

REVIEW OF PERFORMANCE AGAINST TARGETS

Q4 2018-19

LONDON
& PARTNERS

Introduction

This report highlights London & Partners' performance for the fourth quarter of 2018-19 against its core objectives of delivering jobs and growth for London, and strengthening the city's reputation for the future.





Overview

We have seen significant delivery towards our strategy and our goals to develop the organisation's systems and capability.

Our core market focus is proving effective. London's strength as a partner for China continues to grow; this quarter we welcomed two Chinese tech firms, alongside increasing numbers of Chinese tourists.

Our global offices are operating well and building stronger pipelines. We formally opened our Munich and Berlin offices in March.

Significant updates to our CRM and intranet are underway to help us optimise our delivery. We are increasing the organisation's ability to be data-led in our decision-making.

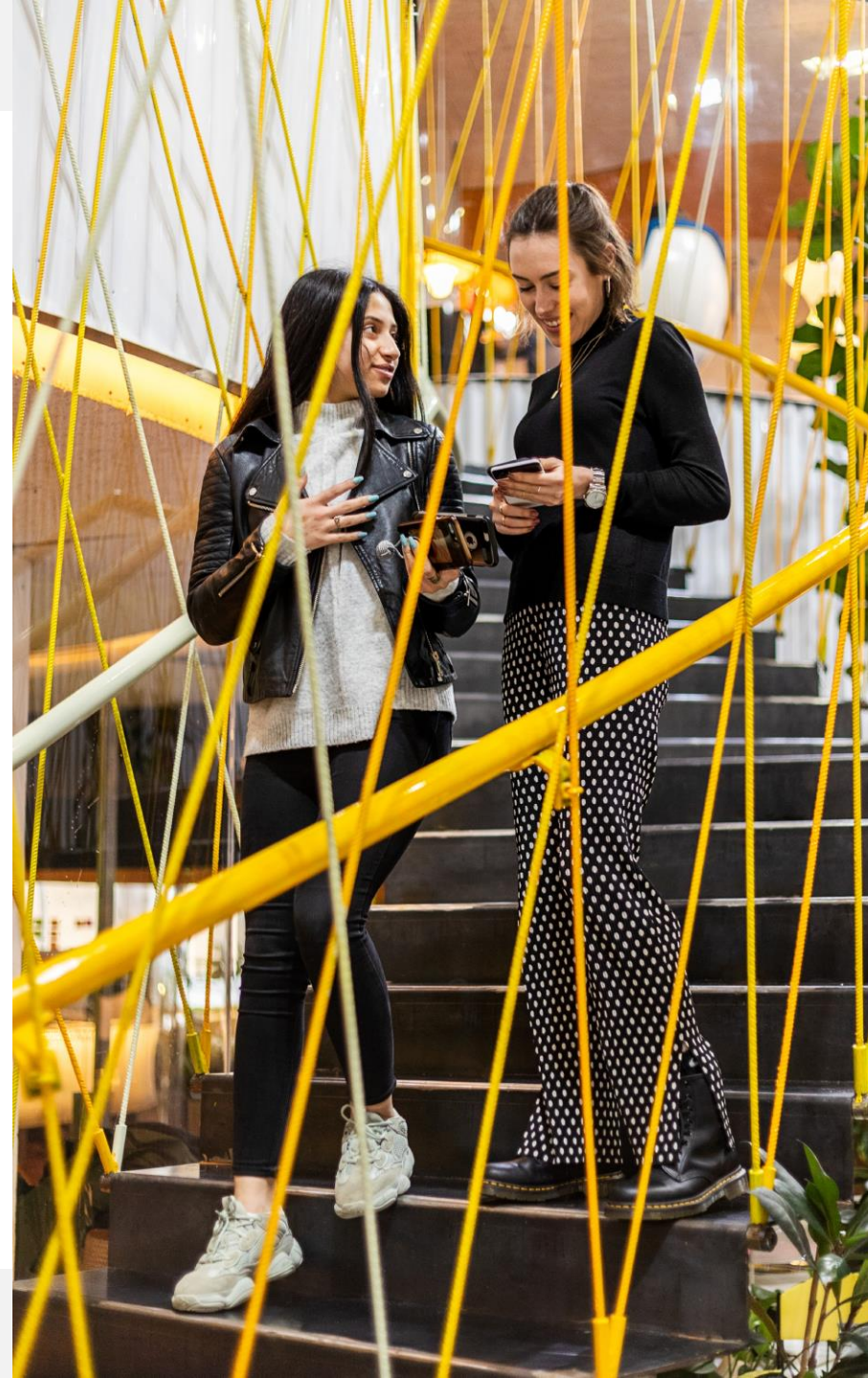
The new Domestic Tourism Consortium represents our upgraded ability to support a vital part of London's economy.

We have hit or exceeded our targets in a challenging period

We have now delivered £213m in GVA (gross value added) against a target of £190m.

92% of this came from key sectors.

We have delivered 10m brand engagements against our target of 2.5m, reflecting the success of our strategy to reach audiences earlier in the decision-making process.



We are reaching our target audiences earlier in their decision-making



Our "Global Good News Room" is growing, and we have more than 500 people on our WhatsApp list.



Our Unicorns campaign generated 39m engagements in our core markets, including 64% in North America and 30% in India.



Our London and Paris campaign reached 10 million people and earned significant media coverage.

We are supporting London's scaleup businesses

We launched new cohorts for the Business Growth Programme and the Mayor's International Business Programme.

We took a trade delegation to LA, where creative industry firms pitched to major studios such as Universal, Sony and Warner Bros.

The London Business Awards in February achieved significant visibility for London's scaleup environment.



We work to attract and retain global talent in London



The number of international students from China and India have both grown by 20% this year.



Our new Talent Toolkit is a free resource providing information on visa issues. It made front-page news in January.



We have contingency plans in place to help London & Partners and our clients manage the immediate Brexit period.



Economic impact and KPIs

We measure London & Partners' **additional economic impact**; the benefits generated as a direct result of our intervention, as compared to what would have happened without London & Partners' activity.

Methodology

Our claims exclude all other influencing factors and take account of economic activity and over-optimism by those surveyed. They have been confirmed by GLA economists as best practice.

Our KPIs for measuring economic impact are GVA and jobs created or supported. We also estimate the additional spend of leisure tourists, business delegates, major event attendees and additional sales made by foreign direct investment companies.

Hitting and exceeding our targets

At year-end, we have now exceeded most of our key targets.

In particular, we attained £213m GVA in comparison to the target £190m, a major achievement in the current political and economic climate.

Some targets evolved through the year, either because the remit changed (on Regeneration), or because this was the first time they were measured.



Key achievements for the quarter



Brand engagement



Eye on London: We established a "Global Good News Room" to distribute positive stories, celebrate successes and welcome new business to London on a daily basis.

LONDON

& PARTNERS

伦敦发展促进署

China brand campaign: We are planning the delivery of our 2019-20 China strategy, including a partnership with Sina Weibo to reach our target audiences.



Major events: London was successful in winning bids to host the Rugby League World Cup in 2021 and the UEFA Women's EURO in 2021.

Foreign Direct Investment

Contestable: If a project is contestable, it means that the company has not yet decided to invest in London.

All sectors met or exceeded their targets, for a total of £63.3m achieved. This is above our annual target of £59m GVA.

Non-Contestable: Non-contestable companies have already decided that they want to come to London.

In some instances, we can still make a difference with non-contestable companies. That is, if we convince them to hire more people in London than they originally planned (additional jobs, which means “additional GVA”), or if we convince them to come to London sooner than they originally planned (an accelerated investment, which means “accelerated GVA”).

We achieved £7.7m of accelerated and additional GVA, for a total of £25m GVA.



Mayor's International Business Programme

We have a total of 632 active companies on the platform.

An extension of European Regional Development Funds for the programme has been approved, extending the programme to December 2021.

Key activities include:

- Seven Meet the Mentor sessions, including mentor matching, setting up in-market and supporting companies scale internationally
- Trade Mission Bootcamp, educating companies how to maximise missions.
- Formula Day which prepares scaleups for growth, focusing on international sales and trade.



Business Growth Programme

We have a total of 446 active companies on the platform.

Key activities included:

- International Women's Day event in partnership with Founders4Schools, LSEG, EY and the Women's Network Forum.
- Hosted 26 workshops, providing resources on sales acceleration, product market fit, business modelling, marketing and leadership.
- Led Meet the Corporate events with Microsoft, Publicis, Farfetch, Rolls-Royce and BUPA.



Business tourism



LEAD Network, a Dutch non-profit, confirmed they will hold the Retail & Consumer Goods Forum at the Novotel London West in November 2019. The event will generate £140k in GVA.



CGI, a French technology company, confirmed the Hilton London Metropole to host a leadership training summit for four days in April. The event generated £271k in GVA.



Vok Dams, a German event company, has chosen to host the SAP TECH Conference at the Hilton London Metropole in June. The event will generate £342,000 in GVA.

Major events

We supported the delivery of Cricket World Cup 2019's 100 Days to Go activation in Trafalgar Square in February.

We shared the 500 Days to Go announcement for the UEFA EURO 2020 on Visit London social media channels, as well as supporting on broadcast and activation opportunities for London.

We entered the third year of our Chinese New Year partnership.

We supported the delivery and promotion of the February event, including branding. Through our PR, social media and influencer support, online activity generated 72m views.



Leisure tourism

London and Paris campaign

A collaboration between London & Partners and the Paris Convention and Visitors Bureau, the marketing campaign ran from October 2018 to March 2019. Aimed at US millennials, it promoted visiting both cities on one trip, linked by Eurostar. Major partners were Eurostar, United Airlines and Marriott hotels.

We achieved 10m views through a paid-media campaign. Due to its success, Paris committed to a further phase in summer 2019.

Domestic Tourism Consortium

Responding to industry concerns, London & Partners convened a consortium to develop a three-year marketing strategy and campaign to drive domestic tourism demand.

The consortium was launched by the Mayor of London at our annual Tourism Means Business event on 13 March.

London and Paris. Two iconic cities. One epic trip.



PARTNERING WITH



*Offering 20 daily nonstop year-round
flights from the U.S.*

• fly the friendly skies®

Higher education and talent

Higher education

The most recent HESA data shows a rise of 5.3% in international students in London, for a total of 118,143 for the 2017-18 academic year. All target markets showed growth: China, in particular, grew by 20%.

London & Partners provides two websites to prospective students to inform and inspire students about choosing and applying to a London university.

Talent

We launched our Talent Toolkit in January 2019 to an audience of business professionals. The toolkit is designed to offer advice and guidance on skills and immigration queries for employers.

The toolkit was featured in a front-page article in City AM and has been supported by a targeted social media campaign.

STUDY LONDON
OFFICIAL UNIVERSITY GUIDE

LONDON.CN
伦敦中文官网

THANK YOU

LONDON
& PARTNERS