

ANNUAL REVIEW

2015
16

LONDON[®]
& PARTNERS



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**The great thing about
London & Partners
is that you really feel
they've got your back.
And they really open
doors for you.**

Neil Small, Director, Lucid Environments
Mayor's International Business Programme

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**London & Partners
is the official
promotional company
for London.**

**We support economic growth and
job creation for London by attracting
investment, businesses, events,
visitors and students today, helping
London businesses to internationalise
and building London's reputation for
tomorrow.**

**Our mission is to tell
London's story brilliantly**

WELCOME FROM OUR CEO

Formed in 2011, London & Partners brought together the talents of separate promotional organisations working in tourism, events, inward investment and higher education.

The new organisation was designed to harness the opportunities presented by the 2012 Olympic and Paralympic Games; support job creation and economic growth, and build London's reputation as a thriving and attractive world city.

From the outset, we have delivered value for London; we supported the Mayor of London's international business programmes, launched major sporting, cultural and business events, and attracted millions of visitors through our award-winning digital channels and campaigns.

The drive and persistence that my team has demonstrated has helped to boost London's global rankings across tourism, business and events. As a result, our remit has expanded: driving new export and growth programmes and overseeing digital initiatives, such as Dot London. Our collaborative model is one which other leading global cities are now looking to replicate.

I'm honoured to lead such an agile, efficient and effective organisation and would like to thank all our staff and board members for their dedication and commitment to our work.

Gordon Innes

Chief Executive, London & Partners



OUR IMPACT SINCE 2011

Our results speak for themselves

As London's official promotional and economic development company, it is our role to attract investment and spend, to help London businesses to internationalise and to raise London's international reputation.

Founded in 2011, we have become an efficient and effective organisation.

Added

£1.2 billion

to London's economy

38,000 jobs

Created or supported

Helped

1,244

overseas companies set up or expand in London

Generated

£523m

in positive media coverage

Reduced our reliance on our Mayoral grant from 76% to 57%

Increased our ROI from 13:1 to 18:1

BUILDING A STRONGER LONDON

Here is a snapshot of what we have achieved.

2011

London & Partners was formed and achieves £2million cost saving efficiency in our first year.

Our Limited Edition London tourism campaign effectively combats potential pre-Olympic Games visitor displacement.

2012

Mayor of London Olympics Business programme attracts 200 overseas investors to the capital.

We delivered the Olympic Media Centre that enabled us to tell London's story to 8,000+ of the world's press.

Mayoral trade mission to India engages with leading Indian businesses.

2013

Our team helped RideLondon, a new world-class festival of cycling, get into gear.

London integrates into HM Government's GREAT campaign.

Mayoral trade mission to China engages businesses interested in investing in London.

Mayoral trade mission to the Gulf identifies investment and bilateral trade opportunities.

We helped attract numerous Olympic-legacy sporting events:

2015 EuroHockey Championships
2016 UCI Track Cycling World Championships
2016 European Aquatics Championships
2017 IAAF World Athletics Championships.

2014

Our London Story tourism campaign showcases the best of London, through the eyes of Londoners.

MedCity is created and incubated in London & Partners, to promote and grow the South East's world-class life sciences cluster.

Our London Autumn Season tourism campaign unifies and promotes the city's cultural institutions.

Our website visitlondon.com reaches 28million users.

We launch London's new internet domain, Dot London.

We co-create the inaugural London Technology Week.

We work with the NFL to help grow their presence in London including three games and two fan events.

Paddington Trail came to life with 50 statues across London.

Mayoral trade mission to Singapore, Malaysia and Indonesia, taking London's development opportunities to market.

2015

The Sunday Times recognises London & Partners as a Top-100 employer.

Our Guest of Honour leisure tourism campaign reaches 300m people, becoming our most successful and awarded campaign ever.

We help our 1,000th overseas company to set up in London.

Opened London's first Traveltech Lab in our offices to support London's tech entrepreneurs.

The European Society of Cardiology Congress 2015, which we attracted to London, draws 33,000 delegates.

Mayoral trade mission to Israel boosts trade links between London and Tel Aviv.

Mayoral trade mission to Japan promotes life sciences and tech.

We helped win the UEFA European Championships Finals and Semi-Finals 2020.

Launch Love the Event, Love the Experience business tourism campaign.

2016

London's Lumiere light festival attracts more than 1 million spectators and we host its digital home on visitlondon.com.

Go to Grow: the Mayor of London's International Business Programme, launches to help London companies internationalise.

We launch India Emerging 20 to bring India's top 20 emerging global businesses to London.

Our Fans of London tourism campaign launches with global reach of 150 million people.

We double our Study London student database to 180,000.

The Sunday Times, again, recognises London & Partners as a Top-100 employer.

WHY PROMOTE LONDON?

Congratulations to London & Partners on yet another superb set of annual company results, equal or better than the top city promotional agencies in the world.

London is one of the best known and regarded global cities, so do we really need to promote London? I can see five reasons why.

1. The competition is getting stronger and more diverse, helped by London being considerably underfunded compared to other world cities. Since 2008 flows of investment and people have become more mobile and contested. London competes with more than 100 other cities. Established competitors like New York and Hong Kong have been joined by new world cities like Stockholm and Tel Aviv, and emerging world cities such as Dubai, Seoul and Shanghai.

2. We need to keep pace with population growth. London's population is on the way to 10m. We can only make this population growth sustainable if we continue to attract new jobs and investment, to expand infrastructure and regeneration, and diversify our sectors and employers. Telling London's story brilliantly to attract visitors and investment is critical.

3. The UK needs London to lead globally. London's global reach and pulling power is crucial to the UK economy. The capital creates opportunities for other UK cities to be part of a global supply chain across industries as diverse as finance

and professional services; digital and creative industries; medtech, cleantech and fintech; and hospitality, culture and entertainment. London's growth helps to strengthen and diversify the UK economy.

4. London's new strengths are not well known. We may think that the world knows that London is a great technology and innovation hub, with vibrant film making and restaurant scenes, world class medical and educational institutions, the global capital of advertising and architecture, and a richly diverse population. But the world does not know what London is unless we tell the London story with clarity and edge, and keep telling it as it evolves further.

5. International students, visitors and investment have important spillover effects. Success in tourism increases connectivity, while enlarged congress attendances raise investment. Expanded foreign companies fuel innovation, and greater numbers of international students' foster loyalty to London. All of which generate long-term rapport around the globe.

Over the last 25 years London has promoted itself actively and consistently, and our status as a city of cosmopolitan leadership and global reach has grown. Our restaurant, culture, and music scenes have thrived, and our soft power is visible in global networks that span stock exchanges, board rooms, digital districts, the Olympic movement, broadcasting, advertising, design, architecture and more.

Promoting London is not just about selling London to the world, it is about recruiting London to share the telling of our confident story.

Prof Greg Clark CBE, Global Cities Advisor
Member of the London LEP Board





This year
we have worked
hard to deliver
for London

2015 2016



Strengthening London's reputation

We helped seal the capital's reputation as the world's most influential city and shouted loud about its cultural riches and thriving tech and life sciences hubs.

It's been our most successful year ever for generating exposure for London, securing £270m of positive media coverage.

Awards, trade missions and global tourism campaigns: we've been busy both at home and abroad during 2015-16.

London's culture and attractions are the main draw for tourists, so we worked with over 60 partners and shone the spotlight on the city's top museums and galleries in our second London's Autumn Season cultural campaign.

We are supporting the capital's digital dominance with the launch of our new website, hotels.london. And we also celebrated the importance of small businesses across the city via the inaugural Dot London Small Business Awards.

Abroad, our tourism campaigns went global in a flurry of international media coverage. We also showcased London to the world through Mayoral trade missions and events such as SXSW Texas and BioJapan, telling London's story to hundreds of investors and influencers.



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The Autumn season campaign was a great example of London & Partners bringing together the right people to successfully put London's cultural offering on the world stage.

Josephine Chanter
Head of Communications
London Design Museum



Growing clusters and attracting business

We attracted 289 companies to London this year, creating 6,337 jobs. With a focus on key sectors, tech and life sciences, our efforts have helped maintain London's position as the world's top city for foreign direct investment.

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IE20 was a great experience enabling me to network with global business leaders, and learn about the opportunities that London can offer my business.

Ravi Saraogi
Co-Founder & Chief Operating Officer
Uniphore Software Systems, IE20 winner



This has been a year of collaboration and breaking business boundaries across the world and at home. We teamed up with MedCity to take a consolidated gene therapy proposition to key international markets, showcasing the Cambridge, London and Oxford life sciences 'golden triangle'. We also scoured the globe to bring high-growth companies to London: our India Emerging Twenty (IE20) campaign generated hundreds of enquiries and a social reach of 1m.

We have worked hard to build London's reputation as Europe's fastest growing tech hub. We helped launch EdTechUK, to accelerate the growth of the UK's education technology sector, and have seen our Traveltech Lab go from strength to strength – supporting London's tourism, travel and hospitality technology entrepreneurs to raise some £4m in funding.

Our work has helped London attract twice as many overseas businesses as any other European city.

Examples of companies we have supported this year include:

Primetals Technologies, a joint venture between Mitsubishi-Hitachi Metals Machinery and Siemens VAI Metals Technologies, which established its global headquarters in London creating 70 jobs

Software company Intuit, which expanded its London EHQ to create 150 additional jobs

VPS Healthcare Group, which will create up to 2,000 jobs in a major new healthcare investment focused on cancer treatment.

Developing and regenerating London

We spent the year promoting investment opportunities that build residential and commercial properties in emerging urban districts across the capital.

Using our in-depth knowledge and expertise in attracting foreign investment, we pinpointed new-build property investment opportunities across London and provided potential investors with data and insights to inform their decision.

Partnership has been at the heart of our approach: we teamed up with JLL to identify key sites in the Mayor of London's opportunity areas and we launched www.grow.london – an online service helping international investors to target and invest in developments across the city.

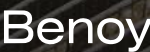
Our work in this area has helped support the development of schemes across London including Wandsworth, the Royal Docks, the Isle of Dogs and Croydon.



Helping London businesses go global

We are helping hundreds of ambitious high-growth London companies to increase their global success through the Mayor of London's new International Business Programme.

MAYOR OF LONDON



European Union
European Regional
Development Fund



The shared knowledge and camaraderie has already led to some great partnerships, which has enabled our business to see immediate returns.

Olivia Sibony
Founder, Grub Club
Mayor's International Business Programme

Leveraging our existing international expertise, this new intervention sees us team up with leading consultancies, financial experts, architects and business organisations to launch an ambitious and exciting scale-up programme.

Kick-started in February 2016, the Mayor's International Business Programme will help 800 companies in tech, life sciences and urban sectors to internationalise through mentoring, bespoke practical support, live leads and trade missions.



Attracting record numbers of tourists

Our award-winning campaigns helped to attract millions to London, whilst also encouraging visitors to spread their wings and take in cities beyond the capital.

This has been a year of smashed records. Our official online visitor guide, visitlondon.com, attracted an impressive 28m unique users and generated 4m interactions across our social channels. Our Guest of Honour campaign became our most successful leisure marketing campaign ever, reaching 300m people globally and landing three major industry awards.

Constantly striving for more, in spring 2016 we partnered with British Airways and Hilton to launch our new tourism campaign, Fans of London, to celebrate the year's blockbuster

events and anniversaries such as the Queen's 90th Birthday and the 400th anniversary of Shakespeare's legacy.

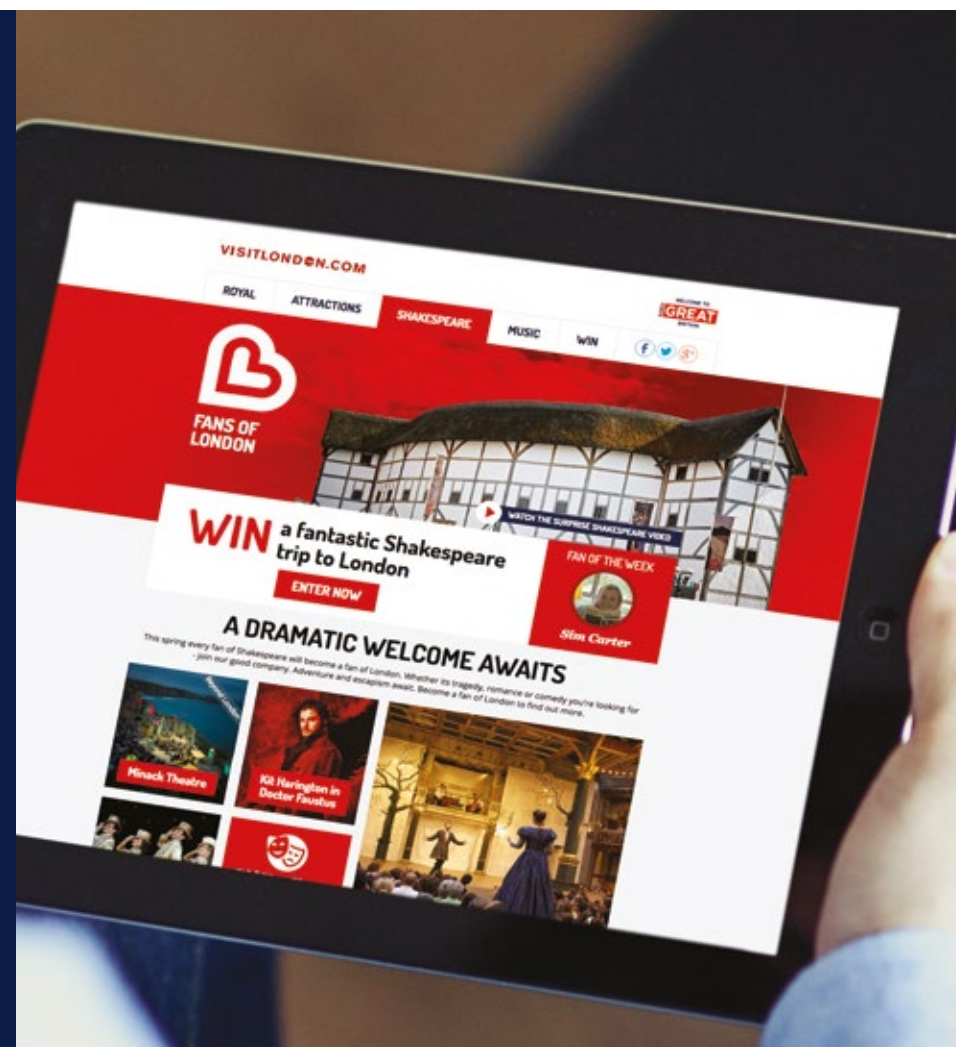
Looking beyond London, we worked hard to spread the benefit across the UK, joining forces with Tourism South East to attract visitors from Norway and Sweden across the region.

Our work contributes to London's success and record tourism numbers.

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This campaign will showcase some special moments, as fans travel to one of the world's greatest cities for a once-in-a-lifetime experience.

Sara Dunham
Head of Marketing Retail and Direct
British Airways, Fans of London partner



Putting meetings and events at the top of the agenda

Drawing thousands more people to the city via meetings and events, raising the city's ambition for hosting global conferences and removing barriers to success has been our focus this year – with spectacular results.

This year we secured 281 future events for London which will attract 123,855 delegates to the city.

In part, thanks to our efforts, and working with a range of partners, more than 40,000 people will flock to New Scientist Live in 2016 and banking and finance conference Sibos in 2019.

The year's blockbusters broke all records: the European Society of Cardiology Congress 2015 was Europe's largest, attracting 33,000 delegates and adding £100m of economic benefit to London. London Technology Week drew delegates from 80 countries, generated £26m in global media coverage and accelerated the growth of London's tech scene – one of our key strategic aims.

Our work has contributed to an all-time record high for London's international congress ranking, rising from 19th place in 2010 to 6th place in 2014 for number of events, and 4th place for number of delegates.



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The partnership between ESC, London & Partners and ExCeL has been so strong and completely delivered on our expectations. Never in the history of the ESC Congress have we had such a well-attended event.

Isabel Bardinet
Chief Executive
European Society of Cardiology

Raising the bar for major sporting and cultural events

An international festival of light, nigh-on 100,000 cyclists and a No 1 Global Sports City accolade made this one of the brightest and most exhilarating years on record.

This year's shining star for us was Lumiere, which we helped bring to life working in partnership across the city. Lumiere, a four-day festival of light, transformed London's iconic architecture and attracted more than 1m people, spending £22m.

We were the festival's lead digital partner and our Lumiere website was visited more than a million times over the four-day event, our most successful online result to date.

Keeping hearts thumping and knees pumping we welcomed the Rugby World Cup, Track Cycling World Championships, NFL International Series and EuroHockey Championships to London. In addition our annual Prudential RideLondon festival of cycling, now in its third year, continued to inject millions of pounds into the UK economy.



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London & Partners steadfastly championed the idea and Artichoke's vision, and were an incredible support. Their partnership helped us realise our ambitions and made the event the huge success it was.

Helen Marriage
Director Artichoke
Lumiere founder

Keeping London No.1 for international students

London is the world's most popular city for international study, attracting students from 220 countries. We've been helping the capital stay top of the class.

This year we have worked even harder at the maths: attracting more than 2.1m users to our Study London websites, doubling our student database to 180,000 and generating a gross value add (GVA) of £33m. Our activities achieved a return of investment of £39 for every £1 spent.

We joined forces with Student.com to promote accommodation on our sites and, out in the field, we partnered with a dozen universities for a series of student recruitment events in Abu Dhabi and Doha.



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London & Partners has helped Imperial to do more and reach further. Their brilliant team supports our work to raise the College's profile, share innovations and forge new partnerships in key markets.

Andrew Scheuber
Strategic Communications Manager
Imperial College London

Collaborating with the best

Partnerships at home and abroad underpinned and drove our entire organisation this year, enabling us to create greater value for London.

We looked to our partners for injections of ideas, expertise, connections and funding – and all have delivered beyond expectations.

Through our commercial partnership scheme, London companies have invested into our activities and supported our work, helping us promote London to the furthest corners of the globe.

Without the help and support from our partners across the public and private sectors, campaigns and interventions such as the London's Autumn Season, Fans of London and the Mayor's International Business Programme would not become a reality.

Thank you to everyone we work with who help us to tell London's story brilliantly.



London is just the beginning

London the way to new experiences

Opplev London og Sørøst-England



Isle of Wight

Øyeventyr

Kystlinjer og Elver



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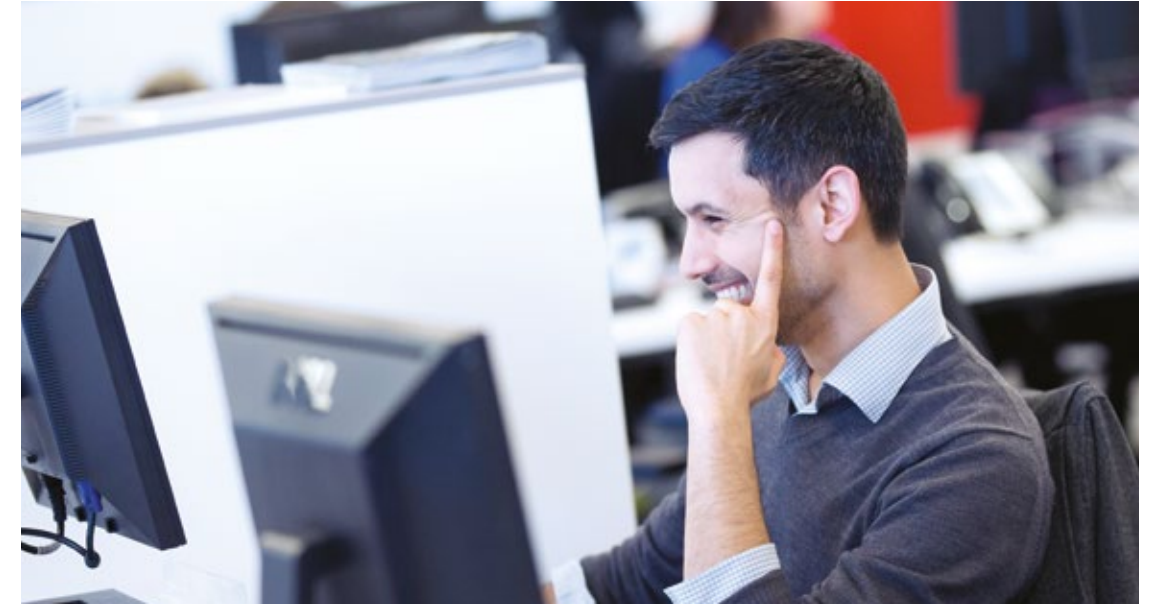
Tourism South East was extremely pleased to be working with London & Partners. The professionalism and ‘can do’ attitude of the team proved not only inspiring but also vital to the success of the project.

Nigel Smith
Chief Executive
Tourism South East

Better place to work

London & Partners is one of the UK's top 100 not-for-profit companies to work for, as chosen by The Sunday Times in its prestigious 'Best companies to work for' awards.

We are proud to have risen from 86th place last year to 44th place, including being awarded an additional 'learning and development' accolade. We strive to build on this achievement through our employee engagement programmes.



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**No day is dull
at London & Partners
due to the diverse
and fast paced nature
of the business. My
career has developed
in a way I couldn't have
imagined.**

Louisa McNally, Senior Marketing Executive,
London & Partners

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London & Partners and what we do, please
visit londonandpartners.com

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