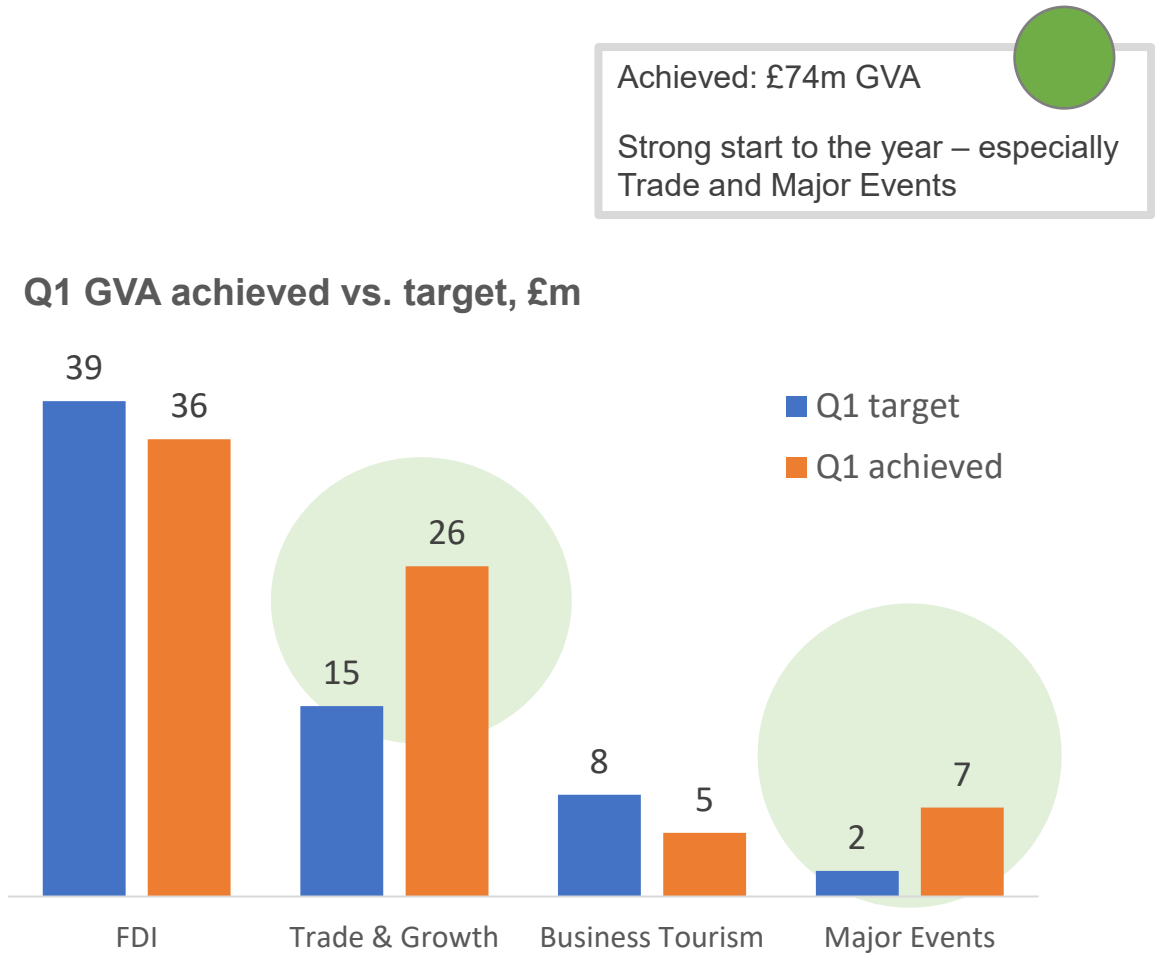
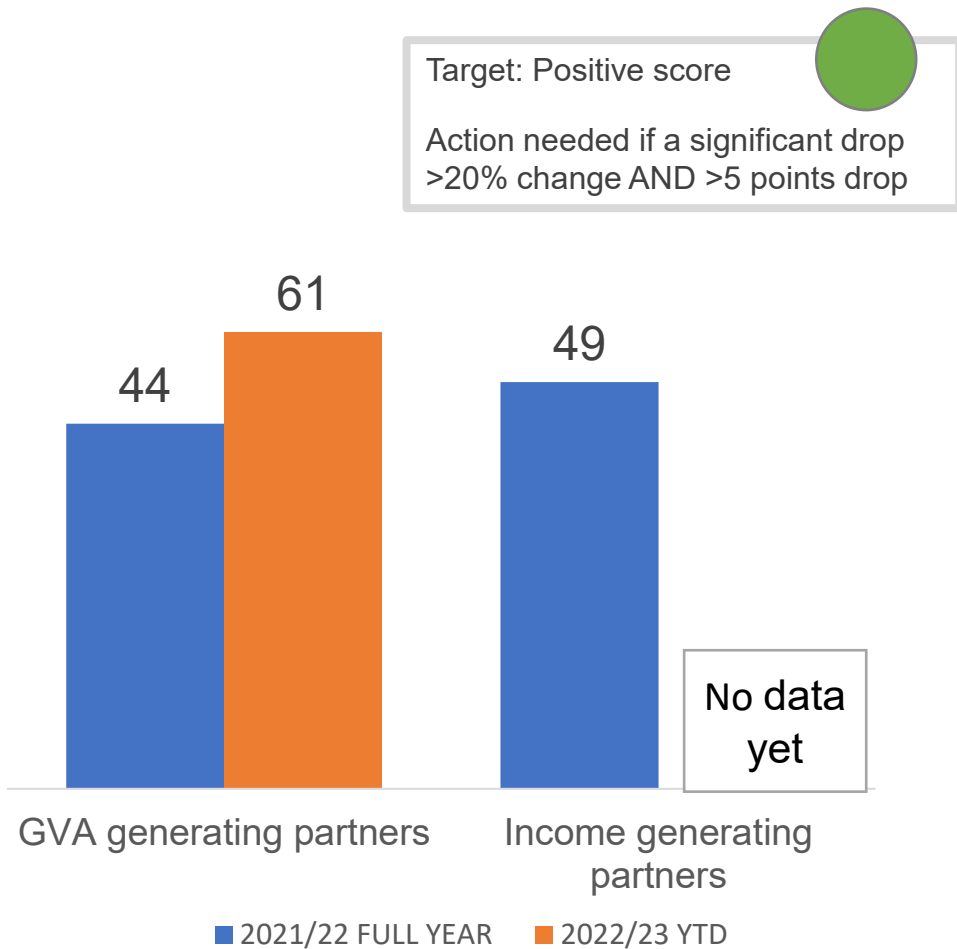
	High growth sectors		Visitor economy		Partnership & ventures		London Brand
What we measure	Additional economic benefit of our interventions	Client satisfaction (internal metric)	Additional economic benefit of our interventions	Tourism Industry satisfaction (internal metric)	Non GLA grant income	Partner satisfaction (internal metric)	No corporate outcomes Project specific metrics
GVA TARGET	Targeting additional economic benefit to London of £120m GVA, with a £176m stretch target*						
CUSTOMER SATISFACTION TARGET	Internally, we will use NPS scores to target interventions to address customer satisfaction where a Net Promoter Score (NPS) is negative or neutral or drops significantly in year.						
INCOME TARGET					Targeting commercial income of £4m @ Group level of which £2.9m is tracked in score card		

*) Stretch target introduced at half year as GVA performance very strong.

2022/23 Outcomes against target (by 23 June)

	PARTNER SATISFACTION		ECONOMIC BENEFIT FOR LONDON:	WORKING IN PARTNERSHIP:
	NET PROMOTER SCORE		GVA	INCOME
	GVA gen partners	Income gen partners		
2022/23 target	> 0		£178m	£7.43m
Achieved YTD 2022/23	61	na	£74m	£1.41m
% of full year target	na	na	41%	19% (in line with planned phasing)
RAG based on % of YTD target				

Strong start to the year on both NPS and GVA



Scorecard commentary

NET PROMOTER SCORE / Partner satisfaction

About this outcome: We are tracking individual scores per programme but also pooled into 1) GVA generating activities and 2) income generating activities. A score above 0 is regarded as 'good' and above 50 is 'excellent'. **We will investigate if a score is negative or neutral or if a significant drop (>20% AND >5 points drop).**

YTD performance: GVA business lines currently have an NPS of 59. CVB continues their streak of NPS=100 (max possible) with one client saying "they are just great", although this is based on a small number of responses. There is yet no NPS data for the income business lines.

GVA

About this outcome: This measures the additional economic activity as a result of L&P on FDI, Trade, Business Tourism and Major Events.

YTD performance: With £74m GVA against the £178m target, our performance is slightly above expected for Q1 (115%). This is a strong start to the year as Q1 is frontloaded (35% of the total annual target) with Trade and Major Events significantly ahead of target. FDI and export deals are the main contributing factors.

GVA is driven mainly by FDI (£36m) and **trade** (£26m), with trade ahead of Q1 target and FDI almost on par. We have several notable wins;

- A Google Ventures operating in the consumer electronics space who has been introduced to some Future Occupiers property owners.
- An online gaming client from China
- An Indian retail tech client

GVA (continued)

ME has already exceeded their annual target with projects including three NFL games, ABBA and Formula E. This is partly due to earlier than expected announcements, which affects a small project portfolio.

CVB is at £5m GVA.

High Growth Businesses



FDI – New Projects, Wins and Activities

TARGETS

Overall: Strong start to the new FY with £35m GVA secured from 51 individual FDI wins creating 569 new jobs rising to 1,929 by year 3. .

Our GVA performance is 95% up on FY20/21 and 13% up on pre-pandemic levels (FY19/20).

Markets: Our core markets accounts for 90% of GVA secured to date, as follows: NA - £12.8m; India - £13.8m; China - £4m and Europe - £1.3m.

Sectors: FBST continues to be the strongest sector securing £18.9m GVA and 53% of the total GAV landed to date. Creative £6.9m; Urban £4.3m and ILS £5.4m

NEW OPPORTUNITIES

- **Overall:** 199 new opportunities sourced in Q1 with a forecasted GVA value of £32m and +600 jobs.
- **Sectors:** FBST accounted for the largest proportion with 52% of the total GVA (£17.3m); ILS (£4.2m), Creative (£5.4m) and Urban (£3.7m)
- **Markets:** Whilst NA accounted for the largest share in terms of overall numbers (52) valued at circa £9.3m GVA, China has a good quarter with 48 opps valued at £8m; India £6.7m and Europe £4.6m. We sourced 26 opps from non-core markets with a forecasted GVA at £4.1m

NEW WINS

- 51 new completions landed in Q1 – this is 54% up on last year's Q1 performance (and GVA up circa 95% on same period last year)

Some notable projects as follows:

- **Google ventures backed** consumer electronics brand set up in West End - £2.5m GVA and 100 new jobs
- **US based Fintech** £2.4m GVA and 60 new jobs
- **Indian Retailtech** £2.4m GVA and 100 new jobs
- **US based enterprise software firm** £2m GVA and 80 new jobs
- **Chinese online gaming** £1.9m GVA and 60 new jobs
- **US based biopharma** £1.8m GVA and 100 new jobs
- **Indian based AI/Machine Learning** £1.6m GVA and 80 new jobs
- **US based Insure tech** £1.4m GVA and 60 new jobs

Trade & Growth: Business Growth Programme

TARGETS

- Total number of active companies on the programme: **1024 / 1407**

KPIs

- **C1: 941 / 870** – graduated companies
- **C8: 394 / 315** - new jobs
- **C29: 107 / 94** – new products to market
- **BGP GVA target: £1m**

FBST	391,427.99
CREATIVE	83,342.97
ILS	6,779.90
URBAN	49,661.19
TOTAL	531,212.05

ERDF

- A programme change request has been submitted to extend the programme until the end of December 2022.

ACTIVITIES

- **BGP Spring Cohort** - was launched in April. This was an in-person event that brought together partners, mentors and the cohort participating companies. Between May and June, the team delivered **23 workshops** focusing on the core workstreams: **sales, raising funds & finance, people strategy, engaging audiences and business plan**. In order to better support the participating **high-growth companies**, additional sessions focusing on **international expansion** were added to the core workstream workshops programme, delivered in partnership with DIT Export Academy.

The two highlights for this cohort so far are the following:

- **Raising funds and finance as an underrepresented founder:** the discussion on raising funds and finance for founders of diverse cultural backgrounds was opened by a panel of investors and followed by a panel of startup founders. Attendees had the opportunity to hear from Impact X Capital Partners LLP on the issues of elevator pitches and why it's usually underrepresented female founders who have done more of the background work before pitching; Blue Lake VC on why the world of investment can be a really hard club to get in to if you're not a white male; and Salonica Maroon Fund, on the unconscious bias within entrepreneurship of the South Asian community. The founders panel the founders of FullSpektrum and JustWears

ACTIVITIES

- **BGP Prospecting Trade Mission to VivaTech Paris:** Fourteen companies participating in the Spring Cohort joined a trade mission to Paris that included visits to **VivaTech Conference** to gain new connections and insights in innovative tech, meetings with **Choose Paris Region** where we discussed means to unlock business potential in France; **La Région Occitanie / Pyrénées-Méditerranée**, to explore the region's ecosystem whilst networking; and concluded the three-day trip in the French capital with a networking reception hosted by **Nantes Saint-Nazaire Développement** – exploring business opportunities for our Business Growth Programme companies in the region, hearing about local businesses, innovation and products. Our delegates then networked away over lunch with **Google for Startups France** and **corporates**, before meeting with **France Digitale** – the leading association of startups in Europe to explore future opportunities and learnt more about the French ecosystem. As part of the visit, delegates joined the pitch and network session held at the **Eurostar** carriage with French startups, partners, corporates and investors. They also networked at **LA CASERNE** – the largest fashion accelerator in Europe, hosted by **Capita Scaling Partners**; and connected to the local ecosystem on the Seine sailing networking session with **Globalization Partners**.

Trade & Growth: Mayor's International Business Programme

TARGETS

- Total number of active companies on the programme: **1245**

KPIs

- **C1: 700** / 618 – graduated companies
- **C8: 1200** / 1470 - new jobs

GVA target: £25.7m

ERDF

- A programme change request has been submitted to extend the programme until the end of the financial year.

ACTIVITIES

Between April and June, the team delivered **18 workshops** focusing on international growth and the barriers to scaling. Topics covered issues such as Sales & Scaling in Europe, through to pricing your tech internationally. There were two key themes this quarter: Talent and funding which also saw workshops and events covering issues such as hiring in the US and retaining your talent. On the funding theme we held focussed female founder funding sessions and pitching workshops.

ACTIVITIES

Trade Missions

This quarter the team delivered three international trade visits.

1. **Virtual Trade Mission to North America – April** London's fastest-growing digital health companies virtually travelled to North America to explore new business opportunities.
2. **Creative Tech Trade Mission to LA (Mayoral) – May** Companies met the best that LA has to offer: AR/ VR , production companies, NFTs, gaming technology
3. **Money2020 Europe Fintech Mission June** Financial Technology companies travelled to Money 20/20 to showcase London's fintech ecosystem.

Open Innovation Fellowship

The newly revised Open Innovation Fellowship goes from strength to strength providing both commercial revenue for L&P and opportunities for our wider clients to engage major corporates.

Last month 12 Fellows joined our mission to Paris for Vivatech as part of a collaboration with London Tech Week and engaged a pitching competition onboard the Eurostar to meet 39 startup/scaleup companies onboard. The included representatives from Scottish Power, BT Openreach, Mott MacDonald, Thales, KANTAR and Fidelity International and Capita.

In July, 18 corporates will complete the programme and join the wider alumni group. The next cohort of the Fellowship kicks off in September with 6 new members already signing up to join the group representing NatWest, Citibank, BDO, Trowers & Hamblins, Baker McKenzie and Seetec (the largest employee-owned business in the UK).



Q3 2021-22 - Business Marketing (FDI & CVB)

INTERNATIONAL

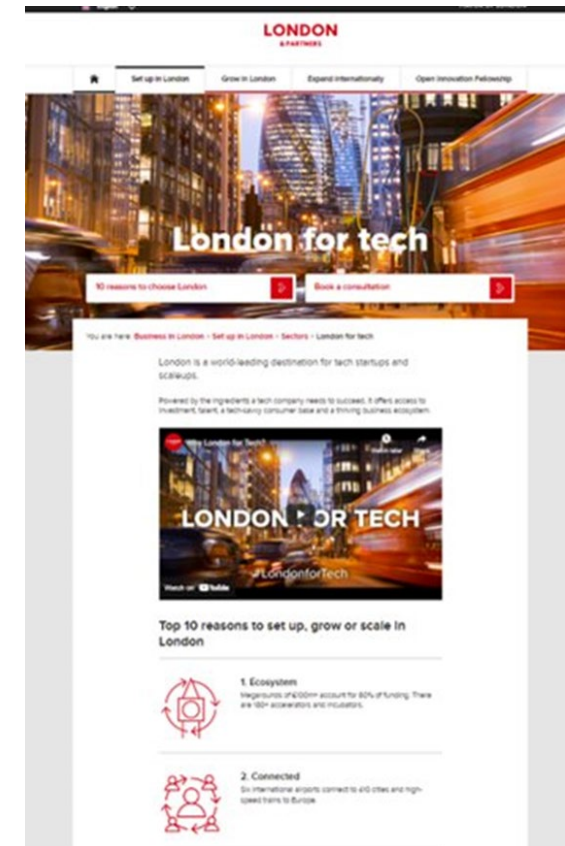
London for Tech campaign

This campaign promoted London as a world-leading destination for tech companies, targeting North America, India and Europe. It coincided with London Tech Week and other leading tech events, which created a spotlight on the UK capital which we harnessed through organic and paid social media.

One video featuring industry leaders such as Checkout.com has **600,000 views**. We also created a **content hub** on business.london, encouraging business leaders to contact London & Partners about how we can help their business to expand.

SVC2UK

As part of SVC2UK, we brought 11 female founders to Silicon Valley and San Francisco to meet with investors, corporates and companies. The trade mission included an event with the Mayor of London, and an extremely high level of media coverage including TV interviews.



Q3 2021-22 - Business Marketing (FDI & CVB)

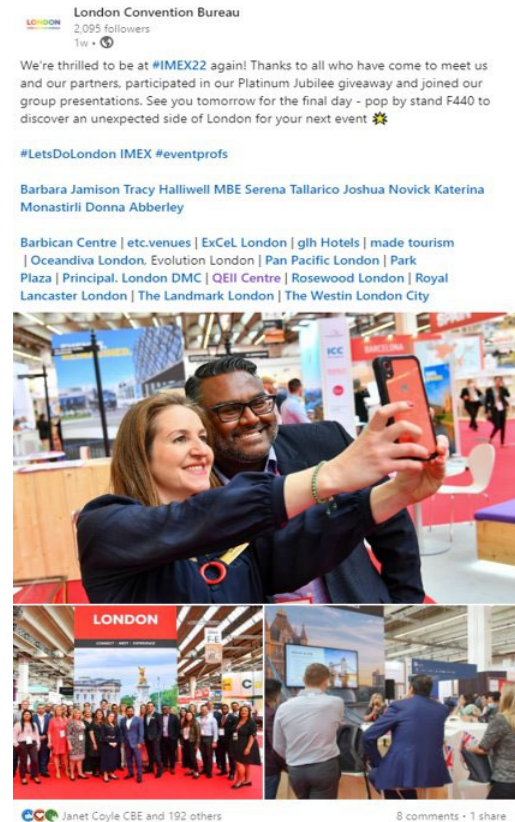
CONVENTION BUREAU

IMEX FRANKFURT

A month-long campaign promoted London attendance at IMEX Frankfurt. This consisted of email marketing through owned channels and IMEX portal and a strong social media campaign using #LetsDoLondon which highlighted the presence of L&P and our stand partners.

A range of assets supported this campaign and helped to successfully deliver against the marketing KPIs for this activity.

- Partner toolkit on Dropbox
- Social share cards for partners
- Email banners
- Updated 2022 Event Planner Guide
- Prize draw A4
- Stand video
- Group presentations



Visitor Economy



Conventions & Business Tourism

ACTIVITY

IMEX Frankfurt – London stand with 14 Partners; Association client breakfast; Attendance at Policy Forum with Rajesh Agrawal; 84 appointments achieved and 12 group presentations.

The Meetings Show – London – London area with small L&P booth, 2 speaker panels; 40 appointments with buyers; association hosted buyer group

SITE ‘Chaos Creates Opportunity’ – if incentive planner networking breakfast at Rosewood – met with 8 UK planners to discuss challenges coming back to work, their pain points and how we can overcome in industry.

RESET CONNECT – partner showcasing opportunities in the sustainability sphere (BMA House, Central Hall Westminster) and also attended and mediated sessions and orchestrated content from UK planners

ICCA UK & IRE Chapter meeting, Birmingham

MIA Destination Meeting

KEY WINS

IATA World Cargo Symposium for ExCel
1200 pax for 3 days in Sept from France
£486,000 GVA

Pulse Europe at Tobacco Dock (Tech)
2,000 pax for 2 days in Nov from USA
£480,000 GVA

Snowflake Summit at ExCel (Tech)
3,500 pax for 4 days in Oct from USA
£1,680,000 GVA

Palantir at ExCel (Tech)
3,000 pax for 8 days in September from USA
£2,484,000 GVA

HR.com at ExCel (largest community of HR professionals)
2000 pax for 5 days in November from USA
£1,134,000 GVA

MCI for SAP (Tech)
1500 for 5 days at ExCel from Germany
£540,000 GVA

BIDS

- ENPP 2024 – Positive Psychology – 1,200 delegates - ongoing, looking positive
- IPPA - lost
- World Energy Council – small event going to Aberdeen
- IATA – World Cargo Symposium Sept 2022 – confirmed London 800 pax
- EACTS 2024 or 2025/26 – 2,000 delegates
- Solid State Ionics 2024 – 1,000 delegates
- Neurips 2027-2028-2029 – discussing a 3-year deal with ExCel. Up to 18,000 delegates per year
- ESGO 2026 – 2,500 delegates
-

Major Events

DELIVERED/SUPPORTED

- MLB Crystal Palace Fan Park HRDX
- eSkootr World Championships 2022
- Rocket League
- ABBA Voyage

LIVE/WON

- Pokémon World Championships – marketing support – introduction to TfL
- Laver Cup (ongoing)
- The Hundred (marketing support)
- Women’s EUROs – activation spaces (ongoing)
- Rugby League World Cup - supporting with city activations (ongoing)

BIDDING

- ESkootr 2023 Championships
- Blast Premier eSport
- E-Bike Grand Prix 2024
- League of Legends Mid-Season Invitational 2023
- League of Legends World Championships Final 2024

OTHER

- Attended and panel speaker appearance at The Meetings Show
- Formula-E media night support – accelerated live site

Leisure Marketing summary

Domestic

- Let's do London £2m domestic campaign launched on 4 July
- Campaign targets UK domestic visitors
- Primary channels are TV, Radio, and social
- Campaign will build on the success of the 2021 campaign

International

- Let's do London £10m international campaign launched early May
- Launch event with Mayor of London in Times Square New York generated over 200 press articles including CBS, NY1, ABC, NBC, MSNBC, and USA Today
- Industry funding of 1.5m raised to support the campaign
- Over £2m of value in kind secured with campaign partners such as Expedia and TripAdvisor

Visit London channels performance

Visit London website & ecommerce

- Visit London website ecommerce performance for theatre and attraction tickets has now recovered to above 2019 levels – thanks to returning visitor demand but also significant investment and growth in the channel

Social media engagement and growth

- Visit London social channels generated **10.7 million engagements** in Q1.
- Visit London gained over **57.5k new followers** across Instagram, Facebook, TikTok, Twitter, Pinterest and YouTube (3.5 million total followers).

Social media content

- Video content this quarter heavily focussed on London celebrating the Queen's Jubilee, featuring everything from royal-themed afternoon teas to an inside look at Westminster Abbey and the historical royal ties there.
- The Elizabeth Line opening content performed particularly well across Visit London social channels this quarter, with the video generating **over 232k views** on Instagram alone.



London Brand

London Brand - PR

Q1 PR results:

Total pieces of coverage:
642

Global audience reach:
3,618,738,730

Global engagement:
19,311,548

Summary

The first quarter of the financial year saw the PR launch of the international Let's Do London campaign in Times Square in New York, by the Mayor, aligning with marketing efforts to encourage US visitors to come to London. The same quarter also saw continued PR activity leveraging interest around the Jubilee to secure coverage in top tier travel and leisure outlets to reach the US audience.

On the business side, activity focused on the Mayoral trade mission to Silicon Valley, the first fully live London Tech Week since 2019, with joint announcements with Google focusing on London's diversity and the launch of the Start-Up Genome report placing London 2nd globally and 1st in Europe for tech innovation. Activity also focused on delivering PR coverage in the East Asia market to raise awareness of London's West End as a retail and hospitality investment destination. Finally the team worked on securing coverage for the launch of the Elizabeth line, focusing on key London business hubs more easily connected as a result of the new line.

Highlights included:

- Widespread broadcast coverage and coverage in AFAR, New York Times and Lonely Planet as part of the Let's Do London international campaign.
- Hosted 5 top tier US journalists for Jubilee themed press trip
- Forbes coverage for London's West End as a leading retail destination.
- Press briefing with Foreign Correspondents on the business impact of the Elizabeth Line

London Brand – PR: Consumer press highlights



teenVOGUE

Teen Vogue's Summer 2022 Ultimate Travel Guide

We're sharing the places to go and things to pack for your ultimate summer vacation.

BY TEEN VOGUE EDITORS
JULY 5, 2022

There are two questions every college graduate is asked after being handed their diploma: what time did you get home from partying last night and what's next? For the latter question, the answer might be an exciting internship or entry-level job in a new city. But for some, traveling is what's next on their horizon.

There's truly no better way of celebrating years of studying than traveling somewhere new and fun. If you've spent the last couple of years in campus libraries and dorm rooms — not getting the pleasure of studying abroad — a trip to someplace out of your purview is an excellent idea. But you need to pack smart.

In addition to considering the **best ways to travel** this summer, you should also be mindful of what you're packing. If you're flying, travel light with a carry-on filled with necessities (we'll get to those below). If you're going on a road trip, still try to pack light but also consider ways to condense, compartmentalize, and carry all your must-haves.

TRENDING NOW

A Bohemian Back-to-School Look with Personal flair

HYPEBEAST

How To Spend an Unforgettable Weekend in London

From grabbing a drink at Seed Library to sitting down for a Michelin-starred lunch.



Chris Gunn/Getty Images

City Guides

Jun 18, 2022

4,888 Likes

10 Comments

By: Sarah Vaara

INSIDE THIS ARTICLE

Link

Earlier this month, international travelers and city locals alike celebrated Queen Elizabeth II's Platinum Jubilee, honoring the 70th anniversary of Her Majesty's accession to the throne over a special four-day holiday weekend. Millions of viewers in the United Kingdom and beyond tuned in to a night of musical tributes on June 4 from some of the biggest names in music, including Alicia Keys, Duran Duran, Diana Ross and George Ezra. The next day was marked by a grandiose Jubilee parade, culminating in a sing-along led by Ed Sheeran, as well as thousands of street parties across the city.

In the aftermath of the action-packed event, London continues to stand out as a vibrant and

Condé Nast
Traveler

Things to Do in London for the Queen's Platinum Jubilee 2022

The Queen's Platinum Jubilee will bring a host of festivities to London in June and throughout the rest of summer—here's how to experience them.

BY RICKY LUKAS
JULY 6, 2022

On 6 February 2022, Queen Elizabeth II became the longest-serving British monarch ever, something no 70-year-old, unless you're on the throne. While initiatives and parties and plaques have sprung up across her extensive reign, the ultimate commemoration of her service will take place over the UK's special four-day holiday weekend from Thursday, June 2 to Sunday, June 5, in line with her actual coronation took place on 2 June 1953.

Events everywhere will be given the Thursday and Friday off-week to join in the excitement—including a special 1 a.m. pub-closing time. While some big-name events, such as the Platinum Party at (Buckingham) Palace concert on Saturday, June 4, have already allocated tickets via ballot, and others, such as the Big Jubilee Lunch, require tickets to register their own fire, there are hundreds of events for visitors to take advantage of, some just plenty with tickets still available (at time of publication, anyway). From flag-waving parades to Royal afternoon teas and Corgi cafes, here are the things to do in London to celebrate the Queen's Platinum Jubilee.



lonely planet

12 must-see events in London this summer... including Europe's biggest street party

HEADLINE HIGBATH 6 JULY 2022
Lonely Planet Writer



Photo by the courtesy of African Fashion for All. Photo by Getty Images for African Fashion for All.

London comes alive once the weather starts to pick up, and with the sun (mostly) shining and evenings getting longer, there's a whole summer ahead to enjoy all the city has to offer. From thought-provoking exhibitions to raucous street parties, we round up 12 of the top cultural events not to miss this season.

Explore the creativity of African fashion

The Victoria and Albert Museum has opened its first African fashion exhibition, displaying designs, photographs, and films from 25 of the continent's 54 countries. The exhibit is divided into two sections, with the first showcasing historical outfits and images from the late 1950s onwards, while the second spotlights the new generation of designers and fashion photographers working in Africa today.

Vacationer



Cities Destinations Beers Travel Planning

Pride in London - The Ultimate 50th Anniversary Guide

23 June 21, 2022 • Barry Hoy

It's 2022! Pride celebrations across the world are back and dare we say, "better than ever?" This is no truer than in London, where the famous city is celebrating 50 years since its very first Pride march on July 1, 1972. This year, the March will commence on July 2nd, and over 40,000 community members have applied to take part. The 50th Anniversary seeks to honor all of those in the LGBTQ+ community who have come before us, what they've achieved, and the inspiration they've ignited within us to continue the fight for LGBTQ+ rights.

Above all though, Pride is a glorious celebration of love and self-expression, and Pride in London is expecting more than 1.5 million people to migrate to the city this year. Earlier this month, a fundraiser concert at the famed Royal Albert Hall kicked off the festivities and the first LGBTQ+ commemorative coin was unveiled. This is also the 10th Anniversary of Pride's Got Talent, which will take place on June 26th at Her Majesty's Theatre.

The New York Times

WHAT'S NEW 2022

In London, a Platinum Jubilee and 'Bridgerton' Events Await Visitors

Royal culture, historic sites and traditional British experiences are catnip to Americans who have missed traveling across the pond. A visitor's guide.

5.2K SHARES 10 COMMENTS



Spring arrives in London's Hyde Park. Across the city, cafes, parks and restaurants are bustling. Justin Lee for The New York Times

London Brand- PR: Business press highlights

Maddynews



London Tech Week and VivaTech promote European tech links



INDEPENDENT

Sadiq Khan to meet tech giants on trade mission to Silicon Valley

The Mayor of London is to meet representatives from the likes of Google and LinkedIn during a US tour to boost tourism and tech in the UK capital.

yahoo!finance

More than one million journeys made on new central section of the Elizabeth line



BOURSIER.COM

'Global Startup Ecosystem Report' : Londres et New-York se placent juste derrière la Silicon Valley

Par Claude Leguilloux
Publié le 14/06/2022 à 09h17, modifié le 14/06/2022 à 22h17



10 Years of Global Entrepreneurship Ecology Report: China, the United States and the United Kingdom lead the world to change dramatically

Black-led tech UK startups secure Google funding

Pedro Gonçalves - Finance Reporter, Yahoo Finance UK
16 June 2022 - 4:50pm

In this article



Mayor of London, Sadiq Khan held a meeting for London-based black founders. Photo: Ben Brown/PA
26 UK-based startups led by black entrepreneurs have secured \$300,000 (£82,000) each from Google (GOOGL) as the search giant pushes for diversity in tech.

Forbes

Why Asia Retailers Are Investing In London's High Streets

yahoo!體育

The Hong Kong retail industry has invested in 41 projects in London involving HK\$11.25 billion in the past five years

ejinsight on the pulse

Is London the place to be for Asian retail businesses in 2022?

Laura Citron
June 07, 2022 10:37

ZDNet Japan

London's iconic West End offers untapped opportunities for Japanese investors and retail brands to thrive and grow

Strategy & Operations

BOROUGH MARKET

BOROUGH MARKET



Strategy & Corporate Affairs

SUMMARY

- L&P delivered strongly against Q1 GVA and NPS targets. This financial year is front-loaded and hence especially reassuring that we exceeded first quarter targets and this report shares some of those successes.
- Q1 was a busy quarter for the Strategy directorate with full focus on embedding the plans for the year and supporting teams in their Q1 activities alongside delivering agreed priorities and continuing to be a critical friend on activities requiring cross-company coordination.

STRATEGY & PLANNING

Completed the annual set-up – published the 22/23 business plan, embedded outcomes in scorecards and reporting etc.

Initiated the Q2 business plan review – learning from Q1 and validating that we are on course for Q2 (and Q3) proposing minor adjustments to ensure we have the capacity to deliver.

Supported key Q1 activities such as;

- The evaluation methodology for the Lets-Do-London campaign, ERDF evaluation of BGP (and MIBP)?
- Programme management support for the Business Growth refresh.

SUSTAINABILITY

- Net Zero baselining – enabled the management committee to completed the data collection to set our baseline carbon footprint, preparing for Y2 data gathering.

Strategy & Corporate Affairs

STAKEHOLDER RELATIONS

- L&P gave oral evidence to the DCMS Select Committee as part of its inquiry into Promoting Britain Abroad.
- Began work on a London Tourism Vision 2030, including agency procurement, GLA engagement and roundtable consultations.
- Supported internal teams and GLA on plans for transition from ERDF funding to UKSPF.
- Attended launch of APPG for London as a Global City first report, having submitted written evidence.
- Briefings and speech support for Mayor and Deputy Mayor for US trade mission, IMEX Frankfurt, EASL London.

RESEARCH & INSIGHTS

- Delivered a Q1 insights webinar for our tourism partners exploring consumer sentiment, current travel trends and travel forecasts for London.
- Published the Q1 2022 Quarterly Tourism Attractions Monitor to members and partners.
- Developed and distributed the 14th edition of the Insights Report which acts as an overview of the current developments of the key macro drivers impacting our core target audiences and markets.
- Produced core market country briefings with the latest data and made these available on the Insights Exchange.
- Updated several sector propositions including why London for tech, creative industries and fintech.
- Supported the Mayor's US visit with briefing documents and supported with the content for the press releases.

Operations

FINANCE

- Finalised the year end accounts for 2021/22 and currently preparing documentation for the auditors.
- Embedding new internal reporting across the organisation and reorganising the team towards a Business Partnering model.
- Commencing a review of our systems to develop a longer term “business systems” strategy

TECHNOLOGY

- Migrated services to a new technology partner with no loss of service. Early stage reviews have identified potential efficiency opportunities including automation across the business.
- Various ongoing projects to update or upgrade existing systems or respond to market changes (e.g. Changes to Google Analytics)
- Preparation underway to launch a programme to review our Management and Business Information and develop a strategy to improve data/information flows across the business.
- Commencing a review of our business systems

HUMAN RESOURCES

- Recruitment remains the major deliverable for HR, as industry wide staff turnover affects London & Partners.
- In this quarter a number of high value roles have been filled.
- The team are now turning to improvement work on culture, technology and systems to continue building London & Partners’ capacity and capability.

FACILITIES

- Settled well into our offices at Union Street with a good relationship with building staff and the landlord’s agents.
- Currently reviewing the layout of some elements of the office. This has resulted in some minor changes to furniture layout to create further collaboration spaces.
- Undertaking a review of office technology to identify solutions that can further support collaborative working.

THANK YOU

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