

LONDON & PARTNERS' REPORT TO THE GLA

Q4 2021-22

LONDON
& PARTNERS

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Intro

We expected 21/22 to be another unpredictable year with both Brexit and the global pandemic impacting businesses. By the end of the year new external risks such as inflation and the conflict in Ukraine added to this challenging context. We acknowledged at the start of the year that setting targets will be challenging. As the year progressed, our GVA results were exceptionally strong and we therefore added a stretch target.

Engagements

About this outcome: This is the first year we have tracked our Net Promoter Score (NPS) as a means of monitoring client satisfaction. We have tracked NPS for parts of the business for years whereas for other areas it will take us the year to implement it and set a baseline. The NPS score varies significantly by area hence it is not meaningful to track the score per say. The outcome we are tracking is for the score to be above negative & neutral or if a significant drop <20% change AND <5 points drop. Any of those changes trigger mitigating actions.

YTD performance: The NPS score for:
Clients (those generating GVA) is 44 (-14 points YonY)
Partners (income generators) is 49 (+45 points YonY)

Particularly noteworthy are the results for Business Tourism at 100 points based on 15 companies' feedback. This is a very strong start. Also, the NPS score for Tourism Members is 62 points up from 0 points the year before. This is the result of how we have supported the hard-it tourism industry throughout the pandemic and may also reflect the success of the Let's Do London campaign which has been well received by our members.

In contrast, NPS from our trade services have dropped somewhat which triggered an investigation. It's clear that it is the fact that the pandemic meant virtual delivery rather than in person (which is highly valued) that led to a lower score than in previous years.

GVA

YTD performance: We have achieved £200m GVA in this financial year, our second highest result ever where we also exceeded our stretch target. On a business-line level, FDI and Trade & Growth exceeded their stretch targets. Business Tourism and Major Events have all achieved the annual target and were within close range of the stretch target.

See the Sector and Markets sections for more details on notable wins. However, some key FDI highlights

are a Chinese social media win (an L&P all time high at c £30m) a US Fintech company and a Swedish Mobility company both setting up UK HQs in London (at £9.5m and £7m GVA), and a US based Vfx company and a US Film Production company both setting up studios in London (at £10m and £1m GVA). Business Tourism and Major Events have also had significant wins with the **European Society of Cardiology** (£8.7m split over 2 years), the Titanic Exhibition (£1m GVA), International Society for Magnetic Resonance in Medicine (£7m GVA) and incentives and e-sports wins at c. £1m each.

Income

About this outcome: Note the target featured has been update to show L&P's target e.g. £2.9m and not L&P Group Level (originally £3.8m but was increased to c £4m as approved by Audit & Finance Committee.

YTD performance: The draft final accounts for L&P shows £3.0m has been achieved against this target primarily as a result of overperformance against Partnership income targets.

Q4 2021 / 22 summary

This quarter brings to a close a year of impressive delivery in an environment which remains incredibly uncertain.

As a mission driven social enterprise funded both by grant and through commercial activity, it is in years like this that our work matters most.

We are also not immune to the financial challenges that have hit organisations across our city.

But through careful planning, skilful execution and strong partnerships we have delivered for London.

The data are clear. By the end of the year we had grown the London economy by £200m against a target of £120m.

The LetsDoLondon tourism campaign delivered £71m of additional spending into the tills of London businesses at a crucial time, and showed the power of the tourism industry coming together with the Mayor and with London & Partners to act at a scale none of us could have managed alone.

Our financial management has been diligent throughout. Although our final income performance fell below our target, by taking great care of our outgoings we have significantly protected our financial position, giving us a platform to invest in future growth.

The last quarter of the year is also when we plan for the year to come.

We have seen the external circumstances evolve, as inflation and the impact of the tragic events in Ukraine have reshaped our expectations for the year.

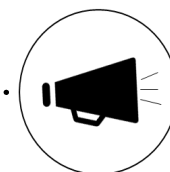
The centrepiece of our work will be to take the LetsDoLondon campaign to international audiences as London continues to recover.

But it will be equally important that we continue to support our high growth sectors as they navigate continued economic and political uncertainty.







**Introduction:
2020 / 21 Key
Performance Indicators**

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

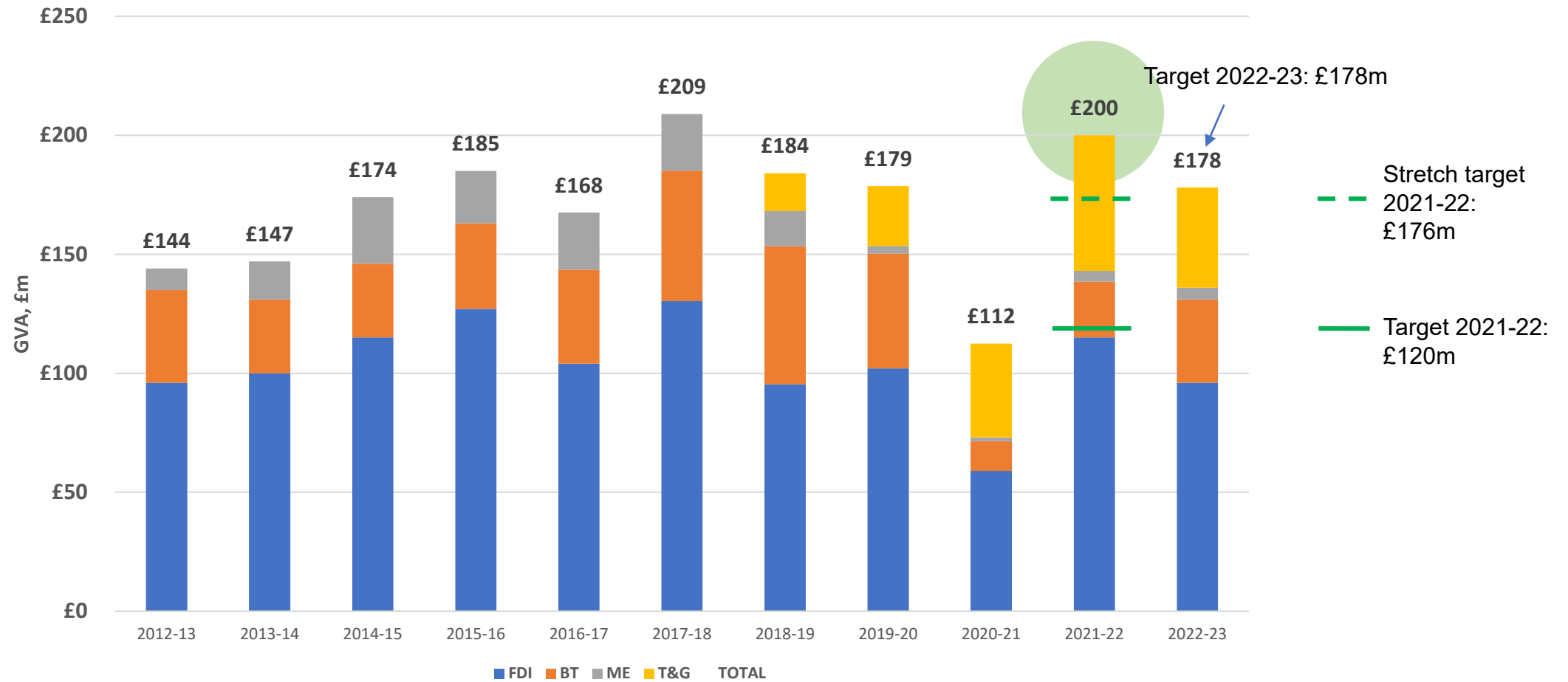


	High growth sectors		Visitor economy		Partnership & ventures		London Brand
What we measure	Additional economic benefit of our interventions	Client satisfaction (internal metric)	Additional economic benefit of our interventions	Tourism Industry satisfaction (internal metric)	Non GLA grant income	Partner satisfaction (internal metric)	No corporate outcomes Project specific metrics
GVA TARGET	Targeting additional economic benefit to London Target £120m GVA with a £176m stretch target (agreed in Sept)						
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		

2021/22 Outcomes against target

	ENGAGING OUR AUDIENCES	ECONOMIC BENEFIT FOR LONDON:		WORKING IN PARTNERSHIP:
	Client & partner satisfaction (NPS)	GVA	Let's Do London impact	Income
2021/22 target	>0 Investigate if: >20% change and >5 points drop	Target: £120m Stretch target: £176m	-	£2.9m
Achieved YTD 2021/22	Clients: NPS @ 44 (-14 points YonY) Partners: NPS @49 (+ 45 points YonY)	£200m	£81m Additional consumer spend	£3.0m
% of (stretch) target	na	114%	na	104%
				

GVA in context – 2021/22 GVA our 2nd largest ever



High Growth Businesses



FDI – New Projects, Wins and Activities

TARGETS

Overall: Strong performance across the year and a final year end position of £115m GVA exceeding all targets set and back to pre-pandemic levels.

By the end of Q4, we had secured a total of 93 wins, £115m GVA forecasting to create 2,089 year 1 jobs (rising to 5,457 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 99% of GVA secured to date, as follows: NA - £44m; China - £41m, India – £11.3m and Europe - £18m.

Sectors: Creative accounts for 47% of total GVA secured £54m, FBST £32m with Urban £18m and ILS £10m

NEW OPPORTUNITIES

- **Overall:** 170 new opportunities sourced in Q4 with a forecasted GVA value of £26m and +400 jobs.
- **Sectors:** FBST accounted for the largest proportion with 43% of the total GVA (£10m); ILS, Creative and Urban accounted for circa 15% each respectively
- **Markets:** Whilst NA accounted for the largest share in terms of overall numbers (47) valued at circa £5.9m, India sourced the largest in terms of potential GVA with 45 opportunities valued at £11.6m; Europe 16% (£4m) and China 12% (3.2%)
- Across the full year we sourced a total of 816 new opportunities with a forecasted GVA value of £191m and 4,203 year 1 new jobs.

NEW WINS

- 18 new feedback form completions received in Q4 generating 570 new Year 3 jobs

Some notable projects as follows:

- **German Vfx studio set up in London with 600 new jobs**
- **US Tech Accelerator establish a base in London £226k GVA and 15 new jobs**
- **Spanish Health & Wellbeing company expands across London with up to 150 new jobs**
- **US based cybertech firm set up in London with 60 new jobs £1.1m GVA**

Trade & Growth: Business Growth Programme

TARGETS

- Total number of active companies on the programme: **1037 / 1410**

KPIs

- C1: 903 / 870** – graduated companies
- C8: 378 / 315** - new jobs
- C29: 101 / 94** – new products to market
- BGP GVA: £3.6m / (£1.5m-£2m)**

FBST	1,112,904.02
CREATIVE	589,513.96
ILS	401,916.90
URBAN	1,533,912.78
TOTAL	3,638,247.66

ERDF

- A programme change request has been submitted to officialise the extension of the programme until the end of September 2022.

ACTIVITIES

- The **Impact Cohort** launch was held in January. It brought together about 70 people, of which partners, mentors, and representatives of 45 **purpose-driven businesses** whose primary reason for being is to **address environmental and societal challenges** and serve the common good new companies that had just joined the Programme.

- This cohort was designed with specific activities to help participating companies overcome challenges and achieve growth in London. We closed the cohort with satisfaction levels for all 24 mainstreams workshops at 87% average satisfaction rate and 97.5 average actionability.

- The Programme run on a hybrid format, all networking sessions were held in person and all workstream and sector meet up sessions continued to be delivered via Zoom.

ACTIVITIES

- Over the full three months of the cohort, companies took part in 1:1 diagnostic session led by Business Growth Managers, ad hoc and structured mentoring sessions, sector meet ups and workshops covering the BGP workstreams: advancing your business plan, prioritising and engaging your audiences, accelerating your sales, raising funds and finance and developing your people strategy. Additionally, we run sessions addressing specific issues faced by impact businesses such as:

□ Impact & Sustainability

- Sustainability credentials and funding
- Governance and business ethics
- Impact measurement

- **‘Let’s Talk London: Sustainability’** that included Senior representatives from Victoria & Albert Museum, Transport for London and Amazon Web Services showcasing how they are adopting an innovative approach to achieve sustainable impact and a keynote speech from Deputy Mayor for Environment & Energy exploring themes including sustainable development, London commitment to setting on the path to create a better future, the Net Zero agenda. Other highlights include the BGP Connect networking sessions, sector meetups with **scaleup** businesses and **VCs**, and meet the investor sessions with True Altitude, Horizan VC and The Alchemy Group.

Trade & Growth: Mayor's International Business Programme

TARGETS

- Total number of active companies on the programme: **787 / 1219**

KPIs (2021/22 To Date)

- **C1:** 620 / 700
- **C8:** 1470 / 1200
- **GVA:** £53.3m / (£35m-£55m)

ACTIVITIES

- How to Build Advisory Boards and External Support Networks
- **Cohort 22 Launch**
- Meet the Corporate: Arup
- Meet the Stakeholder: Impulse Partners
- 'Office Hours' with Wilson Sonsini
- Cybersecurity Mission to Paris - Virtual sessions
- Virtual UAE Fintech Pre-mission Briefing
- Explore Alternative Funding in the Innovation & Live Sciences Sector
- Blockchain Lunch & Learn Part 1: What is Bitcoin?
- **Cohort 22 Launch Connect Day**
- Creative & Urban cohort sector mixer
- **Fintech Trade Mission to the UAE**

ACTIVITIES

- Blockchain Lunch & Learn Part 2: What is Blockchain?
- Raising Funds Internationally
- Leadership: How to Create a Coaching Culture and Communicate Effectively
- How to Maintain your Company Culture as you Expand Internationally
- Meet the Corporate: Microsoft
- Meet the Corporate - Turkish Bank
- Preparing your Team for Accelerated Growth Post-Raise
- Share Options & Equity Masterclass

Open Innovation Fellowship

HIGHLIGHTS

- A significant win, 17 new global corporates joined the Open Innovation Fellowship at a lunch event in March.
- The newly revised programme works to help corporates develop their open innovation strategy, informed by global best practice, validated by industry experts, and with senior-level support to make implementation happen. The programme takes place over 3 months.
- The next cohort will kick off in September – Corporates including NatWest, BDO, Trowers & Hamblins have signed-up in advance.
- Cohort 4 brought in £72k in revenue

New Fellows in Cohort 4

- Alcatel-Lucent Enterprise, Head of Transformation - EMEA
- Ashurst, Partner, Head of Ashurst Advance Digital
- BP, Principle, Digital Innovation
- British Red Cross, Head of Innovation
- Capita, Managing Director, Capita Scaling Partner
- IQEQ, Group Head of Innovation
- Kantar, Global Lead iLab. Global Product Lead, Dx Analytics.
- Linklaters, Global Head of Practice Innovation
- McDonald's UK, Director of Food & Innovation
- Microsoft, Director, Enterprise AI and Innovation
- Mott MacDonald Innovation Consulting Lead, Digital Ventures Advisory
- Novartis, Head of Digital Innovation, Customer Solutions and BIOME Lead UK
- Openreach, Head of Open Innovation & Tech Scouting
- Scottish Power, Head of Innovation
- Thales, Head of Innovation
- The LEGO Group, Head of Innovation, Creative Play
- Wipro, General Manager & Cluster Head (Banking & Capital Markets)

Business Marketing (FDI & CVB)

INTERNATIONAL

Future of Digital Shopping – Feb – March 2022

We created a campaign to improve the perception of London as a place to grow a shopping tech business (digital shopping, retail tech, sustainable shopping tech).

The campaign included Klarna as a sponsor via the Commercial Partnership team which allowed us to create branded content. The report was in a new form – an interactive, animated report that was gated to allow the FDI team to collect contact data via Salesforce from the people accessing it.

Results

The future of digital shopping was the most successful FDI campaign of 21-22, delivering over **330,000** quality engagements and an additional **104,000** new users as website traffic to business.london.

Social media - retargeting campaign

As part of our year-round paid social activity, we trialed retargeting existing Indian and North American visitors to site with service-led material on how London & Partners can help international businesses on LinkedIn. The campaign achieved a low cost per click due to an already-engaged audience.

DOMESTIC

Open Innovation Fellowship

Ongoing support for the Open Innovation Fellowship, driving awareness of the programme and related events.

ILS video activation

We created 6 videos on inclusions and diversity with 6 inspirational professionals from the London's healthtech ecosystem. The videos have had over 6,000 views and over 25,000 social media impressions and 566 organic social media engagements.

CONVENTION BUREAU

We updated our biggest piece of collateral, The Event Planner Guide, with new chapters on DEI, sustainability and incentives. The guide will be used to send to clients who are interested in hosting their event, meeting or congress in London.

View from the Markets



Visitor Economy



Conventions & Business Tourism

ACTIVITY

- MeetGB Virtual – VisitBritain virtual trade show with global clients – 12 appts, information sharing and networking
- MIA Destinations Summit
- ICCA London members lunch
- ICCA Business Exchange
- Site Inspection ISTH (Int Society thrombosis and Haematology)congress due July
- Site Visit Int Association of Prosecutors 2023
- Paris client roundtables
- Confex Trade Show – London
- Manchester MICE Forum
-

KEY WINS

- BG Management for a tech company from the Netherlands 500 pax 19th- 21st June 2022
- Junk Kouture London City Final 1500 18/19 May 22
- EASL – European Academy of the Study of the Liver – International Liver Congress 2022 – 22 – 26 June
- Currently expecting c.5,000 delegates + online audience

BIDS

- ESCRS – European Society of Cataract and Refractive Surgery 2024-27 10,000 delegates
- AAIC – The Alzheimer’s Association Conference 2025 , 6000 delegates
- EACTS – European Association for Cardio Thoracic Surgery –2024 5000 delegates
- IMS – International Myeloma Society 2025, 3500 delegates
- ECPP – European Congress in Positive Psychology 2024, 2000 delegates

Major Events

DELIVERED/SUPPORTED

- Pokémon Go (location support)
- Laver Cup (ongoing)
- The Hundred (marketing support)
- Women's EUROs – activation spaces (ongoing)
- Rugby League World Cup (ongoing)
- World Table Tennis
- MLB Crystal Palace Fan Park

WON/BIDDING

- eSkootr Championships (Printworks, May 2022)
- Rocket League (Copperbox, June 2022)

OTHER

- Queen's Baton Relay - PR image support
- Attended and panel speaker appearance at UK Events Summit
- Visited numerous event spaces (inc. O2, QEOP, Guildhall, Alexandra Palace, Twickenham Stadium, Woolwich Works)
- Made relevant introductions to partnership team which secured partnership (inc. The Kia Oval)

Leisure Marketing summary

Domestic

Let's Do London 2021 domestic campaign extended evaluation led to

- Additional £81m visitor spend (originally £70m)
- Additional 330k visitors (originally £280k)

A £2m 2022 domestic campaign will now be planned to go live in c. July

International

Planning underway for a £7m GLA funded international campaign targeting:

- USA
- France
- Germany

An additional £1.5m funding has been raised from London's tourism industry. Match funding from Expedia and TripAdvisor

Visit London channels performance

Social media engagement and growth

- Visit London social channels generated **10.5 million engagements** in Q4.
- Visit London gained over **49.8k new followers** across Instagram, Facebook, TikTok and Twitter channels (3.2 million total followers).
- We exceeded our Visit London paid and organic targets for the year by 53%, surpassing **32.3 million engagements** in total for 21-22.

Social media content

- We tested a new type of video content which features a single moment in London which we're calling Walking Postcards. This content garnered over **1.3m views** on Instagram alone in Q4.
- We supported London Fashion Week in February, which helped us achieve **205k engagements** across the Visit London channels.



London Brand

London Brand - PR

Q4 PR results:

Total pieces of coverage:
568

Global audience reach:
1,250,030,819

Global engagement:
8,698,490

SUMMARY

This quarter saw the final few months of consumer PR activity for the domestic Let's Do London campaign targeting UK wide audiences to visit London. With final travel restrictions also lifting, we saw an increase in press enquiries from international markets, laying the groundwork for the international Let's Do London campaign, due to go live in May.

On the business side, activity focused on our annual end of year story in January showing the latest VC investment figures into London for 2021 and supporting the FDI team in promoting London's strengths as destination for e-commerce businesses, through our 'Future of Shopping' integrated marketing/PR campaign. There was a noticeable impact on media interest in late Feb/March as global media attention turned to the war in Ukraine.

Highlights included:

- Front page coverage in the Financial Times, along with other business outlets such as CNBC and Bloomberg for the VC investment story.
- CEO quoted in CNBC supporting London as a destination for listing
- Targeted press trips for valentines day and half-term - resulting in domestic national and regional coverage
- Early coverage for the Platinum Jubilee later this year
- Coverage for the Mayoral announcement of the Lets Do London international campaign at Tourism Means Business conference

London Brand – PR: Business press highlights



Venture capitalists invested more money than ever into start-ups last year

PUBLISHED THU, JAN 13 2022, 9:31 AM EST | UPDATED THU, JAN 13 2022, 3:02 PM EST

Sam Shead
@SAM_LSHEAD

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KEY POINTS

- Despite the pandemic, the number of so-called “unicorns” continued to rise at a clip last year, with some 133 start-ups in the San Francisco Bay Area seeing their valuations climb to over \$1 billion.
- The surge in the number of unicorns was complemented by the number of megarounds — start-up funding rounds over \$100 million.
- Venture capitalists pumped \$328.8 billion into U.S. start-ups and \$61.8 billion into Chinese start-ups in 2021, while they only invested \$39.8 billion into U.K. start-ups.



London & Partners Leads Trade Mission to the UAE

by Tyler Smith | February 19, 2022



As part of the Mayor's International Business Programme, the business growth and destination agency **London & Partners** is sending a cohort of UK fintech talent on a trade mission to the United Arab Emirates (UAE).

During the four day visit, beginning 20 February, 11 London-based fintech delegates are due to meet with an array of pioneers who are currently leading the cultivation of MENA's fintech industry. The visit, which seeks to build lasting connections between fintech entrepreneurs and innovators from both the UK and the UAE, will see delegates meeting with representatives from Dubai International Financial Centre (DIFC), National Bank of Fujairah, Emirates NDB and Digital Nexa.

A dedicated venture to **Abu Dhabi**, one of the UAE's core financial centres, will allow an opportunity for the delegates to build their networks with **Abu Dhabi Global Market (ADGM)** and **Abu Dhabi Investment Office (ADIO)**, whilst the trip will also facilitate important face-to-face meetings with **Abu Dhabi Islamic Bank**. Additionally, the delegates are also due to meet with **ADQ** and its new **Neobank**.



Bloomberg

Megarounds Power London to Record \$26 Billion in Tech Investment

By Ivan Levington
13 January 2022, 00:01 GMT

London kept up a blistering pace of technology financing last year, leading all other European cities with \$25.5 billion in fresh investment.

The new funding into local tech companies was more than double levels from 2020, with firms across the entire U.K. raising about \$40 billion, according to a report from the capital's promotional company London & Partners, and data provider Dealroom.co.



THURSDAY 10 MARCH 2022 9:58 AM

London a £106bn key driver of surging global online sales in wake of pandemic

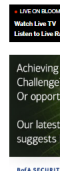


Online supermarket shopping has soared to an all-time high, thanks to coronavirus.

London was at the forefront of soaring global online shopping, with record-breaking investment in the capital last year.

As the world emerged from the pandemic, retailers took in more than \$140bn (£106bn) from web-based sales in 2021 – more than double the previous year.

Following numerous lockdowns which led to a spillover in virtual shopping, UK-based firms raised \$7bn (£5.3bn) from digital means in 2021, while capital's online retail sector accrued a record \$5bn (£3.8bn) in the last 12 months, sitting behind only San Francisco, New York and Bengaluru.



FINANCIAL TIMES

London start-ups attract record venture capital funding

The investment reflects a wider influx of VC money into the global tech sector



Twenty London tech companies reached a valuation of more than \$2bn last year. © VISION/DAVIDSTREETER

Cristina Ordeie in London, JANUARY 13 2022

Tech start-ups in London raised a record \$25.5bn in funding last year, more than double the total in 2020, against a backdrop of investors pouring unprecedented amounts into start-ups globally.

It reflects a wider pattern of European growth last year, which received more than \$15bn in venture capital investment and \$67.3bn globally. The UK ranked fourth behind the United States, China and India, according to a report by London & Partners and Dealroom.

Twenty London tech companies reached a valuation of more than \$1bn last year, bringing the total number of “unicorns” to 75, including car insurance start-up Marshmallow and fintech firm Starling Bank.



KLIMAFREUNDLICHE TECHNOLOGIEN IM AUFWIND

Start-ups in der Klimatech-Branche sind im Aufwind. Die Investoren sind zahlreich und die Finanzierungsrunden sind groß. Die Branche wird als einer der größten Wachstumsmotoren für die Zukunft angesehen.

THE ECONOMIC TIMES

English Edition | E-Paper

India ranks 2nd for global investment in digital shopping

Synopsis
According to the London & Partners analysis of Dealroom.co investment data, increasing demand for online purchases during a series of lockdowns across the world during the COVID-19 pandemic led to global investors showing a strong appetite for backing e-commerce companies.



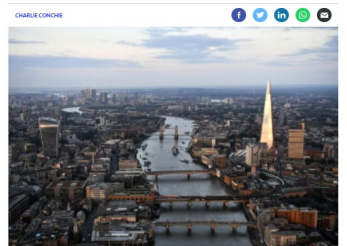
The data shows that India is among the world's leading hubs for digital shopping companies.

India is the second-largest global venture capital investment hub for digital shopping companies, growing by a whopping 175 per cent from USD 8 billion in 2020 to USD 22 billion in 2021, according to an official analysis released here on Wednesday.

On a global scale, India came in second to the US last year, which attracted USD 51 billion in investment, followed by China at third with USD 14 billion and the UK at fourth with USD 7 billion.



London heads for bumper year of venture capital investment after record 2021



London's technology sector is heading for another bumper year of investment after 2021 saw record amounts of venture capital (VC) injected into the capital's tech firms, new research has revealed.

London-based tech firms raised \$25.5bn last year, doubling 2020 investment levels and mirroring a record 20 so-called “unicorns” – firms valued at over \$1bn – according to a report from London & Partners and Dealroom.

The capital now boasts 75 unicorns with fintech firm Marshmallow, SaaS company TrueLayer and fintech firm Marlowe Bank among the newest additions to the rank.



“Arm is a U.K. tech success story, so London would be an ideal home as it becomes a public company.”

Laura Citron CEO OF LONDON & PARTNERS

Laura Citron, CEO of London & Partners, London's business growth agency, told CNBC that the U.K. capital is the perfect place for Arm to go public. “London is home to Europe's largest technology ecosystem and it is a global financial center,” she said. “This makes it a highly attractive destination for tech company IPOs.”

Strategy & Operations

BOROUGH MARKET

BOROUGH MARKET



Strategy & Corporate Affairs

SUMMARY

- L&P delivered strongly against all our outcomes in 2021/22. This last quarter was no exception and this report shares some of those successes.
- Q4 was a busy quarter for the Strategy directorate with full focus on business planning for the year ahead whilst delivering agreed priorities and continuing to be a critical friend on activities requiring cross-company coordination.
- To coincide with the Tourism Means Business event, we commissioned new insights focussed on forecasts and trends in tourism which adds value to our tourism partners and members.

STRATEGY & PLANNING

- Finalised the 2022/23 business plan following board approval in February. This last step is where our teams' plans the activities for the first quarters.
- Undertaken the Q1 Business Plan review in preparation for the first quarter of the new financial year. This is in line with our new governance process of convening the Senior

Leadership Team quarterly to interrogate the business plan and plan for its delivery.

- Ongoing support and trouble-shooting on **Income Growth Portfolio projects and the International Scale Up project** to replace the ERDF funded trade programmes.

SUSTAINABILITY

- **Calculation of our baseline carbon footprint**, as part of our commitment to net zero
- Participation in first cohort of **Better Futures+ support programme**
- Development of **commercial proposition for sustainability**
- **Published new assets:** London – A sustainable choice for business events
- Successfully attracted **the first in-person edition of Reuters IMPACT to London**
- Developed **partnerships with upcoming sustainability/climatech events**, including:
 - ClimateTech (London Tech Week)
 - Reset Connect
 - Net Zero Festival

Strategy & Corporate Affairs

STAKEHOLDER RELATIONS

- Continued to work with the GLA Economy Committee and related follow-up regarding sessions on tourism recovery and financial services post Brexit
- Written evidence provided to DCMS Select Committee's inquiry on Promoting Britain Abroad
- Witness evidence provided to the DCMS Select Committee's inquiry on Promoting Britain Abroad
- Continued engagement with London Assembly Members
- Continued engagement with central government across relevant policy issues
- Continued dialogue with, DIT, Devolved Nations and regions in relation to scale up programmes
- Began work on a Tourism Vision for London, including project brief and agency procurement process
- Supported speaking engagements for CEO, including NLA webinar on State of the Market, Westminster Forum Project's London keynote seminar, The London Residential Development Industry annual conference and Mayor's Business Advisory Board
- Continued working with internal teams on securing Mayor and Deputy Mayor involvement including: Mind the Tech London, opening of Telehouse's new London Data Centre, university of Chicago's new campus in London and Tourism means business.

RESEARCH & INSIGHTS

- Delivered an insights presentation at Tourism Means Business to partners and members. The content was a review the last 12 months with predictions and trends for the future of tourism into London.
- Commissioned Tourism Economic to deliver forecasts for London's tourism recovery which included markets and purpose of visit predictions.
- Engaged and commissioned The Foresight Factory to produce tourism trends for London to be presented at Tourism Means Business.
- Published the Q4 2021 Quarterly Tourism Attractions Monitor to members and partners.
- Updated our student profiles for London with the new HESA data.
- Revised core markets profiles for China, France, Germany, India and US. Covering tourism, Trade, FDI and student insight.
- Provided insights for the Year End VC investment report in collaboration with PR.

THANK YOU

LONDON
& PARTNERS