

# **LONDON**

## **& PARTNERS**

### **SUMMARY REPORT OF LONDON & PARTNERS' BOARD MEETING** **Held on Tuesday 19<sup>th</sup> September 2017**

#### **Introduction**

The minutes of the Board meeting on 16<sup>th</sup> May 2017 were approved.

Matters arising included distribution of copies of the Tourism Vision (launched on 31<sup>st</sup> August), an update on the results of the annual stakeholder survey and progress with risk management.

#### **Key Items Discussed**

##### **Response to Brexit**

The board discussed activity undertaken by the trade and investment teams to respond to Brexit and the proposal for additional resources to respond to the threat with additional funding from the GLA. The team had engaged with over 1,200 overseas companies since the referendum and the board discussed the themes raised from the conversations and London & Partners' response. The additional funding would be used to expand London & Partners' presence overseas to boost foreign direct investment and respond to concerns about Brexit.

##### **London & Partners' strategy development and implementation**

The board discussed plans to deliver and implement London & Partners new strategy which would be managed through a change programme (Plan 2021). The intention is for London & Partners to be in a good position to deliver the new strategy from 1<sup>st</sup> April 2018. This would include the development of sub-strategies covering marketing and communications, b2b sales, account management, partnerships and supported by workstreams focused on insights, measurement, people and operations.

##### **The London Game**

The Board received a presentation on the new mobile London Game which would be launched later in the year and its contribution to showcasing the diversity of the city and encourage visitors to see more than just central London.

#### **Items for information and noting**

The CEO's report covered the company's performance against KPIs at the end of the first quarter and future priorities.

The Chairman of the Nomination Committee updated on progress to recruit new board members and the selection of recruitment firms to manage the process. Anne Morrison was appointed as Chair of the Nominations Committee to replace Alan Bishop when he stands from the board.

The Chairman of the Audit and Finance Committee updated the board on the outcome of the annual audit. Succession planning for the Committee was also discussed.

The Board also received a report on the recent meeting of the Dot London Domains Board and plans for a new marketing campaign to promote Dot London.

Date of next Board Meeting: Thursday 16<sup>th</sup> November 2017.