

# REVIEW OF THE YEAR

ACHIEVEMENTS AND IMPACT  
2013-14

LONDON  N <sup>TM</sup>

& PARTNERS

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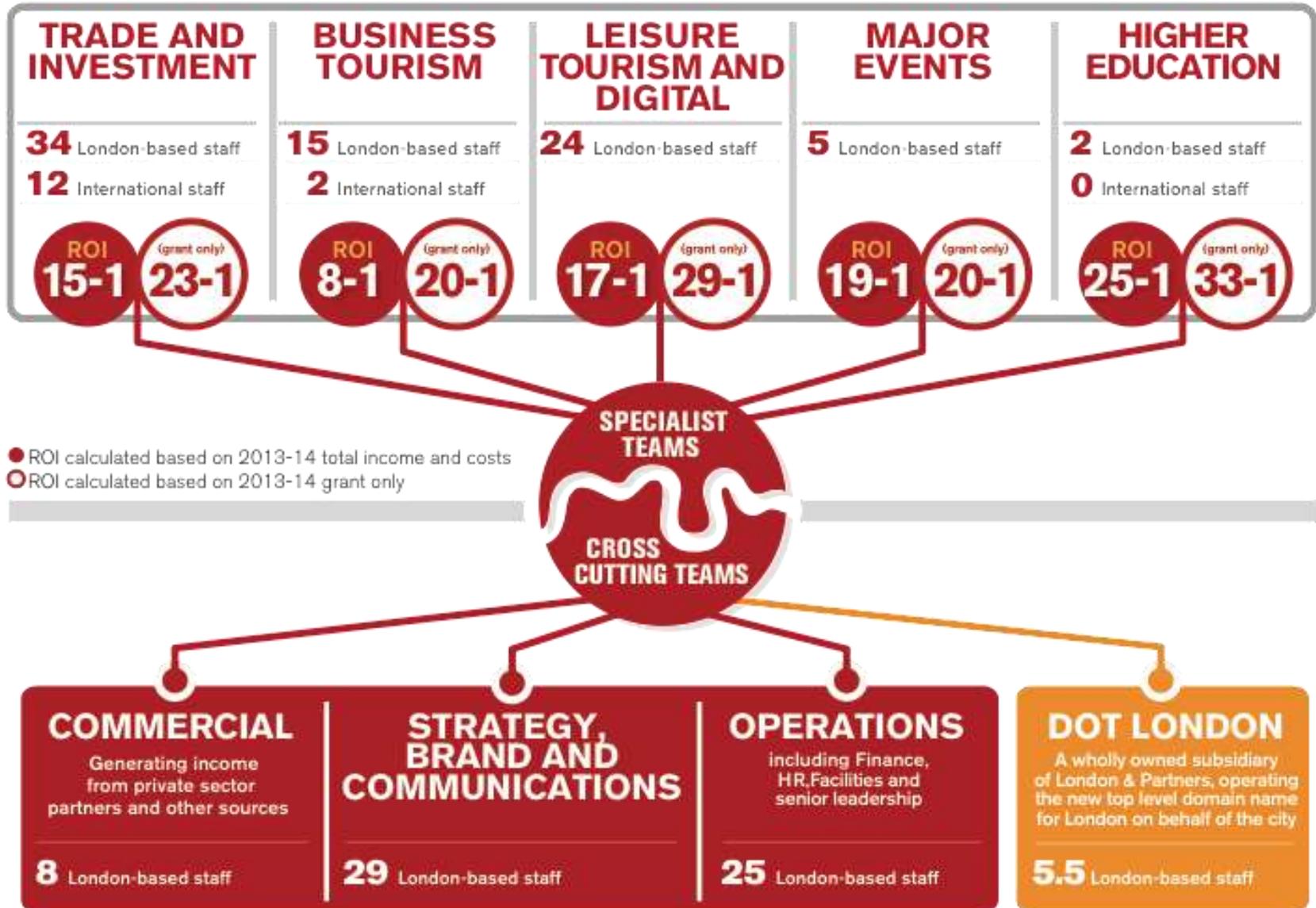
## | OUR ROLE

# 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



● ROI calculated based on 2013-14 total income and costs  
 ○ ROI calculated based on 2013-14 grant only

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](http://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](http://visitlondon.com)
- New virtual tour on [vl.com](http://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](http://studylondon.ac.uk) and [london.cn](http://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](http://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**



**LONDON**  **TM**  
**& PARTNERS**