

ANNUAL REVIEW

20
18

LONDON®
& PARTNERS

Mayor of London's official promotional agency



“

We will put all our energies and creativity into making sure London remains the world's number one city for business and Europe's most popular visitor destination.

Laura Citron, Chief Executive, London & Partners

”



Laura Citron, Chief Executive,
London & Partners

Looking ahead: telling London's story brilliantly

I joined London & Partners as Chief Executive in May 2017 and already I can see this fantastic organisation raising its game yet again.

We exist to support the Mayor of London's priorities by promoting the capital internationally as the best city in the world in which to invest, work, study and visit.

In 2016 we promoted London as the best place to visit, invest in, trade from, study in or hold a major event or conference in and that London is open to the world. We now need to keep the momentum going by bringing a raft of new creative ideas to life to promote London and prove it is the world's most welcoming capital.

One key 2017 initiative is our Business Growth Programme, which will help UK- and overseas-owned SMEs collaborate and prosper right across London, particularly in the outer boroughs. We will also continue to promote London's cultural offer through our very successful London Autumn's Season campaign. This year will see the fourth London Tech Week take place in the summer helping put London's tech expertise on the global stage.

I look forward telling London's story brilliantly with the help of all our stakeholders and partners.

We are the Mayor of London's official promotional agency

Our purpose is to support the Mayor's priorities by promoting London internationally, as the best city in the world in which to invest, work, study and visit.

We do this by devising creative ways to promote London and to amplify the Mayor's messages, priorities and campaigns to international audiences.

Our mission is to tell London's story brilliantly to an international audience.

londonandpartners.com



OUR WORK IN 2016-17



OUR IMPACT IN 2016-17

Our results speak for themselves

As London's official promotional 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

£340m

to London's economy

10,112 jobs

Created
or supported

Helped

19,175

positive articles in international
media

291

overseas companies set up
or expanded with our help

854

events brought to London

**15:1 Return on
investment**



LondonIsOpen

Showing the world that London is open

Following the EU referendum, London Mayor Sadiq Khan wanted to spread the word that London remains entrepreneurial, international, full of creativity and possibility, and open to the world. We supported and promoted his global campaign every step of the way.

446m
Social media
reach*

Award-winning campaign

Won best marketing campaign at
the International Congress and
Convention Association awards

500+

partners and clients shared the
campaign through social media
and press releases

London is open for culture

integrated with our London's
Autumn Season campaign

Festive retail

'London is open for shopping'
declared our retail partners,
clients and key shopping districts
pre-Christmas.

*All mentions of #LondonIsOpen June 2016-April 2017



LondonIsOpen

The #LondonIsOpen campaign

The Mayor's London Is Open campaign was designed to communicate one key message – that London remains entrepreneurial, international and creative, and reassures the one million-plus foreign nationals living here that they would always be welcome.

We supported the campaign by encouraging our partners and clients to spread the word, by incorporating the message into our marketing campaigns and websites such as visitlondon.com and by communicating through mainstream and social media channels.

Our efforts generated global media coverage across outlets such as Bloomberg, China Daily, USA Today, CNN, Chicago Tribune, El Correo, Les Echos, Times of India, Hindustan Times and many others and helped land the campaign a top marketing award to boot.

LondonIsOpen

Taking the message to Europe

We helped organise a week-long mayoral programme across Europe in March 2017 to show that London was open to businesses, students and visitors.

The Mayor was joined by Rajesh Agrawal, our Chairman and Deputy Mayor of London for Business, whose aim was to help strengthen relationships with European companies with a London presence.

As part of the push, our Mayor's International Business Programme sent 55 London businesses on trade missions to Berlin, Paris and Madrid to secure opportunities with local businesses.

The Mayor also took the opportunity to join forces with his Paris counterpart, Anne Hidalgo. As a result, our website, visitlondon.com and parisinfo.com will work together in 2018 to promote both cities' attractions and a new Paris-London Business Welcome Programme will help companies expand to new international markets.

It's all part of London's strategy, fully backed by London & Partners, to build closer relationships with global cities to encourage trade and investment. Our thanks go to KPMG, Berlin & Partners, WeWork, Paris & Co, Made.com, Madrid City Council, Telefonica, FCO and the Department for International Trade for their support.



4 cities in 5 days

Berlin, Brussels, Paris, Madrid

Capital commitment

Ferrovial, Telefonica and Siemens announced long-term investment in London

1,000

pieces of international media coverage

Trending hashtag

#LondonIsOpen trended in Berlin and Madrid

50%

female founders of the 55 companies from the Mayor's International Business Programme

520k Film Views

over 5 days for our videos focusing on what French, Spanish and German firms love about London

LEISURE TOURISM

Record tourism to London

London & Partners is dedicated to growing London's multi-billion-pound tourism industry by attracting more visitors to London. We used digital content to promote London's irresistible cultural offer and shine the spotlight on our key attractions and hidden gems. Meanwhile, our London's Autumn Season and Chinese New Year campaigns showcased London's diverse and multi-cultural offer.





4.8m
Promo film views



LEISURE TOURISM

Autumn culture-fest beats all records

Featuring blockbuster exhibitions, world-class theatre, hidden gems, heritage events and festivals, our annual London's Autumn Season campaign showcased the best of London's cultural offer and encouraged visitors to explore more of the city.

The 2016 season was the most impressive to date, cementing London's status as the world's cultural capital. We launched the season at a star-studded event at the Science Museum, with Sadiq Khan, Mayor of London, as guest speaker.

Partnerships helped us push our campaign even further. Our content collaborators were Mashable and the Westwood One radio network in the US and France's Le Figaro and Le Point, and we also teamed up with British Airways, Eurostar, Monarch and Viajes El Corte Inglés.

We particularly enjoyed working with London poet and musician L.A. Salami, who fronted our campaign video. We used the campaign to further amplify the Mayor's message that London is open.

We loved working with London & Partners and it was a brilliant partnership.



Melissa Byrd, BFI Festivals Marketing Manager



14.2m
Social Reach



43 Countries
covered the campaign

“
We are strongly committed to London through a major partnership with London & Partners. Our campaign will provide the Spanish traveller with an opportunity to fully enjoy the city.
”

Jesus Nuno de la Rosa,
Director General, Viages El Corte Ingles



LEISURE TOURISM

Digital drive

London's official online visitor guide, visitlondon.com and its associated digital channels, is a vast showcase of attractions, events, hotels and transport advice.

We're proud to run the site and even prouder to have achieved several milestones in 2016, including accruing 1 million Facebook fans.

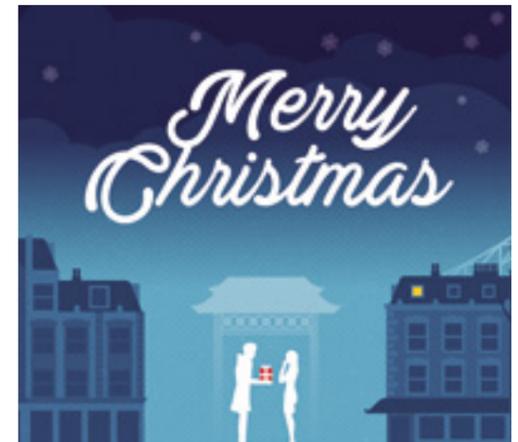
Throughout the year we used social media to tell nearly a quarter of a million people about events such as Great Fire 350, Summer in the City, The BFG Dream Jar trail, Christmas in London and Chinese New Year.

And our international fans could witness London events in real time – at least virtually – thanks to our Facebook Live, Instagram Stories and Periscope streams. We found these 'imperfect stories' gave our channels a human edge and increased engagement.



29.4m

Users



248m

Social Reach

Digital Campaign

1m

Facebook Fans





3.5m
Impressions on
Facebook



LEISURE TOURISM

Chinese New year

20k
views on live
Instagram Stories



Being the digital home for large events in London allows us to promote the full richness of London to event-goers. This adds significant value to high-profile events supported by the Mayor of London.

Julie Chappell, Chief Digital Officer,
London & Partners

3.79m
Reach of
#CNYP London across
Twitter

London's Chinese New Year celebrations are the largest outside Asia, drawing hundreds of thousands to the West End into a mêlée of fireworks and parades.

As the digital home for major events in the capital, we teamed up with the Chinese New Year organisers to host the official promotional content for the event on visitlondon.com.

We also promoted the celebrations through our social media channels. The festivities attracted an estimated 200,000 people and our partnership is already confirmed for 2018.

LEISURE TOURISM

Flying the flag for outer London

As any Londoner knows, there's a huge amount to excite and engage visitors beyond zone 1

Partnering with the Mayor's office, we rolled out a digital campaign to support the Mayor's push to promote cultural tourism in outer London.

We built a new 'London Areas' content hub on visitlondon.com to promote must-see attractions, below-the-radar gems and events in 11 areas outside zone 1. With insider guides written by local bloggers and regular updates, visitlondon.com continues to deliver relevant and engaging content for visitors across the city



GREENWICH

STRATFORD

CRYSTAL PALACE

ISLINGTON & ANGEL

CHISWICK

RICHMOND

WIMBLEDON

HAMPSTEAD

CAMDEN TOWN

HOXTON & SHOREDITCH

HAMMERSMITH
& SHEPHERD'S BUSH

**Our area guides captured the buzz
of districts beyond zone 1**

MAJOR EVENTS

Making London the capital of sport and culture

This year we worked in partnership with key organisations across London to help bring world-class sporting and cultural events into the capital throughout 2016.

The pipeline remains strong with fixtures such as the Women's Hockey World Cup 2018, ICC Cricket World Cup 2019 and UEFA European Championships 2020, plus this year we secured a fourth NFL International Game for the 2017 season.





MAJOR EVENTS

A bigger splash for aquatics championships



London & Partners were a key stakeholder in the delivery of the championships. They were able to offer expert advice that helped shortcut decision making on key messaging, ticketing and marketing.

Tom Chambers, Chief Executive, LEN European Aquatics Championships 2016

£4.74m
direct economic benefit to London

71.9m
TV audience

26k

Tickets sold

The Olympic spirit lived on in swimmers, divers and synchronised swimmers at the LEN European Aquatics Championships in May 2016.

We played a key part in the success of the event from the initial feasibility study through to submitting the final bid. Working closely with organisers to stage the event at the Queen Elizabeth Olympic Park our expert team provided strategic insight into running an event in London from advising on ticketing strategy, marketing and event delivery.

We also designed and built the event's website, using a dot London domain, euroaquatics2016.london, and ran social media campaigns to domestic and international audiences.

The event was broadcast across 40 markets and clocked up more than 1,400 broadcast hours.

MAJOR EVENTS

London's burning

The capital was ablaze from June-November 2016 as part of Great Fire 350 – a series of exhibitions, concerts, lectures and tours held to commemorate the 350th anniversary of the Great Fire of London.

The highlight was the dramatic burning of a 17th century-style London skyline: the 120m wooden structure was set ablaze on the Thames on 4th September 2016.

We worked with organisers Artichoke and the City of London to support Great Fire 350's physical and online delivery.

As official media partners and the festival's digital home, we live-streamed the inferno and promoted the entire season through visitlondon.com. We also promoted the festival domestically and internationally through our PR channels.

Great Fire 350 was sponsored by the City of London, the Arts Council and liveries and firms based in the City.



1.4m
Facebook
Live video
reach



80.1m
Twitter Reach

3.74m
Facebook Reach





MAJOR EVENTS

From London to Rio to Tokyo

London & Partners sits at the heart of the capital's event ecosystem – a network which spans venues, hotels, the media, transport networks, restaurants, bars and more.

We kept hearing one key question from the industry: what value do major events bring to the capital?

Our strategy and insight team took up with the challenge to help answer this, focusing on the economic, community and broadcast benefits of events in London following the 2012 Olympic Games.

We discovered that in 2015 alone London's event leisure tourism industry directly contributed £2.8 billion to London's economy and supported more than 27,000 jobs. Read the full report at londonandpartners.com/our-insight.

This year we also focused on sharing expertise with others. We took the learnings from the London Olympic Games and presented them during the Rio Olympic Games, including sharing our knowledge with the city representatives of Tokyo 2020 Olympic and Paralympic Games.



³In 2015, The Impact of Event Tourism on London's Economy, 2016.

BUSINESS TOURISM

Bringing industry events to London

We ran international campaigns promoting London as a leading event destination, telling our target audience of event planners and associations that London is the destination for every event and experience through our campaign Love the Event, Love the Experience. Our sales teams also represented London at major trade shows in Frankfurt, Las Vegas, Barcelona and at home in London, bringing event business to the capital.



BUSINESS TOURISM

Partnership leads to success

We worked hard this year to make sure London was seen as an open and welcoming city and were particularly pleased to see our efforts from previous years pay off.

Our partnership with ExCeL London resulted in us winning the European Respiratory Society International Congress and bringing their five-day event to the capital, injected £73 million into London's economy.

In spring 2017 we joined forces with ExCeL again to secure a record number of registrations for the European Association of Urology, with 12,627 participants from 120 countries.

Working to London's strengths we also helped a host of international tech events take place including UK Tech Day, billed as London's largest start up event, at Old Billingsgate and US tech company Tableau Software's conference at Tobacco Dock.

The diary is filling up for the months ahead too. With our encouragement, gaming event RTX is to expand the event from its native Texas for the first time to London, looking to attract 15,000 gamers and gurus in October 2017.

Other future fixtures include the Alzheimer's Association International Conference 2017 and the 22nd IFSO World Congress on Obesity and Metabolic Surgery at the QEII Centre in August 2017.



£39.5m

Value added



220,389
delegates attended
events in 2016-17

Helped

854
events in London



London & Partners has been most helpful and supportive with respect to all local arrangements in London, such as the search for social venues, hotels and transportation.

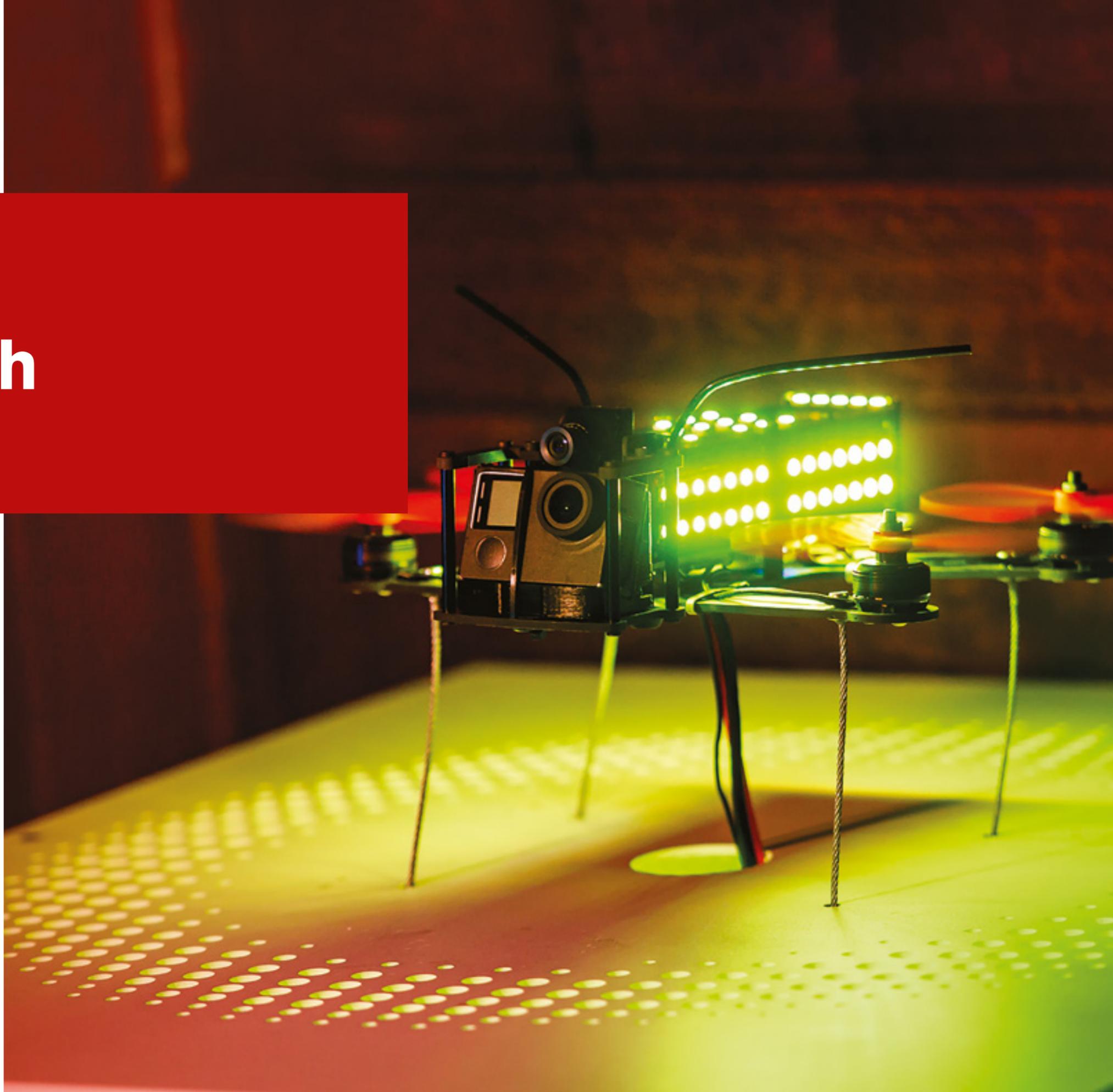
Patricia de Bont, European Association of Urology Congress Manager



LONDON TECH

Showcasing London's tech industry

Tech is one of London's most important sectors, employing more than a quarter of a million people in booming clusters from Hammersmith to Hackney and beyond. We spent the year stimulating growth through projects such as London Tech Week and our very own Traveltech Lab.



LONDON TECH

Travel hub flies high

London's Traveltech Lab is the city's first co-working space for travel tech start-ups.

Based in London & Partners' offices overlooking Tower Bridge, and run in partnership with The Trampery, the shared workspace pioneers, the lab brings together the entire ecosystem from innovator to industry and is now a global hub for innovation in travel, tourism and hospitality.

A 2016 highlight was Trip Hack, a hackathon in partnership with Mastercard. Ten teams toiled over 72 hours to explore creating a payments-enabled travel app suitable for short local journeys and international travel.

London travel tech start-up Flyto won the hackathon by creating an instalment-based payment system for airlines. Since then, Flyto have become an established member of the Lab, raised further funding and won the Travel Technology Europe Disrupt award, demonstrating how providing the right environment to innovative ideas can support the future of an industry.



63

Members



Leading partners

Dubai Silicon Oasis Authority, IBS Plc, Collinson Group, Mastercard

48

events

Members raised

£19m
funding





40k+

attendees from 74 countries
London



LONDON TECH

Europe's largest tech gathering

Co-founded by London & Partners, London Tech Week is Europe's largest technology festival.

We organised seven events, taking in the Tower of London, the London Stock Exchange and The Trampery and teaming up with Department for International Trade and Computer Weekly among others.

The June 2016 showcase drew more than 40,000 people to 300 live events across London dedicated to networking, social, learning and business opportunities.

Our 2016 launch event highlighted London's 'capital of convergence' credentials, focusing on how the city is transforming industries such as fashion, sport, healthcare, music and advertising.

Robots and virtual reality courtesy of Imperial College London, digital knitwear and a performance by Beattie Wolfe were highlights, with Ed Vaizey, Eileen Burbridge and Oli Barrett among the speakers.

Ever looking ahead, we announced a new partnership with global events provider KNect365, part of Informa, to run the 2017 London Tech Week and revealed amazing new showcases including the UK's first professional drone races and a concert by Oscar- and Grammy Award-winning composer Hans Zimmer.



Future of finance

explored in a joint Mastercard-London & Partners event

34m

Twitter reach

300

events across London



**INTERNATIONAL TRADE
& INVESTMENT**

Boosting business

We extolled London's business strengths across the globe including in the US, India, China and across Europe. This year we attracted 291 overseas businesses to London, creating more than 6,000 jobs, and also helped home-grown firms succeed in new markets.

*Gross Value Added is the value of goods and services produced by an economy or sector minus the cost of the inputs used to produce them (All Inputs except for the costs of employment). GVA is mainly composed of the income made by employees (earnings) and the businesses (profits) as a result of the production process.

THIS YEAR

we helped

291

overseas companies
set up in London

generating

£104m

GVA* to London's
economy

helping create

6,062 Jobs

**INTERNATIONAL TRADE
& INVESTMENT**

Strengthening transatlantic ties

We helped organise the Mayor of London's autumn trade mission, taking 30 of London's top tech companies to Chicago and New York on our Mayor's International Business Programme. The visit aimed to spread the word that London was open for business. The message rang out loud and clear across mainstream and social media channels.



The draw to the events organised by London & Partners surpassed our every expectation. The trip has had immediate impact on our fund raising round, bringing new money to the table.

Sandra Sassow, SEaB Energy



31.6m

reach for #LondonIsOpen



**Trending in
New York**

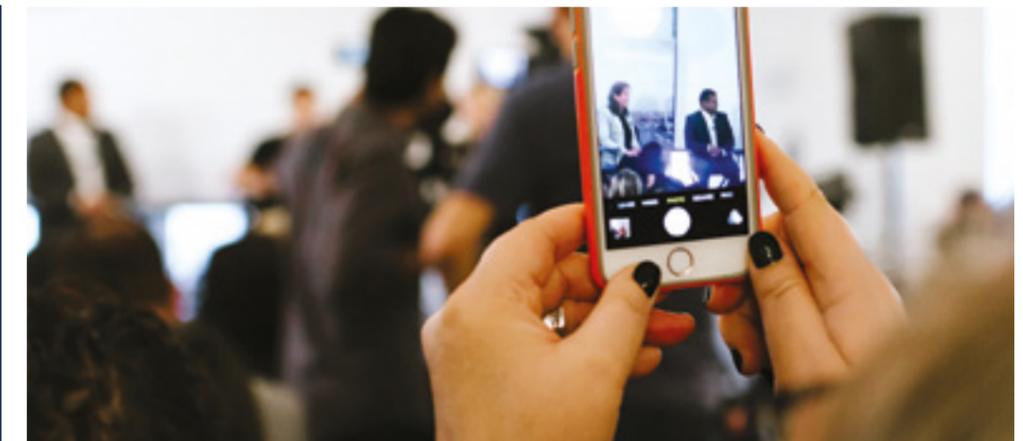
#LondonIsOpen
during flagship
WeWork event

8,036

tweets

**Trending in
Chicago**

#LondonIsOpen
during flagship
1871 event





INTERNATIONAL TRADE & INVESTMENT

Helping London firms expand overseas



71%
of companies
created new
jobs

36%
secured further
funding

Nearly

50%

signed new deals
and entered new
markets

We celebrated the success of the Mayor's International Business Programme in February 2017, looking back at the achievements of the cohorts since the programme began in 2016.

The Mayor's International Business Programme is run by London & Partners and part funded by the European Regional Development Fund. It is designed to mentor high-growth London firms in life sciences, tech and urban sectors and help them tap into overseas business opportunities.

Some 800 businesses are in our sights and we spent the year helping key London companies find new sources of funding, deals and customers overseas.

As a result, almost half the firms signed new deals and entered new markets during the year.



**INTERNATIONAL TRADE
& INVESTMENT**

Indian contest attracts record number of entries

India Emerging Twenty (IE20) – our annual competition, launched by the Mayor of London, to find 20 of India’s most innovative and high-growth companies with global aspirations – charged ahead with applications up by more than 50% compared to last year.

We received 345 applications from outstanding companies across India spanning cloud-based telephony, data analytics, genomic research, financial technology and more.

We hope to build on the success of the inaugural year in 2015/16 that generated 15 new inward investment projects for London.

This year we partnered with BDO, Department for International Trade, The LaLiT Hotel Group, Newland Chase, Santander, Air India, Usha Martin Technologies and YourStory to build a great programme for our companies.

The top 50 shortlisted companies pitched their business in front of a high-profile judging panel of serial entrepreneurs, venture capital investors, professional service firms and high-profile Indian business leaders including Kiran Mazumdar Shaw, a pioneer of the biotechnology industry in India.

This year we partnered with BDO, Department for International Trade, The LaLiT Hotel Group, Newland Chase, Santander, Air India, Usha Martin Technologies and YourStory to build a great programme for our companies.

179
new business leads for London



IE20 helped us with recognition and credibility among prospective clients.

Vijay Ganesan,
Business Development Manager,
LatentView Analytics

20%
increase in our website users



345
applications

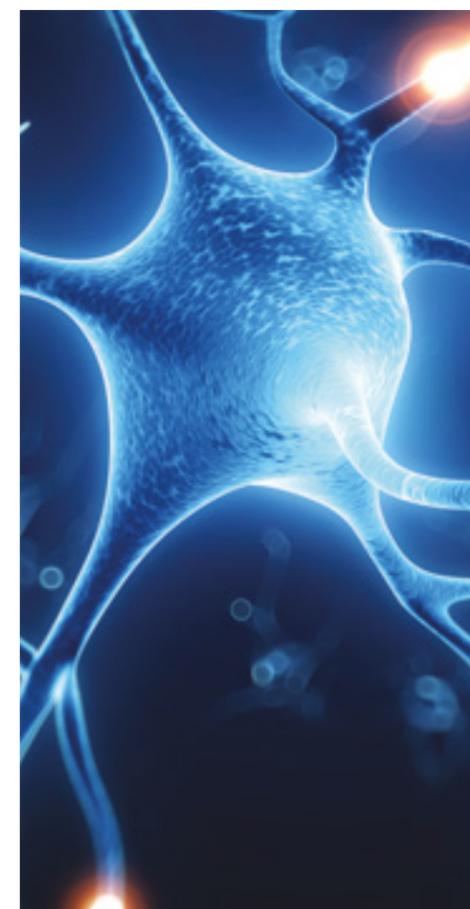
**INTERNATIONAL TRADE
& INVESTMENT**

Investment injection for London healthtech

The golden triangle of London, Oxford, Cambridge and the greater south east region of England is a world-renowned life sciences cluster. Equally, London has long been hailed the digital capital of Europe thanks to the hotbed of innovation, tech talent and investment taking place in the city. As these sectors converge in the region there is significant opportunity to transform healthcare in the UK, as well as across the world, with digital health technologies.

We collaborated with MedCity and the Department for International Trade on a campaign to promote the region as a world leading hub for digital health investment. The campaign targeted both a US and European audience and travelled to events such as BIO Europe in Germany and HIMMS in Florida. The campaign featured innovators from the region to help showcase the destination's strengths on a global stage and ensure that the UK is positioned as the best place for overseas companies.

The campaign concluded with more than 81K film views, 366 new target contacts for London and more than £3m worth of potential GVA from current leads.



£3m+
potential GVA

51k
unique page views

81k
film views

INTERNATIONAL STUDENTS

Best place in the world to study

Millions of potential students visited our dedicated study websites resulting in more than 15,000 overseas students choosing to come to London. This year we also put London's creative, tech and scientific talent centre stage in our inaugural International Student Showcase.



**INTERNATIONAL
STUDENTS**

Millions explore London courses

We're proud to run the digital 'front door' to London's universities: studylondon.ac.uk. Over the year, more than 2.5 million prospective students searched the city's 30,000 accredited courses through studylondon.ac.uk and our Chinese language website studylondon.cn.



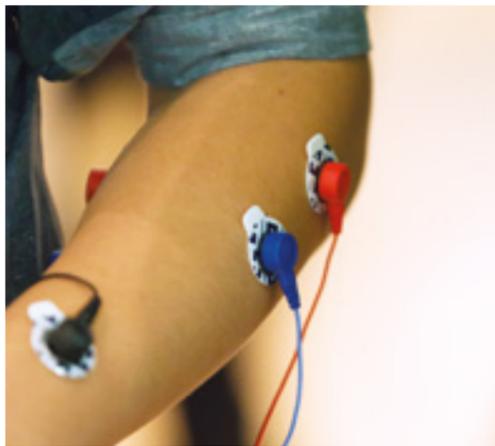
15k
students got a place
on a course through
studylondon.ac.uk

380k
Social media
reach

2.5m+
website unique
users



270k
sign-ups to our
monthly newsletter



University backing

The Student Showcase was supported by 17 universities including Imperial College London, Royal College of Art and many others

500k

reached by #StudentInnovation

2m

prospective students reached via social media

260

pieces of media coverage

INTERNATIONAL STUDENTS

Showcasing student talent

We celebrated London's student talent in our inaugural International Student Showcase, a campaign which gave a platform to London's most creative and innovative international students.

The campaign culminated at an event at Central Saint Martins, part of the University of the Arts London. Speakers included Joanne McCartney, Deputy Mayor of London; Actress Tara Fitzgerald; Anne Morrison, Deputy Chair of BAFTA; and Indian entrepreneur Lord Bilimoria.

Working in partnership with the GREAT Britain campaign, we focused on art, design, fashion, tech and science successes to generate overseas media coverage, encouraging the next generation of innovators and creative superstars to consider studying in London.

We also promoted the vital role London's universities play in helping entrepreneurial students translate ideas into flourishing businesses, highlighting the financial, practical and advisory support they provide.

LIFE AT LONDON & PARTNERS

An award-winning company

A flurry of awards confirmed London & Partners' reputation as a hothouse of creative ideas and a great place to work.

For the second year running, London & Partners has been recognised as one of the top 50 not-for-profit companies to work for in Britain.

We ranked 45th in The Sunday Times 100 Best Not-For-Profit Organisations 2017 survey. Opportunities for staff such as flexible working and mindfulness courses also helped secure a special award for staff well-being.

This year we landed three coveted awards for our 2015 leisure tourism campaign 'Guest of Honour' which became our most successful leisure marketing and PR push ever.

The campaign was awarded both Grand Prix and Travel & Tourism gongs in The World Media Awards. It also scooped the Leisure & Sport top accolade in the Brand Republic Digital Awards.

Our work on the London is Open campaign was also recognised at the International Congress and Convention Association awards, winning best marketing campaign.



“

What I love about working at London & Partners is the inspiring remit, the innovative work and the smart, creative people. Every day brings a new challenge.

Sarah Ahmed,
Business Marketing Manager,
London & Partners

”

To find out more about London & Partners please visit londonandpartners.com

Stay up to date with our activities by following us on Twitter: [@londonpartners](https://twitter.com/londonpartners)



LONDON[®]
& PARTNERS