

REVIEW OF THE YEAR

ACHIEVEMENTS AND IMPACT
2013-14

LONDON  N TM

& PARTNERS

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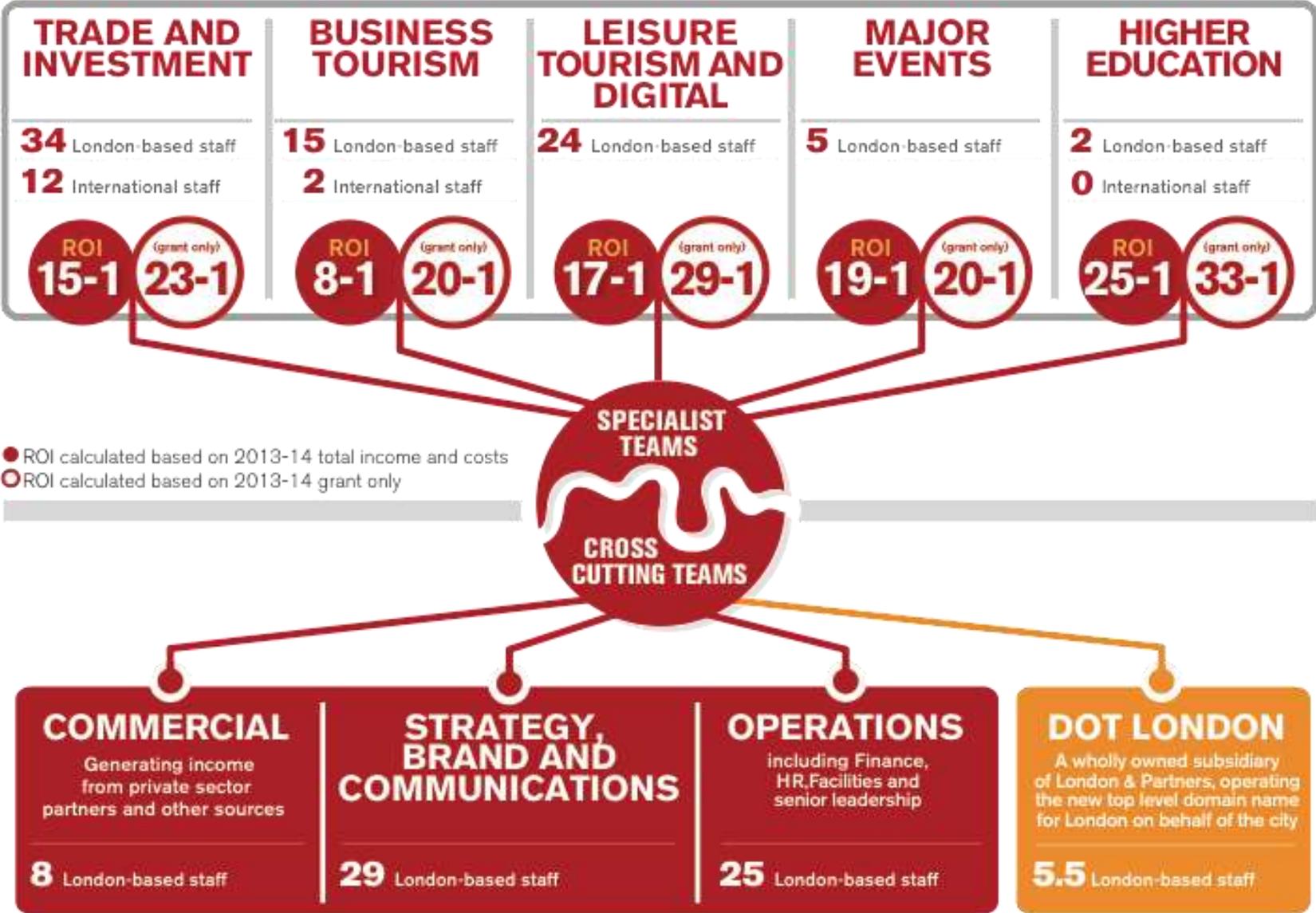
| OUR ROLE

L&P'S ROLE

- Promote London and attract overseas companies, events, students and visitors to the capital, to build London's reputation and create additional jobs and growth for the city
- We support the delivery of Vision 2020 and three important priorities for the Mayor:
 - Championing London – as the best place on the planet to visit, study and do business
 - Creating 200,000 new jobs – we are on track to contribute 20,000 jobs to this total
 - Attracting investment to develop and regenerate opportunity areas in London
- Our mission: To tell London's story brilliantly

| OUR STRUCTURE

COMPANY STRUCTURE 2014/15



These numbers represent the planned structure and team staffing levels for 2014-15. The numbers for each team include the relevant member of the Executive team

| KPIs AND PERFORMANCE

KEY PERFORMANCE INDICATORS

We report only the additional economic benefits directly attributable to L&P's activities – in the form of 3 main KPIs

GVA

Measures our direct economic contribution to London and demonstrates the overall return on public sector funding

Jobs created

Measures how many new jobs we have created through attracting FDI into London

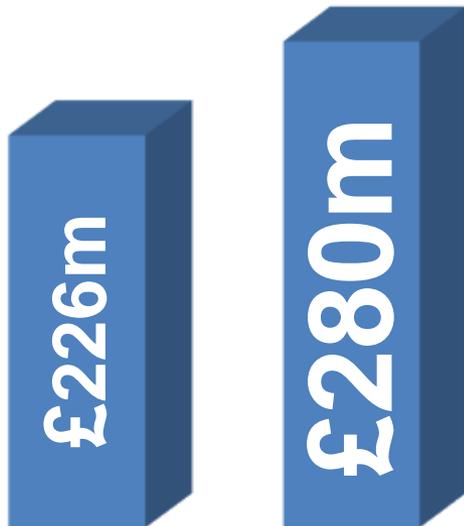
Jobs supported

Measures how many jobs have been supported by the spend of tourists, delegates, spectators and students that we have attracted to London

HEADLINE PERFORMANCE

Overall ROI 15:1

GVA



Target

Actual

Jobs



Target

Actual

HOW WE MEASURE OUR IMPACT

- Through close working relationships with GLA Economics, we have developed a 'best in class' measurement framework
- We report only the additional economic impact created as a direct result of our intervention (i.e. over and above what would have happened in the absence of our promotional activities)
- We do not take into account indirect or induced economic benefits
- Our economic impact models are based on large surveys with our audiences and we discount based on a range of factors including over optimism and displacement

| MAJOR AREAS OF ACTIVITY: 2013-14

LONDON'S REPUTATION

- **Build London's reputation as a thriving world city – and in particular as a centre for technology, life sciences and culture**
- **Generate positive national and international coverage about London**

Role

LONDON'S REPUTATION

Headline achievements

- Leading role in set up and launch of Med City
- 5 front pages of the Evening Standard
- International coverage of Mayor's trip to China, including by media partner CBN
- Active collaboration with London's top cultural institutions
- Set up new London medical ambassadors programme

LONDON'S REPUTATION

- £42 million AVE in 9 months (Jan – Sept 2013)

Impact

LEISURE MARKETING AND DIGITAL

Size of the market

- London's tourism economy valued at £36 billion, supporting 700,000 jobs
- 21.8m visits to London in 9 months (Jan – Sept 2013) with spend of £10.3bn
- Record numbers projected for full year 2013 – more than 16 million international visitors for the first time

LEISURE MARKETING AND DIGITAL

- Run London's official tourism website, visitlondon.com
- Target national and international tourists through marketing and promotional activity including social media
 - Liaise with the travel trade

Role

LEISURE MARKETING AND DIGITAL

Headline achievements

- Secured celebrity support for *The London Story* campaign and achieved 1.63m visits to microsite
- 23 million unique visitors to visitlondon.com
- New virtual tour on vl.com with 1 year of dwell time

LEISURE MARKETING AND DIGITAL

- Generated £118 million GVA for London
 - Supported 2,115 jobs

Impact

TRADE AND INVESTMENT

Size of the market

- £414 billion global industry
- UK share is 4.3% - equivalent to £17.7bn
- London attracts 37% of the FDI projects coming into the UK and is second only to Singapore internationally

TRADE AND INVESTMENT

- Persuade companies to set up and grow in London
 - Support UK companies to trade
- Help attract institutional investment into regeneration projects

Role

TRADE AND INVESTMENT

Headline achievements

- Supported 264 international companies to expand or set up in London
- Included investments from 4 property developers and 24 S&P500
- Helped secure £1bn ABP investment in the Royal Albert Docks and £800m Dalian Wanda investment in Battersea Nine Elms
- Very successful Mayoral trip to China and the Gulf
- Ran successful business hosting programme at WIEF

TRADE AND INVESTMENT

- Generated £100 million GVA
 - Created 4,407 jobs

Impact

BUSINESS TOURISM

Size of the
market

- Meetings industry generated £58.4 billion GDP in 2011
- Added £5.6 billion GVA to London's economy in 2011
- Industry directly supports 423,500 jobs in the UK

BUSINESS TOURISM

- Run London's official convention bureau
- Bid to attract major association and corporate congresses to London
- Support event organisers to build and grow events in London

Role

BUSINESS TOURISM

Headline achievements

- Working with UBM to create inaugural London Technology Week
- Redeveloped and launched new Convention Bureau website
- Secured return of AdWeek Europe with 14,000 delegates
- 5 citywide congresses confirmed for 2015 – 20,000 delegates

BUSINESS TOURISM

- Generated £31 million GVA
 - Supported 558 jobs

Impact

MAJOR EVENTS

Size of the
market

- Major events generate significant value for the London economy
- e.g. Ride London year one £13m, NFL £23m for one game, London Marathon £27m

MAJOR EVENTS

- Secure new major sporting and cultural events for London
- Work with existing major sporting and consumer event organisers to grow their events and reach new audiences

Role

MAJOR EVENTS

Headline achievements

- Secured 6 new events for the Queen Elizabeth Olympic Park
- Successful, award winning inaugural RideLondon event
- Built Next Big Thing event goers database to over 83,000

MAJOR EVENTS

- Generated £16 million GVA
 - Supported 287 jobs

Impact

HIGHER EDUCATION

Size of the market

- London is the most popular city in the world for international study
- 105,000 students from 222 countries
- International students add £2.5 billion a year to London's economy

HIGHER EDUCATION

- Champion London as the world leading centre of higher education
 - Run studylondon.ac.uk and london.cn

Role

HIGHER EDUCATION

Headline achievements

- Promotional activity in China with LUIP, in conjunction with Mayor's trip
- Launch of london.cn, tailored to prospective Chinese students

HIGHER EDUCATION

- 30,302 new registrations on studylondon.ac.uk
 - 1.2 million unique visitors to the website
- 2,000 registrations from prospective Chinese students since launch
 - Generated £14.8 million GVA
 - Supported 265 jobs

Impact



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