

LONDON & PARTNERS' REPORT TO THE GLA

Q4 2022/2023

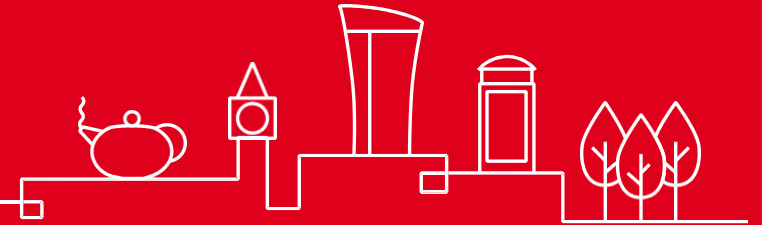
LONDON
& PARTNERS



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Q4 2022/2023 summary

This has been a critical year for London's recovery from the pandemic. It has also been a critical year for London & Partners on our path to sustainable financial operational outcomes.

It remains a complex and challenging environment in which to operate a global business and destination agency.

But we see strong reasons to believe that our city has absorbed the challenges of recent years and is now in a strong position to thrive.

The same is true of London & Partners. By the end of this quarter, we had achieved 119% of our core target for economic impact, delivering £211m of GVA.

That has been driven by strong performance for inbound investment and notable over performance by our trade and growth teams and major events. We also see clear signs that the business tourism market is recovering after a difficult period, and see potential for further investment in it.

We have also maintained very strong partner satisfaction scores, with both of our major partner groups reporting a Net Promoter Score of over 50. This is industry leading performance, and reflects our core cultural belief in working on behalf of, and in partnership with, the markets we serve. Client focus is core to what we do.

But as importantly, we have achieved our financial goals. At £7.42m, our commercial income is at 99.9% of our ambitious targets. We have also achieved our multi-year goals for returning ourselves to break even by 2023/24 and the financial discipline and planning within this year will allow us to publish a break-even budget in the year to come. That is the bedrock of long-term impact.

For three years, we have been talking in these reports about resilience, and then recovery.

The performance described here means we can now talk about something more energising – ambition.





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2022/2023
KEY
PERFORMANCE
INDICATORS

Introduction



2022/2023 outcomes as set out in L&P's business plan





	 Business Growth	 Destination	 London Brand	 Commercial Activity
Impact	This creates sustainable, inclusive jobs in London.	This creates additional Spend in London's hospitality, leisure, retail and culture.	This supports London's communicators to tell the city's story brilliantly.	This generates profit to reinvest in London's recovery.



	GVA (£m)	Net Promoter Score (NPS)	Income (£m)
Metrics	We measure the economic growth we generate that would not otherwise exist.	We measure the satisfaction of our clients and partners.	We measure the income we generate in addition to our grant from the GLA.
Targets	£178m	Positive NPS across all categories	£7.43m

2022/2023 outcomes against target

(as of end of March)

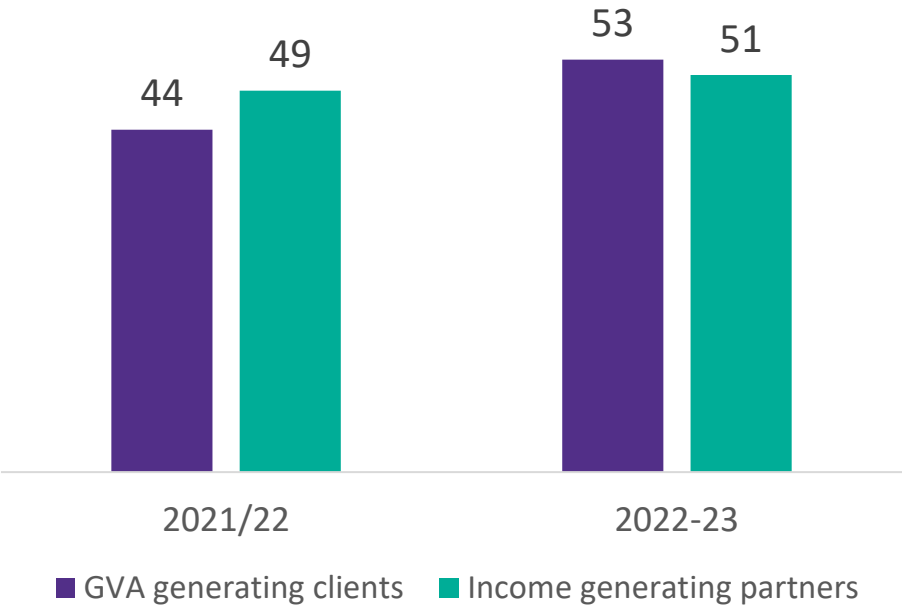
	PARTNER SATISFACTION		ECONOMIC BENEFIT FOR LONDON:	WORKING IN PARTNERSHIP:
	NET PROMOTER SCORE		GVA	INCOME
	GVA gen partners	Income gen partners		
2022/23 target	> 0		£178m	£7.43m
Achieved YTD 2022/23	53	51	£211m	£7.42m
% of full year target	na	na	119%	99.9%
RAG based on % of YTD target				

* See Finance section for more information. Income is not linear in the year and we are on track on forecast.

NPS and GVA

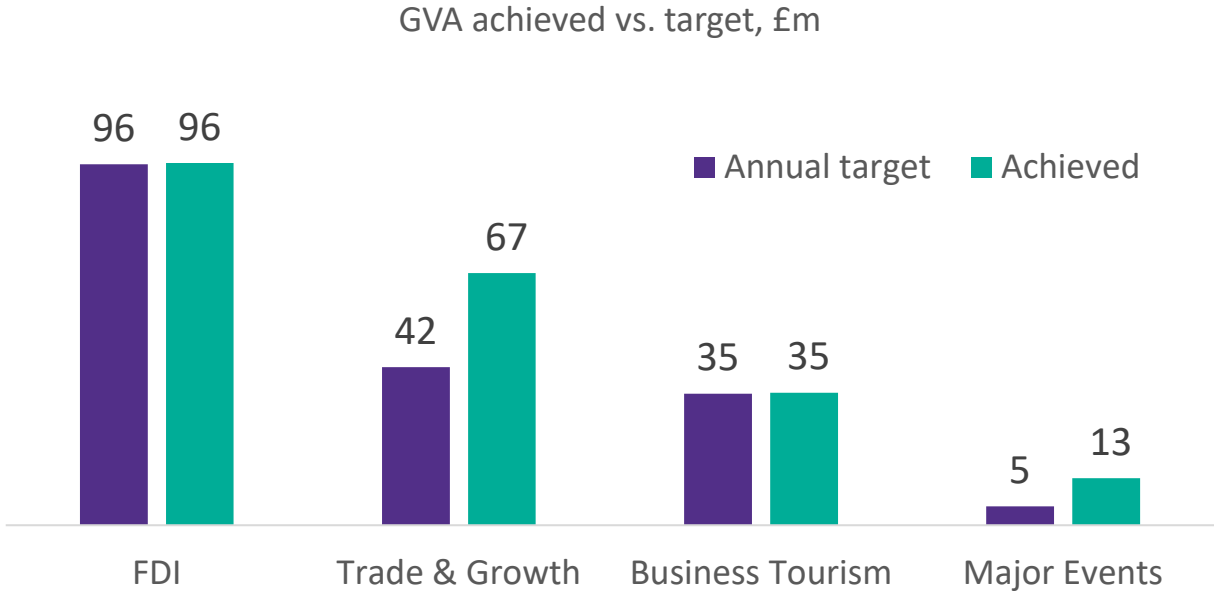
Target: Positive score ●

Action needed if a significant drop >20% change AND >5 points drop



Achieved: £211m GVA ●

Strong performance and well ahead of target.



Scorecard commentary

Intro

With £211m GVA, we have achieved 119% of our annual target of £178m. We also achieved each of our quarterly targets. T&G and ME have over-achieved while FDI and CVB are spot on target. NPS is positive for both GVA and Income business lines and thus also on target.

Client satisfaction (NPS)

About this outcome: We are tracking scores by 1) GVA generating activities and 2) income generating activities. We also track individual programs within those two categories. A score above 0 is regarded as 'good' and above 50 is 'excellent', 80 is 'world class'. **We will investigate if a score is negative or neutral or if a significant drop (>20% AND >5 points drop).**

Performance:

GVA business lines achieved an **NPS of 53** (305 responses), up 9 points on 2021/22, driven by BGP jumping from NPS 6 to 21 (86). CVB got NPS 92 (25). FDI got 74 (127), MIBP got 40 (67).

Income generating business lines are at **NPS 51** (87), up from 49 in 2021-22. TP are at 41 (51), down from 62 last FY, and IIP is at 13 (8), like last FY. OIF got 72 (18) and Beyond HERizons 90 (10).

GVA

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

Performance

Full year performance: With £211m GVA added to London's economy, we have achieved 119% of our annual target of £178m. We also achieved each of our quarterly targets. T&G and ME have over-achieved while FDI and CVB are spot on target. FDI is the main contributor to the £211m GVA, followed by T&G and CVB.

FDI

£96.3m GVA, 100.3% of the £96m target. 120 projects. Companies from **India** accounted for £31m GVA, with North America close behind with £29m. £22m was from European companies and £9m was from China. Another £5m was from other parts of the world.

£56m GVA was added through **FBST** projects, more than half of all FDI GVA. Creative accounted for £18m GVA, Innovation & Life Sciences for £16m and Urban for £6m.

Trade & Growth

£67m GVA, 160% of the £42m target. 219 projects, of which 126 were on the Mayor's International business Programme and 93 were on the Business Growth Programme.

FBST accounted for £26m GVA and Innovation & Life Sciences was £18m. Creative accounted for £12m GVA and Urban was £6m, the rest from other sectors.

CVB

£35.3m GVA, 169 events, 100.8% of the £35m target. £21m was generated from North America and £14m was from Europe. The biggest projects were:

- European Society of Cardiology (£9.8m)
- Salesforce World Tour (£8.1m)
- Amazon Web Services (£4.3m)

ME

£12.5m GVA, 250% of the £5m target. The biggest events were:

- NFL games (3 games, £4m total)
- MLB game (£2.6m)
- ABBA (£1.9m)

The better-than-expected performance is partly due to earlier than expected announcements.

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HIGH GROWTH BUSINESSES



For Internal Use Only – Not For Distribution

FDI – new projects, wins and activities

TARGETS

Overall, FDI target for FY2324 achieved with £96.3m secured.

Across the year we delivered 120 new FDI wins up secured a total of 110 wins – up 29% yoy and £96.3m GVA. These wins are forecasted to create 5,458 new jobs over next 3 years

Markets: India continues to be the standout performer this FY with £31m GVA secured up nearly 2x on 21/22; Europe secured £22m (up 18%yoy), China landed £9.3m. North America continued lower than anticipated at £29m approx. 30% down yoy as the global FDI market tightened.

Sectors: Three of our four key sectors achieved or exceeded target. FBST continued to deliver the highest GVA with £56m (target £52m) and up 70% yoy. Creative delivered £18m (target £15m) with Adtech delivering well; ILS has delivered £16m (target £12m) and Urban £5.9m

NEW OPPORTUNITIES

Overall: 750 new opportunities (value £178m GVA) – down 7% yoy

Sectors: FBST & Urban both held up well last FY with new opportunity volumes down marginally yoy (circa 2% down). Creative (121 new opportunities) was down 17% yoy, ILS (79 new opps) down 32% across the year.

Markets: North America continues to be the largest source of new pipeline (222 new opportunities) but down 8% yoy. Europe is next strongest source with 166 new opportunities, India has sourced 164 new opportunities. China delivered well by year end as momentum picked with the reopening with 121 new opportunities (up 22% yoy)

NEW WINS

Overall; We secured 10 new wins in Q4 valued at £7m GVA and forecasting to create circa 500 new jobs in next 3 years. Some of the notable wins as follows:

- US Fintech sets up in London with 100 new jobs and £3.3m GVA
- Indian Medtech first investment in UK 130 new jobs in year 3 and £2.1m GVA
- US Enterprise Software platform London HQ 50new jobs and £1.2m GVA
- Indian Retail Tech HQ with 50 new jobs and £1.068m GVA
- US Software platform sets up its London HQ with 50 new jobs and £692k GVA
- Hong Kong based Energy storage provider sets up in London with 5 new jobs and £266k GVA

Trade & Growth – Mayor’s International Business Programme

TARGETS

Total number of active companies on the programme : 1383

KPIs

- C1: 780/745 graduated companies
- C8: 1620/1567 new jobs

ACTIVITIES

We held a virtual **Building an Authentic Company Culture for Your Global Remote Workforce** with Globalization Partners to explore the impact of company culture on employee wellbeing, engagement and retention. (Feb)

Held a session on **Hiring in the US** with Globalization Partners. This panel discussion will cover everything from who to hire first and how to make sure they're a great fit, to how to onboard new US hires and manage a remote workforce (Feb virtual)

In Feb Held **The Fintech Club: spotlight on insurtech** at Rise London during Insutech week London with Transcard, Inari and Augmentum Financial followed by a networking event (Feb)

Ran **10 Essentials for your International Digital Strategy** session with Sarah Carroll. Essentials you need to include in your international digital strategy, so you can be visible and stand out wherever your customers are across the globe (Virtual Mar)

Held a **Getting Ready for an IPO** panel with Scribestar, London Stock Exchange and Taylor Wessing. Learn why you should consider an IPO in the future, how to start preparing for it today, and what the real-life process of going public looks like. (virtual Mar)

Ran a **Due Diligence & Getting Your Term Sheet Right** with Taylor Wessing (Virtual – Mar)

Held a **Creative Sector Roundtable Dinner** with Diane Perlman & Laura Jordan Bambach (Mar) - met industry leaders in marketing, adtech, and advertising. They spoke about the key challenges facing the marketing and advertising sectors, offering valuable advice to help you navigate the industry.

Trade Missions

This quarter the team delivered two international trade visits.

Sustainability for Cities Trade Mission – Cologne, Rotterdam & Berlin (Feb)

Across five days, the delegates were introduced to corporates, investors, peers, and ecosystem leaders across these cities, to build relationships and to explore potential business opportunities. In total, the delegation met with 11+ corporates, 12+ investors, city representatives across all cities and various other stakeholders. Early outcomes include a collaboration between two delegates, a potential deal already being discussed, and numerous follow-up calls in the diary for the delegates.

Enterprise Tech Trade Mission – Bangalore & Delhi (Mar)

The final Mayor’s International Business Programme trade mission headed over to India with Deputy Mayor of London for Business Rajesh Agrawal.

We took 10 leading London scaleups to India, they met with corporates, stakeholders and investors, including: HCLTech, Sopra Steria, Blume Ventures, Pravega Ventures, Stride Ventures, Wipro, Tata Elxsi and so many more. Our highlights include Karnataka Digital Economy Mission, and the amazing receptions where our delegates got to pitch and meet with leading industry figures and other leading enterprise tech companies.

ACTIVITIES

The team have been actively recruiting our new cohort for the new programme throughout this quarter and we held the following events:

Growth Marketing for Global Expansion: Best Practices and Strategies (Jan Virtual). In this workshop, Dr. Eren Kocyigit will present growth and digital marketing tactics that can be used while expanding to new markets and marketing to international audiences

Held an in person event on **Cracking the US Market:** Risks and Rewards with Allyson Stewart-Allen, CEO at International Marketing Partners to uncover how to select the expansion route that fits your appetite for risks and rewards. (Jan)

Held an in person **Meet The Corporate: Capita Scaling Partners** to discuss partnerships and working with scale ups (Feb)

Business Marketing

INTERNATIONAL - FDI

London for Sustainability campaign – 13 February – 31 March

We successfully ran a cross-sector marketing campaign telling a strong, clear, and cohesive message about London as a green sustainable city, engaging all key markets (EU/NA/India/China).

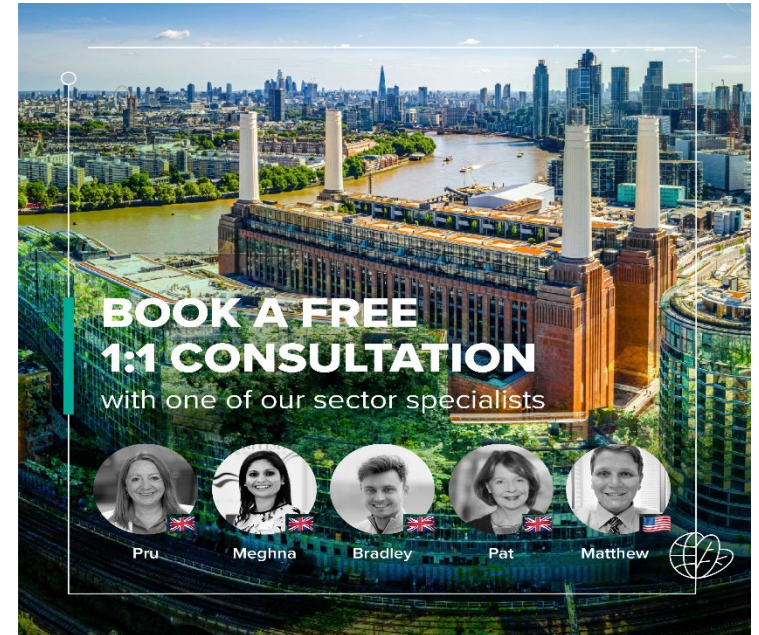
The campaign highlighted the business opportunity in London's sustainability landscape – what it means across 4 areas – buildings, transport, waste and digital. It showcased London's fundamental strengths for sustainable business growth and showcased how well London competes on a global scale.

The campaign generated **67** consultation meetings for the FDI team our best performing FDI campaign of the year.

DOMESTIC – OUTBOUND TRADE

Cohort 1 recruitment - 30 January – 27 March

We launched our cohort one recruitment campaign for the successor of Mayor's International Business Programme. This campaign was promoted via organic and paid social aiming to generate **100** marketing leads to trade team – we achieved **123** leads. **Cohort 1** is filled with **109** companies **27** of them coming from the campaign.



LOOKING TO EXPAND YOUR LONDON COMPANY INTERNATIONALLY?

London & Partners' free high-growth trade programme is here to help.

Do you:

- Have a base in London?
- Have between 10 and 250 employees?
- Have a turnover of over £1m?
- Have a UK-registered company?

CLAIM YOUR SPOT ON OUR COHORT TODAY

Business Marketing (CVB)

CONVENTION BUREAU

Extended London

We ran a campaign in January with the aim to inspire business travellers to extend their business trip in London. The campaign ran on LinkedIn, targeting European and US business travellers.

Top line results:

- **6,000+** engagements, **206,428** views, **2,271** GA users
- Above average view through rate for the videos, North America performing higher than Europe
- **14%** bounce rate and high avg. session duration, showing audience is engaged with the content
- High CTR on engagement ads

Sustainability paid activation – 13 February – 31 March

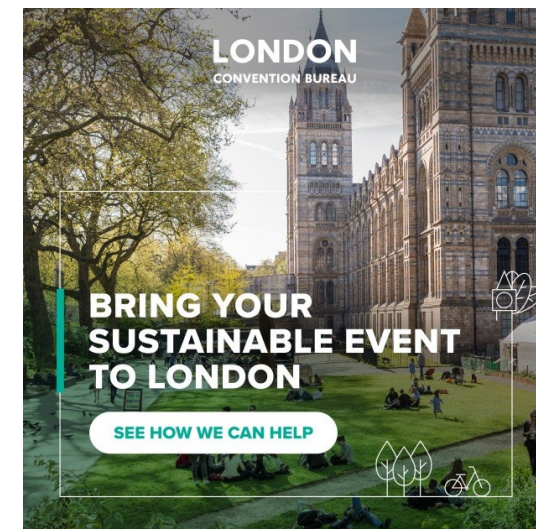
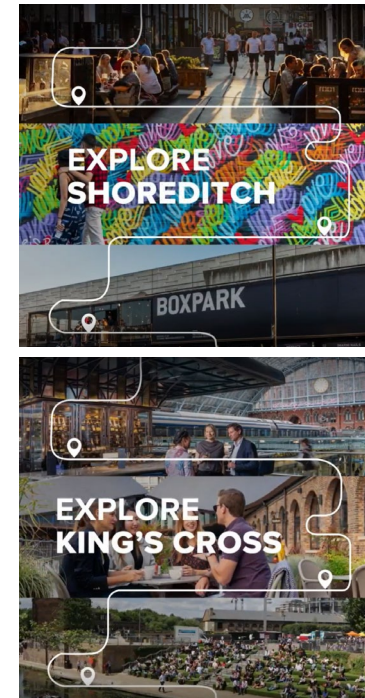
To support the FDI campaign we ran another LinkedIn campaign targeting event planners in Europe and North America, optimised for website visits to our sustainability hub.

Top line results:

- **2,977** engagements, **1,960** GA users
- **1.01%** CTR North America, **0.48%** CTR Europe

Always-on messaging test

We're planning our always-on paid marketing strategy for CVB so we tested a few graphics to European and North American event planners. With an average CTR of **1%**, this performed well. The message around bringing your teams together resonated the most, with a top CTR of **1.42%** and **600** quality engagements.



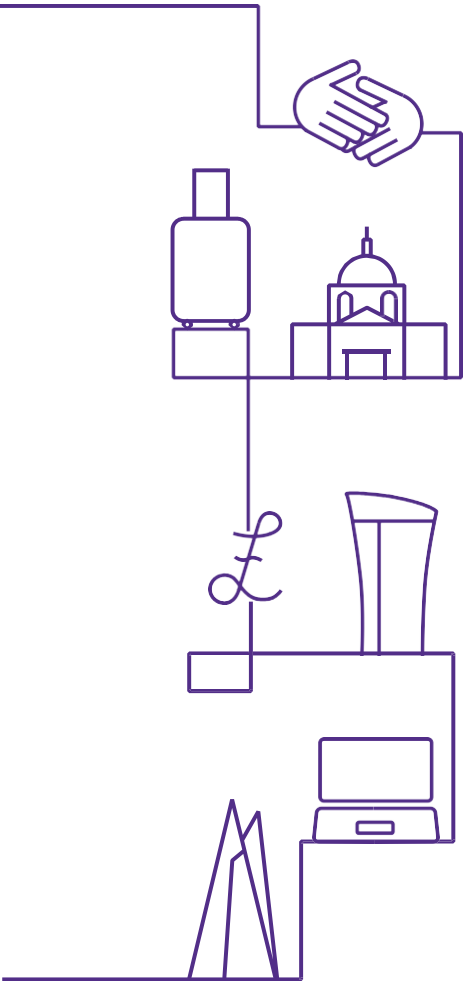


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VISITOR ECONOMY



Conventions and Business Tourism



ACTIVITY

- PCMA Convening Leaders, inc co-hosted key client dinner
- 5-day sales mission to Utah and Texas with 4 tourism partners 16 client meetings
- MeetEngland destination roadshow-California
- Attended PCMA Convening Leaders in Columbus, Ohio
- Sales mission with ExCeL to Washington
- ICCA UK & Ireland Conference in Glasgow
- Confex London
- EAU Congress Milan with view to securing commitment for London in 2026.

SITE VISITS

- N.American client FAM with MeetEngland and attendance at MPI congress Brighton
- ACAMS 2024 – The Association of Certified Anti-Money Laundering Specialists – London site visit, partnered with Hilton Metropole and ExCeL.
- ESC – Initial planning meeting in London for ESC 2024
- IMAST 2025 – client visiting London to see venue options
- INMA 2024 (International News Media Association – 500 pax, venue

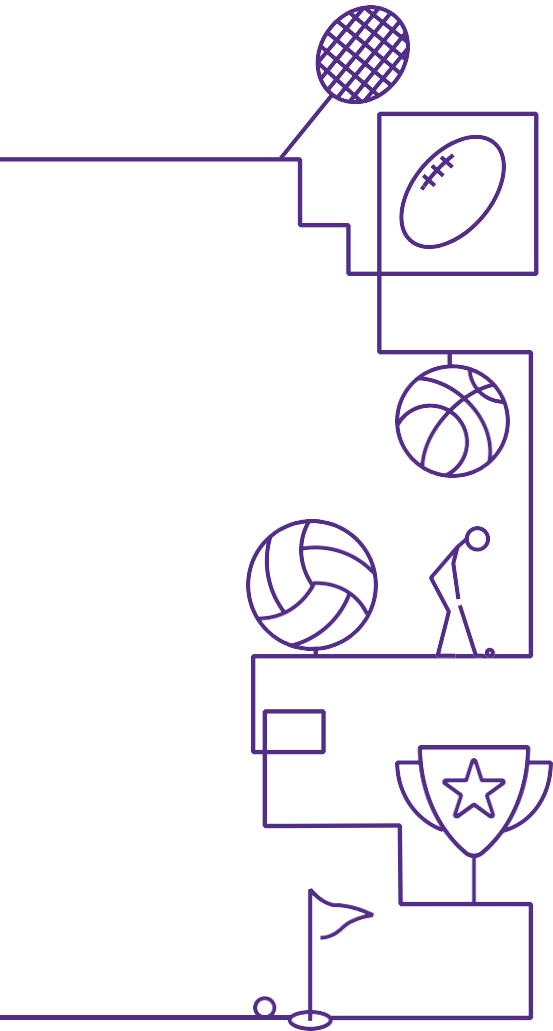
KEY WINS

- Amazon Web services June 2023 (USA)10,000 del £4.3m
- Sold State Ionics July 24 800/ 5 days 522k
- Target Travel (Italy) 95 x 37 nts Jun 2023 £407k
- Simcorp (Denmark) April 24 800 de £463k

BIDS

- IMAST 2025 (Int Meeting on Advanced Spine Techniques – 800 dels - ExCeL)
- IASP 2028 (Int Association for the Study of Pain – 7,000 dels - ExCeL) – *bid from visit in Washington in January after PCMA*
- IHTC 2030 (Int Heat Transfer Conferences – 1,500 pax – Imperial College)
- ESHRE 2026 (Int. Society for Human Reproduction and Embryo – 12,000 – ExCeL) - new accommodation search – moved from 2025.

Major Events



Delivered/supported

- Speaker slot at ESIC Global Esports Summit 2023

Live/won

- NFL London games 2023, city activation/support
- Formula-E 2023
- MLB World Tour: London Series, city activation/support
- League of Legends Mid-Season Invitational
- Champions League Final 2024

Bidding

- Psicobloc Open Climbing Series 2023
- ESkootr 2024
- Blast Premier eSport
- League of Legends world Championships Final 2024
- EURO 2028
- Women's Rugby World Cup
- WWE 2025
- International Festival of Hip Hop

Other

- Esports stakeholder dinner at Here East

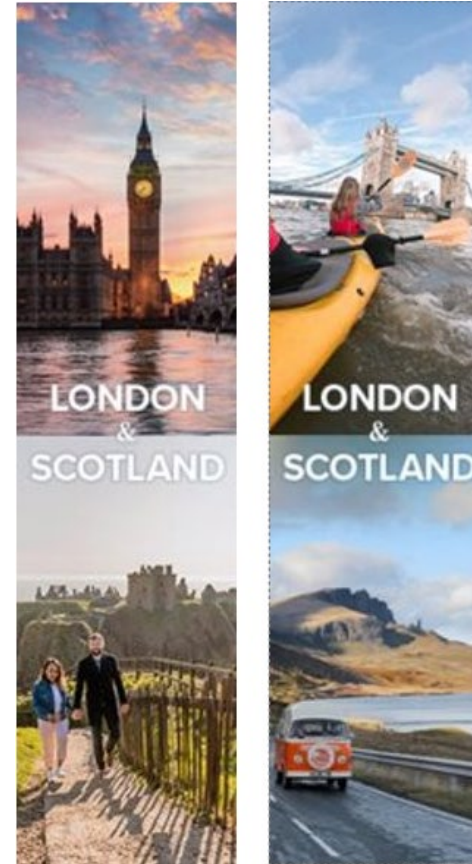
Leisure Marketing summary



Let's Do London

International leisure visitors to London are still forecast to be down in 2023 compared to pre-Covid. This year's Let's Do London campaign is currently being planned in response:

- **Objective:** continue to fast track London's recovery and increase additional visitor spend
- **Audience:** France and Germany – both markets had the strongest ROI in 2022 and both markets require convincing that London is still a welcoming destination.
- **Budget:** £2.4m funding from GLA, £350k from industry and over £1m value in kind from a headline sponsor
- **Timing:** 15 May launch, immediately following the King's Coronation

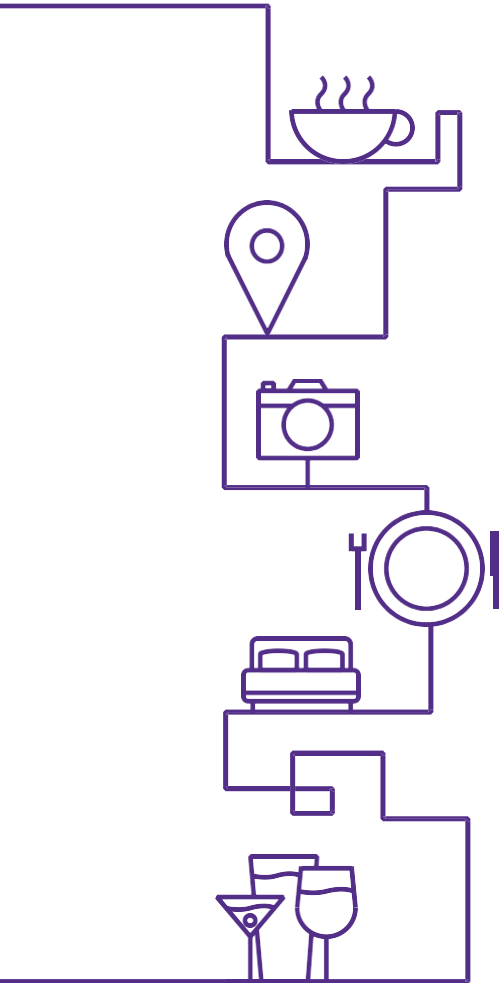


London and Scotland "Gateway campaign"

London & Partners has also been awarded £250k funding from Visit Britain to trial a London and Scotland campaign, promoting visits to both destinations in a single trip.

- **Objective:** Drive awareness, consideration and bookings for a dual destination trip from the US to London and Scotland
- **Audience:** USA
- **Budget:** £250k funding from Visit Britain plus £400k value in kind and cash contributions from industry
- **Timing:** April – June

Visit London channels performance



Visit London website & ecommerce

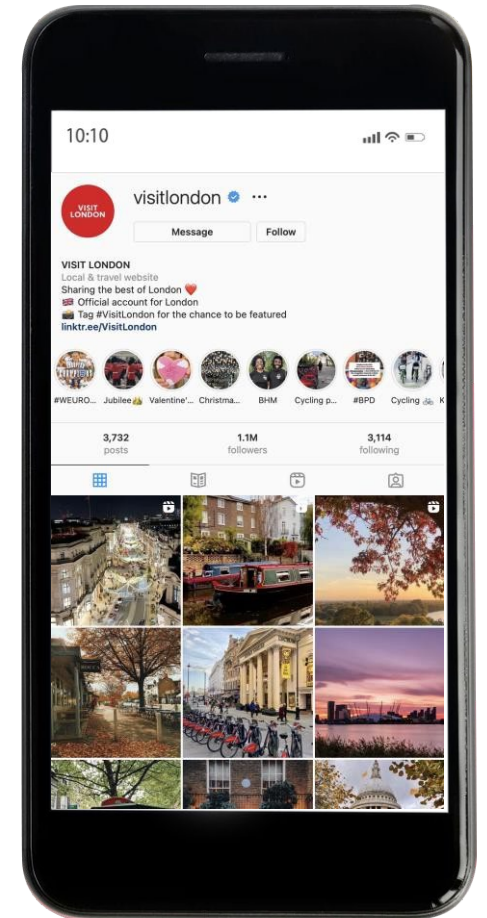
- 23 million users in the 2022 calendar year
- 43,000 transactions where users bought tickets to attractions, tour, theatre shows and live shows

Social media engagement and growth

- 32 organic engagements
- 1.6m paid engagements
- 60k new fans across Instagram, TikTok, Facebook and Twitter

Social media content

- Content this quarter highlighted free things to do (walks, exhibits, etc.)
- Content also featured key celebrations including Lunar New Year, Valentine's Day and the start of Ramadan





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LONDON BRAND



London Brand - PR



Summary

Highlights included:

- Published annual investment barometer story, demonstrating the resilience of London's tec investment landscape – achieving coverage in international tech press.
- Delivered PR activity in support of the London for sustainability campaign. Including hosting a US based Forbes journalist for London Fashion Week, leading to a feature story on the growth of fashtech in London with a focus on showcasing London's sustainable fashion credentials.
- Supported Enterprise Trade Mission to India, securing interviews for Deputy Mayor for Business, Rajesh Agrawal, with top tier national and regional Indian business and tech media.
- Published a story highlighting the best ways to enjoy Chinese New Year in London – achieving coverage in Chinese publications and online press.
- Supported Laura's trip to Japan by arranging three interviews with top tier national Japanese media including: Senken, Jiji Press and Nikkei.
- Used the coronation of King Charles III as a hook securing two earned royal superfan giveaway opportunities in Good Morning America and People Magazine
- Hosted a coronation tea party activation in NYC gaining US media attention and inspiring further London stories
- Leveraged Valentine's Day to highlight London's diverse offer for couples of all budgets, securing international and domestic coverage

Q4 PR results:

Total pieces of coverage:
617

Global audience reach:
5.26B

Global engagement:
39.7M

London Brand – PR, consumer press highlights

SHOP WELLNESS FOOD CULTURE ...

ate Earth Month

GMA3 → ROYAL FAMILY — March 2, 2023

Royal mega-fan receives major surprise

A Connecticut woman may be one of the biggest royal family fans, having visited England over 60 times. She shares her plans for King Charles' coronation- unaware "GMA3" has a surprise in in store.

526

Forbes

FORBES > LIFESTYLE > TRAVEL

Visit London Is Putting On A British High Tea Party At The Highest Outdoor Sky Deck In The Western Hemisphere

Michele Herrmann Contributor @
I write about destinations, travel news/trends, dining and culture.

Follow

Mar 16, 2023, 04:03pm EDT

Elite DAILY

TRAVEL

10 UNIQUE LONDON DATE IDEAS THAT'LL ALTER YOUR BRAIN CHEMISTRY

POV: You're on the trip of a lifetime with bae.

by KAYLIN OUBRA
FEB 20, 2023

02 CBS NEWS NEW YORK

GUESTS ENJOY TRADITIONAL BRITISH TEA PARTY ATOP EDGE AT HUDSON YARD

51° 6:29 PM

THE NEWS IS ALWAYS STREAMING ON CBS NEWS NEW YORK AND CBSNEWYORK.COM

Time Out

Food & Drink Culture Theater Travel Cannabis

Photograph: Fortnum & Mason

TOWN & COUNTRY

SOCIETY > ENTERTAINMENT

How London Is Preparing for the Coronation

With three weeks to go until the coronation of King Charles, here's how the city is getting ready. (One word: Bleachers.)

by EMILY BURACK PUBLISHED: APR 16, 2023

SAVE ARTICLE

The Edge at Hudson Yards will host a British high tea party with Visit London. ... [x] EDGE NYC

EAST MARLEN 6:38 43°

MORNING TREND

Dana-Farber Cancer Institute

Time Out says

Partake in a traditional British high tea service while gazing at New York City's beautiful skyline perched 101 floors up in the air at this awesome event hosted by Visit London.

The Great British Tea Party is taking place on March 28 atop Edge at Hudson Yards, where folks will get to indulge in a selection of teas and treats from London institution Fortnum & Mason (they supply tea to the royal household!).

UK NEWS WEBSITE OF THE YEAR

The Telegraph

UK holidays Dream Trips Destinations City guides Hotels Cruises Rail Adventure Luxury Ask the experts

Subscribe now (Free for you to read)

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10 quintessentially British things to do in London over the Coronation weekend

If you're only here for a few days, here's how to make the most of being a tourist during this special moment in history

wmn.

Buzz Insights Lifestyle Love Health Business Podcast

TRAVEL

Mein Wochenende in London – Die 18 besten Tipps und Tricks!

von Arabella Gomez Rodriguez
4.04.2023 - 18:16 Uhr

Endlich wieder nach England! Letztes Wochenende habe ich mir meine beste Freundin geschnappt und bin mit ihr für drei Tage nach London geflogen. Was wir dort erlebt haben und welche Dinge du bei deiner nächsten Reise dorthin unbedingt gesehen haben musst.

People

London is calling all Royal Superfans!


SAVOY

UNITED

London is Calling superfanstake

London Brand – PR, business press highlights

織研新聞社

<Listen to top management> Laura Citron, CEO of London & Partners 



Laura Citron

London & Partners is a non-profit organization owned by the Mayor of London and London companies, which was established in 2011 through the merger of tourism promotion and investment promotion agencies in London, England. It is similar to JETRO (Japan External Trade Organization), which specializes in supporting British companies entering the UK, supporting overseas companies entering the UK, and attracting tourism and events. He came to Japan for the first time with the aim of attracting Japanese retailers, and had the opportunity to have business talks with several companies.

Forbes

FORBES > LIFESTYLE > STYLE & BEAUTY

How London Is Building The Future Of Sustainable Style

THE ECONOMIC TIMES | News
English Edition | Today's Paper

London's Indian-origin Deputy Mayor heads trade mission to Delhi, Bengaluru

CITYA.M.

THURSDAY 12 JANUARY 2023 7:00 AM

London beats Euro rivals to retain tech investment crown (yes, despite Brexit)

Forbes

FORBES > LIFESTYLE > STYLE & BEAUTY

The Innovators Driving London's Fashion And Tech Revolution



Cybersecurity, edtech, and gaming beat funding drop in London

CITYA.M.


THURSDAY 12 JANUARY 2023 5:15 AM

Parlez-vous Anglais? London shouldn't worry about losing our tech sector to Paris

Bloomberg

Jan. 13, 2023, 12:35 PM

London Tech Investment Closed Gap With US Hubs Last Year: Chart

Saksha Menezes 

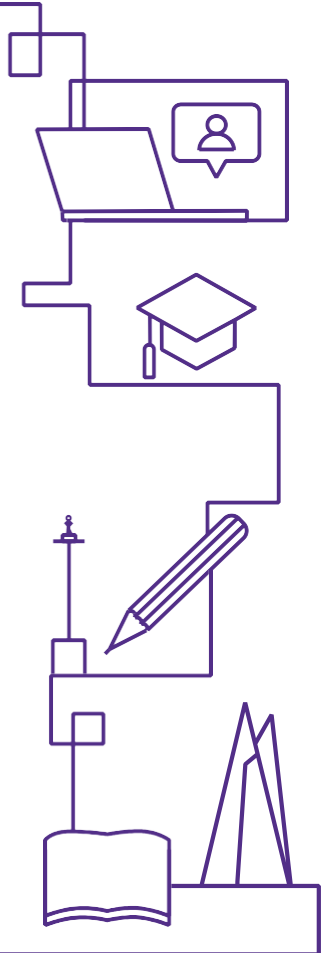


LONDON
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STRATEGY AND OPERATIONS



Strategy and Corporate Affairs



SUMMARY

- L&P delivered strongly against all our outcomes in 2022/23. This last quarter was no exception and this report shares some of those successes. For example, despite challenging market conditions we have achieved one of the highest GVA results as well as maintained strong net promoter scores, a sign of how much our clients, partners and members value the support from L&P.
- 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.

STRATEGY & PLANNING

- **Finalised the 2023/24 business plan** following board approval in February. In the last quarter, our directorates and teams progress the detailed activity planning that makes the business plan come to life through high quality activities and events.
- **Undertaken the Q1 Business Plan review** in preparation for the first quarter of the new financial year. This enables us to triage the business and highlight and address anything that derives us from delivering the plan. The theme for this most recent review was 'Culture and Onboarding'. We are succeeding in attracting high calibre candidates so our priority is now to ensure they embed well into the organisation and have a chance to develop.

Supported key Q4 activities such as;

- Ongoing support and trouble-shooting across the transformation portfolio with a particular focus on defining the outcomes and outputs and setting targets and the approaches to tracking them.
- Provided a robust measurement framework for the upcoming Let's Do London campaign.

Strategy and Corporate Affairs

STAKEHOLDER RELATIONS

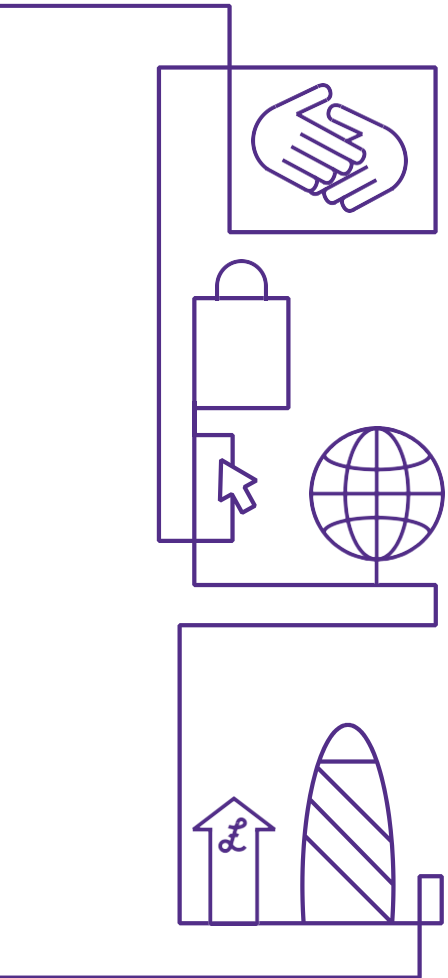
- We are working to deliver the new single front door for SME business support, and a new UKSPF funded Grow London programme for firms in high growth sectors.
- That has led the team to focus on consultation with London boroughs and industry groups.
- We have also significantly increased resource in this team, introducing a new group of Borough Relationship Managers to deepen our relationships with these key partners, and hiring a new Head of Stakeholder Relations.

RESEARCH & INSIGHTS

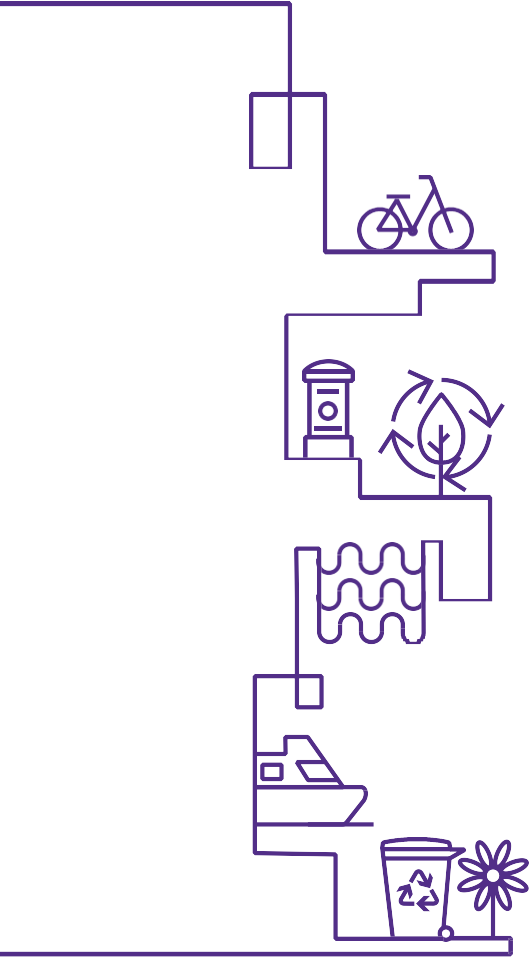
- Delivered the Q4 Insight Report for colleagues and stakeholders providing an overview of the key macro impacting our core markets and audiences.
- Curated and presented insight content for our flagship tourism event Tourism Means Business. Exploring the performance of tourism in London 2022, predictions for the next quarter and the initial findings of our proprietary research with visitors and considerers.
- Continued the procurement of a knowledge sharing platform for insights to enable colleagues and partners to self-serve their insight requirements.
- Development of new employee cost benchmarking report vs global competitor cities and updating of trade/FDI briefings for core target markets.

SUSTAINABILITY

- Published our Sustainability progress report in line with our pledge to Race to Zero via the SME Climate Hub where we have committed to measuring and reporting on our carbon footprint annually and to developing and implementing robust carbon reduction initiatives.
- Mobilising for the next annual carbon footprint review that we aim to publish by the end of Q2.



Operations



FINANCE

- Procurement of new Finance and HR systems at selection stage having agreed a shortlist.
- New FD recruitment underway with strong interest.
- Audit for 2022/23 commencing in June

TECHNOLOGY

- Various ongoing projects to update or upgrade existing systems or respond to market changes (e.g. Changes to Google Analytics)
- Finalising migration to a new Sitecore managed service provider
- Cyber security assessment undertaken in line with National Cyber Security Centre guidelines

HUMAN RESOURCES

- Finalising acquisition of MedCity
- Building out L&D
- Strategy with engagement from SLT and staff
- Applicant Tracking System implemented
- Scoping out acquisition of Wayfinder Service, including recruitment to new MD role for Small Business Support
- Completed requirements gathering for HR
- Payroll system in preparation for tender

FACILITIES

- Capacity in our office is becoming a constraint as our headcount grows and this is being reviewed.
- Ongoing reviews of the office environment to identify improvements that can be made. These have included the removal of booths to make space for more collaboration areas.

LONDON
& PARTNERS

THANK YOU

