

ANNUAL REVIEW

20
18

LONDON
& PARTNERS

Mayor of London's official promotional agency



Laura Citron, Chief Executive,
London & Partners



Promoting London internationally has never been more important to London's long-term success.

A year of trial and triumph

This year, London proved its mettle as a resilient and inclusive world city.

The capital's indomitable spirit remained undimmed in the face the terrorist attacks in Borough and on London Bridge, Finsbury Park and Westminster.

The city attracted record numbers of visitors and businesses despite Brexit, security issues, increasing competition and disruption. As the Mayor of London's official promotional agency, we worked even harder throughout the year to attract investment, workers, students and visitors. As a result, we exceeded our key targets by around a third, contributing more than £391 million to the economy and creating or supporting more than 7,000 jobs.

We helped draw millions of visitors to the capital by promoting events such as London Tech Week and Lumiere London. And we proclaimed 'London is open' to the world through mayoral missions to India, Pakistan, China, the USA and France.

London & Partners also focused on the future. We will focus on 'good growth' that benefits Londoners, such as attracting inward investment that creates good jobs for the future, or attracting tourism that supports diverse culture for Londoners to enjoy. We will do this by concentrating our efforts where they make the biggest difference, focusing on the international markets and audiences that are most valuable to London

But we can't do this alone. We will step up our partnerships with individuals and organisations, both large and small, to secure the future prosperity of our great world city.

Laura Citron, CEO, London & Partners

We are the Mayor of London's official promotional agency.

London & Partners is the Mayor of London's official promotional agency.

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

Our work helps achieve 'good growth' for London and Londoners, as outlined in the Mayor's economic development strategy.

We do this by focusing on:

- building London's international reputation
- attracting international audiences and convincing them to choose London
- guiding international audiences to make the most of all that London has to offer
- helping to retain and grow London's businesses

We tell London's story brilliantly to an international audience and we do this in partnership with organisations and people who have a stake in London's international promotion.





Focused for the Future

The world has changed around us so we are refocusing our efforts with a new three-year strategy to ensure London remains a leading world city.

1 Where

On core markets: USA, India, China, France and Germany.

2 What

On the sectors where London is strongest and will benefit the most:

- . Enterprise (Financial & Business Services)
- . Innovation & Life Sciences
- . Creative
- . Urban
- . Tourism

3 When

On reaching people earlier in their decision making so we can influence them to choose London.

4 Who

On audiences who will help us achieve our outcomes: younger, first-timers who will bring the most lifetime value; businesses who will generate good growth for London.

5 What

By working in partnership with organisations and people who have a stake in London's promotion.

6 Keep

On retaining businesses and talent who may be affected by Brexit

A strategy for good growth

Since its launch, London & Partners has helped bring £1.5bn to our city's economy and secured almost 50,000 jobs for Londoners.

That's why I'm delighted to endorse London & Partners' new strategy for good growth. It supports my vision of how London should grow in future so that all Londoners benefit.

Creating good growth means promoting London as a great place to visit – and developing the sectors in which London wants to remain globally competitive.

London & Partners is committed to making this happen. I know it will work hard to retain international businesses, grow vital sectors and attract the best talent here. It will nurture the tourism industry when and where it's needed. And it will help regenerate neglected parts of London and promote affordable housing.

Above all, I believe London & Partners will continue its excellent work to promote London as a city with a worldwide reputation for being dynamic, inclusive and economically vibrant. And a city we can all be proud of.



Sadiq Khan, Mayor of London



Whatever challenges we must overcome, London is resolutely open to global talent, global partnerships and global business. London & Partners is the organisation to make sure this message is broadcast around the globe.



OUR IMPACT IN 2017-18

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 are an efficient and effective organisation with a proven track record of winning jobs and growth for London.

Added

£392m

to London's economy

7,343 jobs

Created
or supported

19,540

positive articles in international
media

Helped

311

overseas companies set up or
expanded with our help

340

events brought to London

15:1 Return
on investment



55,000
attendees



LONDON TECH

Europe's largest tech festival draws record crowds

A record 55,000 visitors from around the globe flocked to London to socialise, network, learn and forge business partnerships at London Tech Week, Europe's largest tech festival now in its third year.

We organised seven events, taking place 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.

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.



3,000+
pieces of media
coverage

121m+
social reach

200 live events
across London

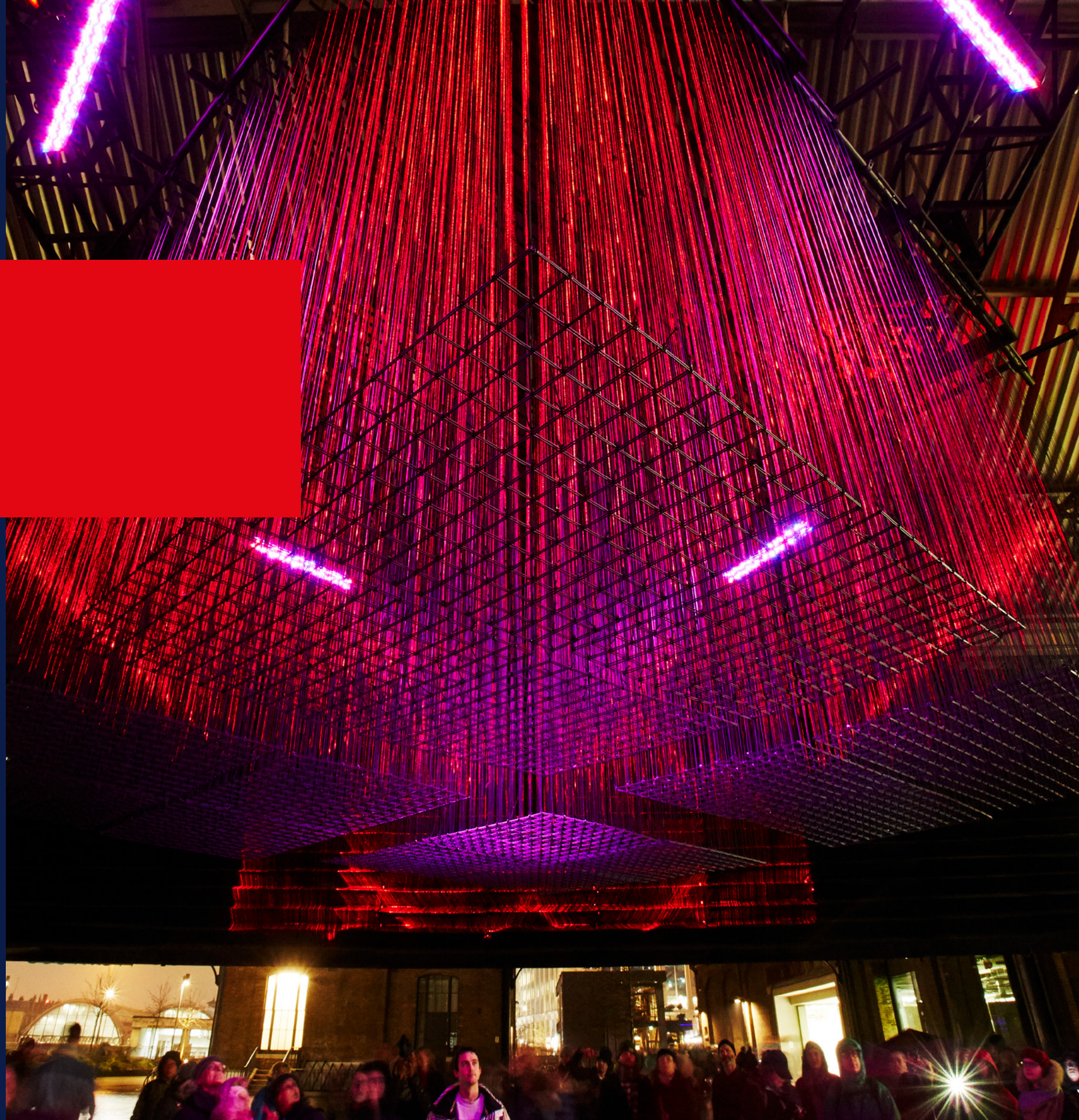
A target of 100k
visitors a year
by 2021



LEISURE TOURISM

Millions pour into London

We partnered with some of the world's biggest stars to proclaim 'London is open' and drew millions of visitors during traditionally quieter months through Lumiere London and our Autumn Season culture-fest. Looking ahead, we published our Tourism Vision for London, setting out how growing the industry will add millions of pounds to London's economy.





2.3m+
video reach

50k
social media posts

42
print pieces

50
partners



2.1m
web page views



#LondonIsOpen

London opens up to the world

We joined forces with some of the biggest stars in sport, music, entertainment and business to globally promote London as a vibrant and inclusive city.

The #LondonIsOpen hashtag spearheaded by the Mayor was our campaign to promote the city's cultural offering over summer 2017.

Our campaign featured videos starring Jenson Button, Tom Daley, The Kaiser Chiefs and spoken word artist Suli Beaks, alongside singing and dancing from the cast of West End shows. The films showcased London's cuisine, family activities, markets, green spaces, Underground art and famous landmarks.

Helping us roll out the campaign were 50 partners, including the Museum of London, The Shard, University of London, London Transport Museum and the Coca-Cola London Eye, who shared campaign content and attracted visitors with special offers.

London Is Open was also backed by a host of high-profile celebrities and organisations including 50 West End theatres, Mo Farah and the Premier League, Richard Branson, the Evening Standard and Time Out, Jarvis Cocker and Tinchy Stryder, Central Saint Martins, Jude Law, Eddie Izzard, Jack Whitehall and Airbnb.

LEISURE TOURISM

A unifying vision for London tourism

London could attract more than 40 million visitors a year by 2025, around a third up on 2016, with visitors pumping an estimated £22 billion a year into the city's economy.

This bright future was set out in our Tourism Vision for London, launched with London Mayor Sadiq Khan.

But such growth can only be achieved, we discovered, if London invests in its tourism infrastructure, cultural event industries and digital technology, and major players collaborate to attract more first-time and off-peak visitors, and encourage people to explore more of the city.

Our analysis showed that the tourism industry is worth 11.6 per cent of the capital's GDP and employs 700,000 people.

Our vision set out a clear strategy for growth, pinpointed the key markets of China, India, the USA and the UAE and tackled key challenges such as competition from emerging destinations.

We created the vision in collaboration with more than 100 leading tourism players, including Gatwick Airport, Hilton and Merlin Entertainments, the Association of Leading Visitor Attractions and the British Hospitality Association.

At the vision's launch at the Natural History Museum in September 2017, London Mayor Sadiq Khan stressed that all Londoners should benefit from sustainable growth in the tourism industry.



I am delighted to endorse and support this new vision. It sets out a clear new direction for London's tourism sector.

London Mayor, Sadiq Khan



40m
visitors a year
by 2025

**100 industry
partners**

**1 in 7 jobs in
tourism sector**

50%
predicted growth
in visitor spend
2016 - 2025



10m+

video views



12:1 ROI

influencer campagin

10m reach
in France and
the USA

4,495
press articles



LEISURE TOURISM

Capital of culture

London sizzled with blockbuster exhibitions, performances and shows in Autumn Season 2017, the fourth year of our campaign designed to bolster visitor numbers during traditionally quieter months and grow London's tourism sector sustainably.

Our research shows that culture, the arts, history and heritage are the number one reason visitors come to London.

So we created a showcase of London's most exciting cultural attractions including Dance Umbrella's Origami at Battersea Power Station, the MTV European Music Awards, the Museums at Night festival and Sir Simon Rattle's first season as musical director of the London Symphony Orchestra.

We specifically targeted growth markets of France and the USA by partnering with VisitBritain, United Airlines and Heathrow Airport.

We also gave visitors the chance to experience the city like a Londoner with the help of special guides such as vloggers Pete and Jens and Blue Badge Tour Guide David Mildon.

Our films starring Hamilton creator Lin-Manuel Miranda and vocalist and broadcaster Jumoké Fashola promoted the campaign, which was launched at the Natural History Museum against a backdrop of performances by Ballet Black, the Vamps and Yabba Funk.

It proved our most successful Autumn Season to date, reaching 100 million people in France and the USA and our influencer campaign returning £12 for every £1 spent.

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London's Autumn Season is a brilliant way of showcasing the vast array of cultural attractions the city has on offer to an international audience and we are delighted to be part of the campaign.

Sir Michael Dixon, Director of the Natural History Museum,
at the launch of Autumn Season

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Seeing Londoners and international visitors alike exploring London's streets, buildings and neighbourhoods as they were brought to life with colour, light and music was fantastic. The scale of Lumiere London showed London's ability – and appeal – to host world-class events and cultural activities that are free and accessible for all.

Laura Citron, CEO, London & Partners

3.5m

campaign reach

244
broadcasters

50+
installations

2,305
media articles

6.5m
app views

1.4m

visits

MAJOR EVENTS

London shines brighter

Lumiere London dazzled the world in January 2018, transforming the city into a spectacular open air art gallery over four nights and drawing 1.4 million visits.

Among the 50-plus iridescent works, Dutch artist Daan Roosegaarde flooded King's Cross with a virtual ocean, neon bikes wheeled into Mayfair courtesy of Robyn Wright and Miguel Chevalier's giant interactive bubble floated over Oxford Circus.

We co-founded the UK's largest light festival, produced by arts charity Artichoke and first brought to London in 2016, to draw visitors to London's iconic streets during the 'off-peak' winter months.

This year's event was bolder and brighter than ever, attracting its biggest crowds and extending to King's Cross, Fitzrovia, Mayfair, the West End, Westminster, Victoria, the South Bank and Waterloo.

London & Partners promoted the festival vigorously through national and international media campaigns and press launches, our website visitlondon.com and social media channels.

We also developed a Lumiere London app, which offered personalised maps and itineraries, essential information on installations and artists and tips on drinking, dining and attractions while on the go.

MAJOR EVENTS

Bean there, done that

A gaggle of Mr Bean look-alikes took to London's streets in autumn 2017, swarming the Underground and capturing Rowan Atkinson's famous tics and gurns in selfies with delighted passersby.

The Bean-fest marked the launch of our mobile game Play London with Mr Bean, produced in collaboration with TV company Endemol Shine Group and marketing platform Pointvoucher.

Downloaded more than 400,000 times, the game's success proved the benefits of creative partnership, an approach that we will increasingly adopt in years to come.

The geo-location game, starring an animated Mr Bean character, was designed to introduce London visitors to cultural and foodie highlights and hidden gems.

As they navigate the city, visitors can pick up location-based offers such as free internet access and discounted hotel stays or tickets to attractions.

Mr Bean is the number one entertainment brand on Facebook with more than 75 million fans, growing on average by 200,000 fans per week.



With a brilliantly fun game and exclusive rewards on offer, this is a really playful and original way to market a city.

Frances Adams, Global Director of Brands and Licensing, Endemol Shine Group, which produces Mr Bean



400k+
downloads from
Visit London

600+
vouchers
redeemed



INVEST IN LONDON

Showing the world that London means business

Despite Brexit, London remains the world's number one destination for business, investment, talent and ideas – that was the key message on our mayoral missions to India, Pakistan and China. We also helped London-based tech pioneers expand to the USA and France, and promoted London as an inclusive and open economic power with our #BehindEveryGreatCity campaign.



INVEST IN LONDON

Crossing economic borders

Business and investment, regeneration opportunities and major events were top of the agenda for the Mayor of London's mission to India and Pakistan in December 2017, supported by London & Partners.

During the Mayors trip to India and Pakistan he became the first leading British politician to embark on a trade mission to both countries in recent times.

Sadiq met senior politicians, business leaders, city chiefs, artists and entrepreneurs in six major cities over six days to bolster economic and cultural ties with London. He was joined by 18 of London's high-growth technology companies to explore market opportunities.

As part of the trip, Sadiq announced a series of economic investments in London including the expansion of Habib Bank AG Zurich, Wipro's plan to open a new 13,000 sq ft office in the City, global marketing HQ launches from UPL, Apollo Tyres and Lalit Hotels, and a raft of hospitality sector openings courtesy of Devyani International, Old World Hospitality and Massive Restaurants.

Sadiq also announced the next round of the India Emerging 20 (IE20) programme, launched to encourage innovative Indian companies to expand to London.



Pakistan

£40m+
invested in London
(2007-2017)

1,562
media mentions

35
countries reached

4,500+
jobs
created in London
over last decade

India

3rd
biggest investor
in London

“

London already has extremely deep and enduring ties with India and Pakistan, but all relationships need to be nurtured and there has never been a more important time for the United Kingdom and for London to make sure these bonds and links remain strong, and continue to grow.

London Mayor Sadiq Khan during his trade mission to Pakistan and India



Let us join hands to bring out the vim and vigour of London, and write a new splendid chapter of the China-UK 'Golden Era'!

HE Liu Xiaoming,
China's Ambassador to the UK

INVEST IN LONDON

Taking the high road to China

China's 'Belt and Road' project is one of the most exciting in history, linking the world's fastest growing large economy to 70 countries across Asia, Africa, Europe and Oceania.

We made sure that London is firmly on the highway by partnering with the City of London Corporation to launch a digital hub for the project. Our online platform will strengthen economic ties between London and China by highlighting areas for collaboration and investment opportunities.

The hub was launched at a spring 2018 reception at London's City Hall, hosted by London Mayor Sadiq Khan and attended by more than 150 Chinese investors. The event focused on emerging opportunities in London's financial, tech, creative, media and real estate sectors.

It built on our autumn 2017 trade mission, where we took London's breakthroughs in medicine, education and fintech to China as part of the Mayor of London's International Business Programme.

On the trade mission, eight groundbreaking education, virtual reality and business leadership visited Shanghai, Shenzhen and Hong Kong.

2nd largest
investor in London
x10 increase
in investment in
London since 2006

200 chinese companies
set up in London
by London &
Partners since 2011

2,800
jobs secured by
London & Partners

£180m
committed to
London in first
half of 2017



INVEST IN LONDON

London as a landmark for inclusivity

London flew the flag for diverse and open city economies the world over with our #BehindEveryGreatCity campaign.

The campaign, designed to promote the capital as the ideal inclusive city in which to grow a tech business, targeted ambitious start-ups based on the USA's West Coast.

We organised a panel event at the SXSW tech conference in Austin in March 2018, with London Mayor Sadiq Khan calling for San Francisco and cities across the US to work with London to champion inclusivity within the tech community.

London & Partners created a short film for the event and promoted it through traditional and social media and photography.

We followed this up with a networking event in San Francisco featuring a meeting of minds between Theo Blackwell, London's first Chief Digital Officer, Carrie Bishop, San Francisco's Chief Digital Services Officer.

London & Partners teams from Los Angeles and London went on to host trade meetings and networking events in Austin and San Francisco involving sessions with Airbnb, Apple Pay, Google X, Comcast and many others.

To build on this success, we are expanding our San Francisco office to encourage more West Coast Businesses to set up or expand in London.



London is 1st choice for expanding West Coast tech businesses

1.6m

Film views

“

London and San Francisco's tech hubs have thrived on the values of openness and fairness. By working closer together, I am confident that our two great cities can lead the way in promoting greater diversity for the global tech community. Not only is it the right thing to do but it makes business sense.

London Mayor Sadiq Khan at the 2018 SXSW tech conference

18% of USA
investment in London comes from Bay Area tech firms (2008-18)

500 pieces
of international media coverage

EXPANDING OVERSEAS

Tech pioneers tap into Paris and Silicon Valley

Hundreds of London's high-growth companies are expanding internationally thanks to the Mayor's International Business Programme (MIBP), a three-year initiative run by London & Partners to grow London's life sciences, technology, urban and creative sectors.

During the year we helped 231 firms and focused on forging tech partnerships in France and the USA, taking a dozen fast-growing companies to Paris and 15 female-led businesses to Silicon Valley.

The US trip saw the female entrepreneurs, whose businesses are growing at 115 per cent a year on average, pick their US counterparts' brains on scaling globally, securing investment and identifying new customers.

Executives from companies such as property platform Settled, surplus food app OLIO and rare disease support network Raremark met potential clients, investors and partners.

The Silicon Valley mission led to both Pivigo and Eporta raising funding of approx £1m and \$8m respectively.

The Paris trip also built on the Paris-London Business Welcome Programme, which we launched in spring 2017 to help companies from both cities set up, access co-working space, join the local tech ecosystem and find affordable accommodation.



The trade mission was inspiring, motivating and empowering. Not only because of the companies and entrepreneurs we met, but also because of the incredible women I got to travel with as part of the delegation.

Emily Forbes, Founder of Seenit, on the Silicon Valley trade mission





39k
jobs secured

£3.5bn
contribution (2016-17
academic year)

22m
social reach



The 2018 rankings cycle highlights the enduring quality of student experience available in London. The city benefits from outstanding employment prospects, more world-class universities than any other city, and enviable lifestyle opportunities.

Ben Sowter, Research Director at QS, which ranked London as the world's best student city in 2018

3m
people in 100+
countries access
blog

3.9m
global
video reach



STUDY IN LONDON

Grand day out for diverse universities

Students from nine different countries enjoyed a whirlwind tour of London courtesy of our International Student Welcome campaign.

We joined forces with 11 universities to launch the campaign, which was designed to promote London as a welcoming and diverse city and showcase some of its exciting attractions.

Following an official City Hall welcome, our students indulged in afternoon tea at Shakespeare's Globe Swan restaurant, went for a spin on the Coca-Cola London Eye and zipped along the Thames on a speedboat. The grand day out finished with a rooftop drinks reception.

We promoted campaign content across our social media channels and websites. Our video of the day, with versions in Mandarin, Spanish and Italian, reached 3.9m people, while our blogs were read in more than 100 countries.

London & Partners' hard work paid off in spring 2018, when the QS Best Student Cities Ranking rated the capital as the world's best student city.

The report found that London has more globally ranked universities than any other city and awarded high scores for quality of life, employability prospects and student diversity.

LONDON EVENTS

Beating heart of life sciences

London secured two major international life science events this year, tying in neatly with the capital's health drive.

The European Society of Cardiology (ESC) held its summit in London in 2015, injecting £100 million into the city and attracting more than 32,700 delegates from 140 countries.

We made a strong case for the world's biggest gathering of heart specialists to return in 2021 and, despite the UK's vote to leave the EU, were successful.

The European Society of Cardiology is dedicated to expanding the boundaries of cardiovascular medicine and the November 2017 announcement coincided with Mayor Sadiq Khan's launch of Healthy Streets London, designed to improve air quality by investing £2.1 billion in walking, cycling and public transport.

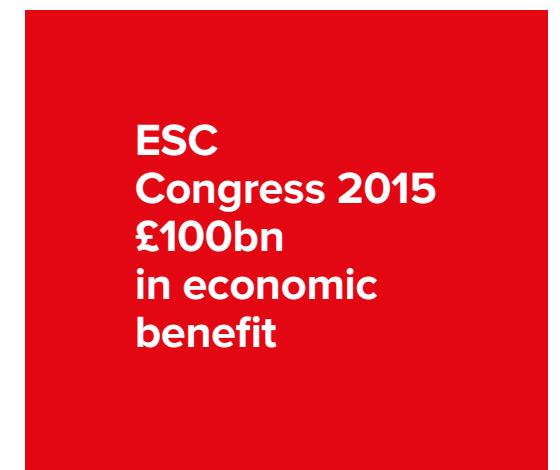
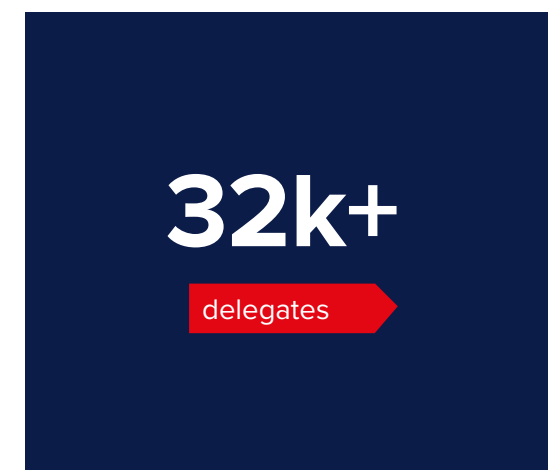
Meanwhile, we worked with a host of partners including, China Holidays, Hilton Metropole, Heathrow Express and Alexandra Palace, to persuade healthfood manufacturer Perfect China to host its sales event in London, beating off Thailand in the process.

The incentive trip for high-performing sales teams will draw 3,400 staff to London.



This is a great vote of confidence in the city's ability to organise and host a high-profile, very large-scale congress, following the incredibly successful 2015 event.

Tracy Halliwell, Director of Business Tourism and Major Events at London & Partners, on the decision to bring the ESC Congress to London in 2021



LIFE AT LONDON & PARTNERS

One of the best places to work

For the third year running, London & Partners ranked as a top company to work for, while our fundraising and charity work raised thousands.

This year The Sunday Times rated London & Partners as one of the UK's top not-for-profit organisations to work for, highlighting employees' pride in their work and flexible working patterns.

Our staff voted to support two key charities, Pancreatic Cancer UK and the Brain Tumour Charity, and raised more than £5,000 through family days, gardening sessions, gift wrapping and selling Christmas gifts.

We are also a serial award-winner, having landed 11 Meetings & Conventions Gold Awards since 2000, a UKinbound Award for Excellence and a World Media Award Grand Prix.



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**For employees, the
working day is as varied
as the dynamic city
they promote and they
believe the experience
they gain is valuable for
their future.**

The Sunday Times Best 100 Companies
to Work For 2018

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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)