

ANNUAL REVIEW

2014-15

LONDON  & PARTNERS





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- Strengthen London's reputation
- Work in partnership to benefit London
- Strive to be a world-leading promotional company

WELCOME

London is an exciting, dynamic and welcoming destination where business and pleasure successfully coexist.

Introduction from our new chairman

Since its founding in 2011, London & Partners has become ever more passionate about promoting this great city to the world.

Its sterling efforts have supported London's achievements in global rankings for international business, education, tourism and events.

The numbers are impressive: since its creation London & Partners has helped almost 1,000 businesses set up in the capital. It has created and supported over 28,000 jobs for London, helped secure 1,000 events, and added more than £800m to the local economy. At the same time it has become more efficient and improved its return on investment from 13:1 to 16:1.

In the last year alone, London & Partners' marketing activity reached more than 300m potential tourists and helped draw thousands of technology entrepreneurs and investors to events in the city.

I am extremely proud to be London & Partners' new chairman and look forward to many more successful and exciting years to come.

Sir Edward Lister
Chief of Staff and Deputy Mayor of London,
Policy and Planning
Chairman, London & Partners



ABOUT US

We create new jobs and growth for London by attracting investment and visitors today and building London's reputation for tomorrow.

London & Partners is the official promotional company for London. We promote London and attract businesses, events, congresses, students and visitors to the capital. Our aims are to build London's international reputation and to attract investment and visitor spend, which in turn create jobs and growth.

Our mission is to tell London's story brilliantly and we have four strategic objectives:

- Create additional jobs and growth for London by attracting visitors, students and businesses to London now.
- Strengthen London's reputation so that more visitors, students and businesses choose London in the future.
- Secure active support from partners: institutions, businesses and high-profile individuals with an interest in London.
- Establish London & Partners as a world-leading promotional company.



SECTION

02

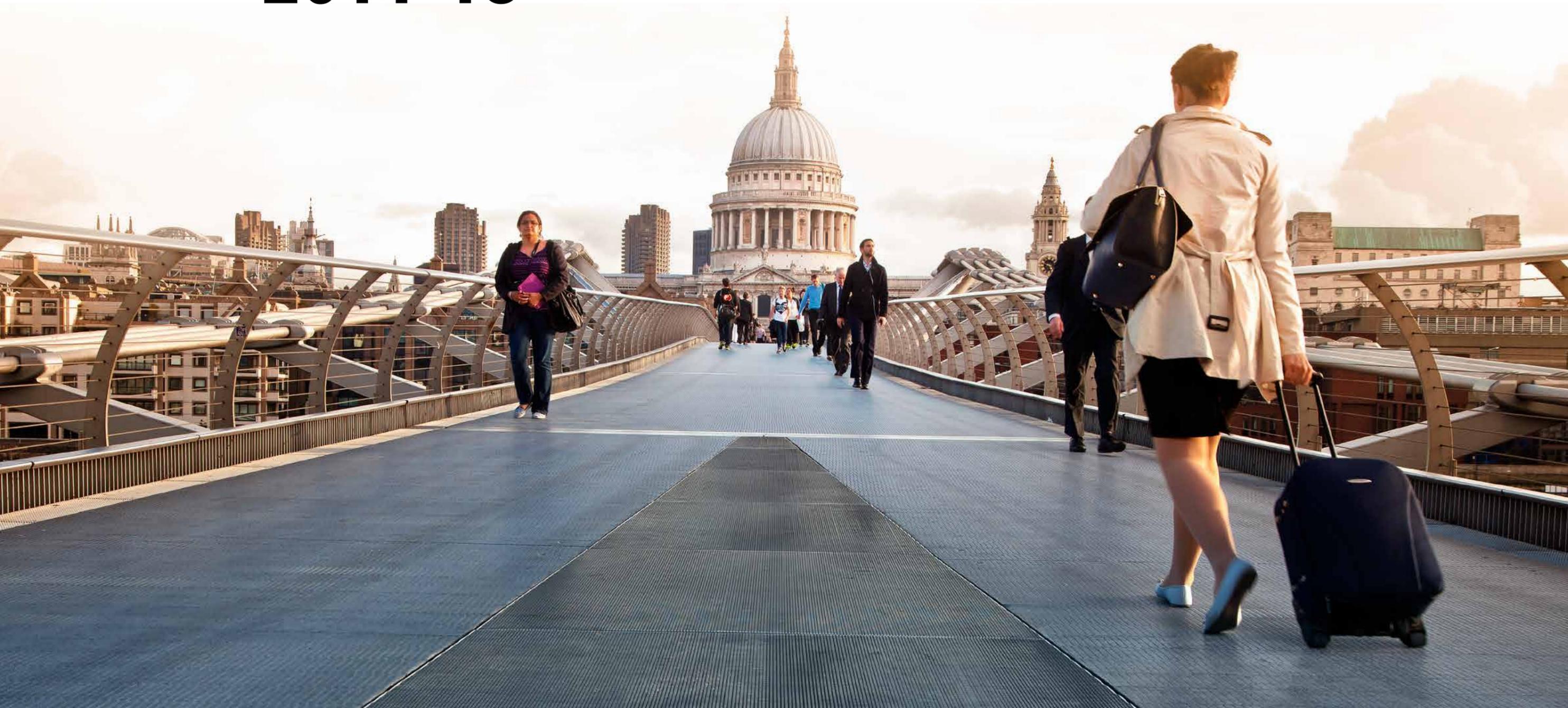
OUR ACHIEVEMENTS 2011-15

*Over the last four years, our
results have supported London's
growth and prosperity.*

Promoting the world's best big city

London has become the city where professionals most want to work, tourists most want to visit, and international students are keenest to study. The city put on the greatest show on earth with the 2012 Games, and has powered the UK to become the fastest-growing economy in the G7.

London & Partners is proud to have played its role in these remarkable achievements.



BUILDING A STRONGER LONDON OVER 4 YEARS



We have become a more efficient promotional company

London & Partners' return on investment has improved from 13:1-16:1

Our non-grant funding has increased from

22% to 43%
of our total income

OUR WORK HAS HELPED LONDON

We have brought in business

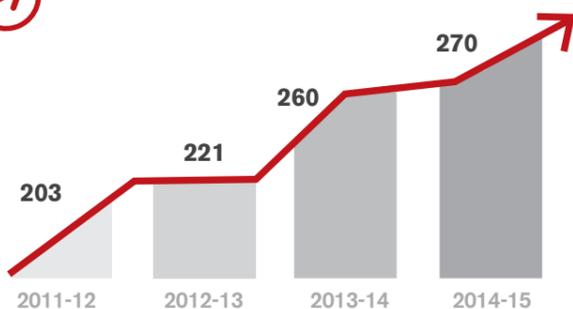
Helped 954 overseas companies set up or expand in London

954
overseas
companies



✓ Helping London

Attract more overseas companies than any other European city



Become a world leader in financial technology



Secure its reputation as the World's Most Influential City



We have secured more events



✓ Helping London

Move up to 6th in the world's top convention city rankings

Benefit from a £12bn events industry



We have championed sport

- Helped RideLondon into its second year of success in 2014
- Helped secure 14 new events for the Queen Elizabeth Olympic Park
- Built a database of 100,000 event goers

✓ Helping London

Become crowned the World's Ultimate Sports City

Win 'Participation Event of the Year' for the second year running for RideLondon



We have inspired tourists

85million ♥ 📷



We have reached more than 85m people through visitlondon.com

✓ Helping London

Attract record numbers of tourists: an estimated 17.4m international tourists in 2014, spending £11.8bn



We have engaged students

Reached and inspired 4.5m international students



✓ Helping London

Maintain its position as the world's leading destination for international students

2014-15 KEY RESULTS

The past year has seen London & Partners sharpen its focus and become even more ambitious. This is how we've performed against our objectives.

Our objectives

1 Create jobs and growth for London

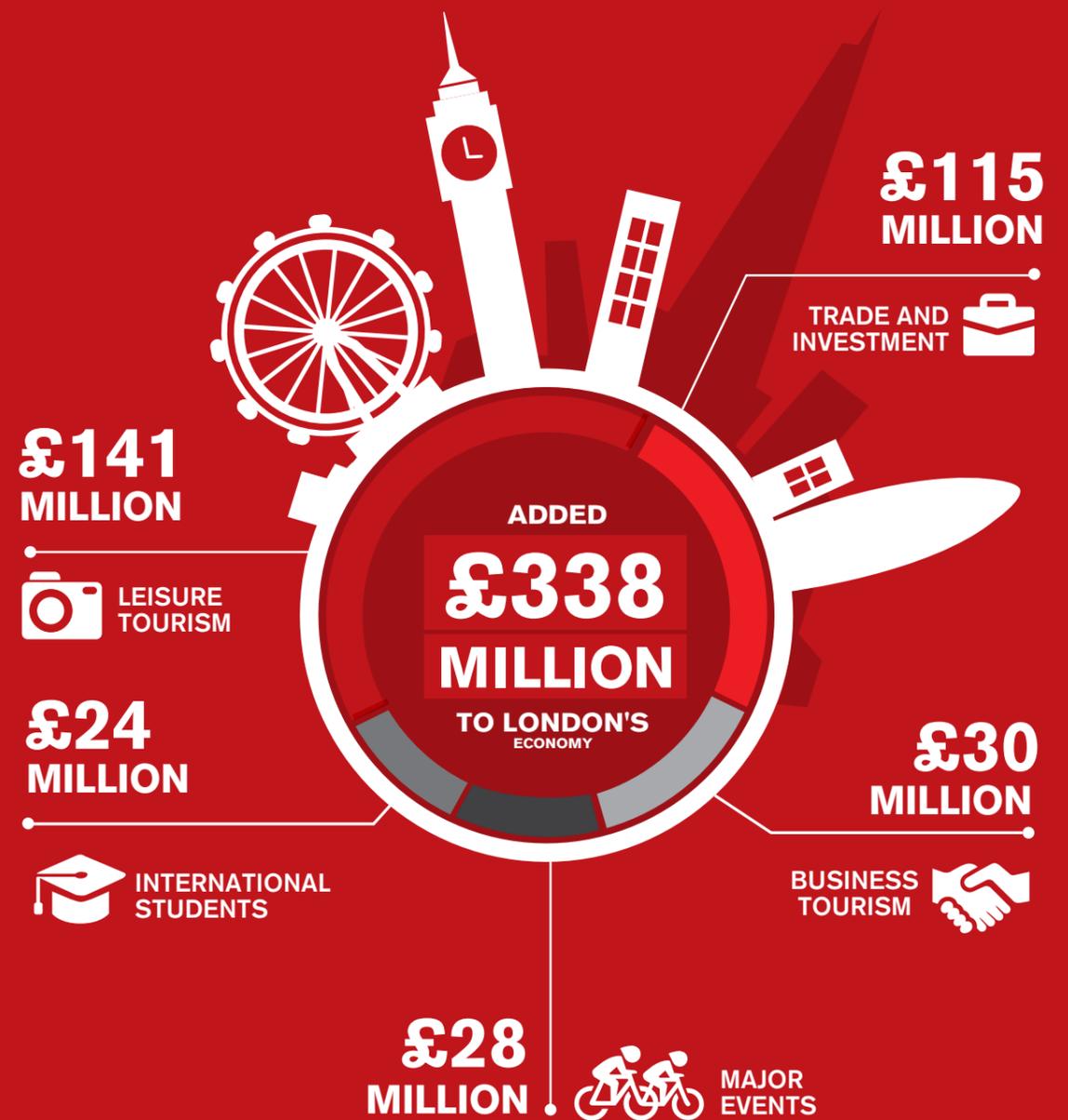
2 Strengthen London's reputation

3 Work in partnership to benefit London

4 Strive to be a world-leading promotional company

How we've delivered for London

**OUR ACTIVITY
HAS HELPED CREATE
AND SUPPORT 8,778
JOBS IN LONDON**





1 Create jobs and growth for London

London & Partners is proud to have generated more than 8,000 jobs and over a third of a billion pounds for the London economy over the last year. We've done this by collaborating with local and global partners, and targeting businesses, visitors and students around the world.

270 OVERSEAS BUSINESSES

OUR AIM | Attract more foreign direct investment, as well as investment into regeneration and development projects in London.

WHAT HAPPENED | We helped 270 overseas companies set up or expand their business in London, adding £115m to London's economy. We helped attract £2.5bn in capital expenditure into London's property and infrastructure projects.

Companies we've helped

Lulutrip

We helped China's Lulutrip set up in London. To kick-start its London operation, the company became a member of our Traveltech Lab co-working space and joined our tourism partnership scheme.

Kayako Infotech Limited

In the face of competition from Singapore, we persuaded this Indian tech company to set up its global HQ in London, creating 50 jobs.

Slalom Consulting

With our help, US strategic consultancy Slalom Consulting set up its first subsidiary outside North America in London, creating 40 jobs.

“London & Partners support helped speed up the process of setting up business in London and gave us the confidence to grow our company here with more people than we originally planned.”

Jonathan Jiang, CEO, Lulutrip

40% INCREASE IN POTENTIAL STUDENTS

OUR AIM | Attract more overseas students to study in London.

WHAT HAPPENED | We reached more than 1.5m potential students and London was rated the best city for higher education in the world.

Key achievements

Our work successfully achieved a 40% increase in new prospective students registering on studylondon.ac.uk. Over the year our activities generated £24m for London's economy and resulted in our most efficient return on investment at 43:1.



**NO.1
SPORTS CITY**

OUR AIM | Attract more sporting and cultural events to London.

WHAT HAPPENED | With the support of the Mayor of London, we have worked with more than 30 events for the city. London also topped the awards for ultimate sports city, with RideLondon also winning sports event of the year.

Key achievements

Major sports events strategy

London & Partners' major events team and the Mayor of London's sports team created London's major sports events strategy, a framework for all rights holders to request formal city support for sporting events in London.

RideLondon

Multi-award winning annual two-day festival of cycling devised and promoted by London & Partners. Attracting 80,000 participants, £12.37m in media value (AVE: advertising value equivalent) and generating £16.12m in total visitor expenditure.

NFL

An action-packed American football series for UK fans. We helped secure the return of games to London for 2015 generating £32m in total visitor expenditure.

Totally Thames

A month-long arts and cultural celebration of the River Thames. Supported by the Mayor of London, we helped promote this unique event to international visitors. The event attracted more than 2.7m people to more than 170 river related events in 15 riverside boroughs.



**277 EVENTS
TO LONDON**

OUR AIM | Attract more business events to London.

WHAT HAPPENED | We helped 277 events come to London, attracting 180,000 delegates and adding £30m to London's economy.

Key business event wins

Ellis events for Hewlett-Packard

We successfully bid with ExCeL London, against Barcelona, bringing 12,000 people to London for a week and securing bookings in 80 hotels across the city.

Euroanaesthesia 2016

We beat all European contenders to bring this European Society of Anaesthesiology event to London, attracting 6,000 people over three days.

TechCrunch Disrupt 2015

Although Berlin was a strong contender, we secured this event for London, bringing 2,500 people to the city over two days.

17.4m INTERNATIONAL TOURISTS

OUR AIM | Attract more leisure tourists to London who spend more.

WHAT HAPPENED | We helped London attract 17.4m international visitors in 2014, 3.5% up on 2013, cementing the capital's position as the world's top tourist city.

Guest of Honour: a global marketing campaign and competition to find London's official guest of honour.

- 1.2bn media impressions
- Reached 300m people
- 27m views of the promotional video
- 749,000 competition entries

Paddington Trail: a joint marketing campaign featuring 50 Paddington statues across the city. Visitlondon.com was the official digital home of the trail.

- 2.2m page views
- 37m twitter reach
- 95,000 map downloads

Visitlondon.com: official London City Guide.

- 22% increase in visitors
- 27.9m unique visitors
- Social media uplift: Facebook up 100% to 575,000
- Added £141m to London's economy



“
 My family were trying to decide where to go on vacation this year. I showed them this video. We all agree it will be London. We are booking tickets on Friday.”

YouTube comment on Guest of Honour wrap up video

”

VISITLONDON.COM
OFFICIAL VISITOR GUIDE

GREAT BRITAIN

BE OUR GUEST

We gave London's Official Guest of Honour the trip of a lifetime. See what happened on her trip and discover the very best of what London has to offer. Now it's your turn to be our guest. Start planning your trip here!

BEST OF ENTERTAINMENT CULTURE

ATTRACTIONS HISTORY & HERITAGE WALES

BEYOND LONDON

MEET LONDON'S OFFICIAL GUEST OF HONOUR
 Adaeze won a competition to be London's Official Guest of Honour and spent two unforgettable weeks in London.
 Find out more about Adaeze's trip and why she loves London.

ADAEZE UYANWAH



27m
 VIEWS OF PROMOTIONAL VIDEO

COMPETITION ENTRIES
 749,000

300m
 PEOPLE REACHED



2 Strengthen London's reputation

Over the last 12 months we've identified fantastic opportunities to raise London's profile, creating campaigns, showcases, events, news, films and more to engage millions around the globe. In order to maximise budgets and impact, we've focused on three key themes: culture, life sciences and technology.



GENERATED
£110 MILLION
MEDIA VALUE

OUR AIM | Tell London's story brilliantly to the world.

WHAT HAPPENED | We generated £110m of media value (AVE: advertising value equivalent)

Key activities

Global media coverage

We took advantage of every opportunity to gain media exposure around our activities, securing media coverage globally including: Bloomberg, New York Times, Forbes, Le Monde, Die Welt, Xinhua and Sydney Morning Herald. Examples of our results include:

- Mayor of London business delegations to South East Asia and the USA: £16m AVE
- Guest of Honour campaign: £5.6m AVE
- Paddington Trail: £5.2m AVE



REACHED
MILLIONS

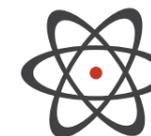
OUR AIM | Promote London as an international cultural centre.

WHAT HAPPENED | We reached over 70m people by collaborating with the UK Government in a major campaign.

Key activities

'Autumn in London is GREAT' marketing campaign

We partnered with the UK Government's GREAT campaign to bring together, for the first time, London's leading cultural institutions. The campaign was launched at a reception with over 250 guests and industry leaders from across London's museums, galleries, theatre and centres of performing arts. The campaign video received more than 900,000 YouTube views and reached over 70m people through Twitter, Facebook, Google+ and Sina weibo.



PROMOTED
SECTORS

OUR AIM | Promote London as a leading destination for life sciences and technology.

WHAT HAPPENED | We helped to build London's reputation as one of the world's fastest growing tech clusters and the best place to grow your tech business. Helped to build the greater South East of England's reputation as the world's pre-eminent life sciences cluster.

Key activities

MedCity: a new life sciences hub for the South East

We supported the creation and launch of MedCity, a unique enterprise that will support the growth of the London-Oxford-Cambridge life sciences sector.

London Technology Week 2014

We were one of the founders and helped organise the inaugural London Technology Week, celebrating London's position as a global hotbed of tech innovation and entrepreneurship. The week included 203 events in 125 venues, attracting 40,000 people, from entrepreneurs, to SMEs looking to grow, to investors.

Mayor of London international business delegations

We helped plan overseas trips to attract major investment to London and build strong ties with city regions. The delegations included 26 tech SMEs visiting South East Asia and 50 life sciences and tech SMEs visiting the US East Coast. Our business twitter hashtag reached 2.6m people and many of the company delegates secured export deals.

3 Work in partnership

Collaboration is a founding principle of London & Partners. This year we've engaged even more closely with the organisations and individuals who share our interest in London's international promotion. We've strengthened our partnership scheme to attract more companies, and found new ways to collaborate through ambassador programmes, campaigns and joint events.



WORK BETTER TOGETHER

4,400 PARTNER REFERRALS

OUR AIM | Find new ways to collaborate with partners.

OUR AIM | Deliver in partnership with institutions, business and individuals.

WHAT HAPPENED | We expanded our partnership programme to work with almost 500 companies across tourism and events, education and business sectors. We also referred more than 4,400 pieces of business to our partners.

Key activities

Tourism means Business

Our annual partner event was our most successful yet with almost 300 attendees.

Trade shows

More than 60 of our business tourism partners joined us at UK and international trade shows, selling London to the meetings and events industry.

“London & Partners have proved a valuable asset in showcasing London as the destination of choice for not only European but global markets.”

Maria Schuett, Marketing Manager, Central Hall Westminster

WHAT HAPPENED | We worked together to launch numerous campaigns, events and showcases, leveraging our public grant to attract private funding.

Key initiatives

Guest of Honour global tourism campaign

We worked with more than 40 partners in the public and private sector to bring this campaign to life, including Visit Wales, Air New Zealand, GREAT, Transport for London and 'Radisson Blu Edwardian, London'.

London Technology Week

Launched by the Mayor of London, we partnered with UBM EMEA, ExCeL London and Tech London Advocates to create a unique week of tech events.

London Tech Ambassadors

We brought together ten leading experts from across London's tech sector to promote the capital's expertise globally. Included Passion Capital Partner Eileen Burbidge and Tech City UK CEO Gerard Grech.

Higher education showcase

We partnered with London Universities International Partnership (LUIP) to run three events in New York to promote London's education offer. Our activity reached over 500 potential students and was covered in more than 130 media outlets.

Access private funding: enabling London & Partners to do more.

43% of our total income was raised from the private sector and we are on track to grow this to 50%.

“

The Autumn Season campaign brought together the capital's cultural offer in a unified way for the first time and reminded everyone that London is a must-visit destination.

Sharon Ament, Director,
Museum of London Group

”



4 Strive to be a world leading promotional company

The competition for visitors, students and foreign direct investment is intensifying as countries, regions and cities vie to attract greater shares of the global market. Promotional agencies like London & Partners are at the front line, and we are continually adapting and evolving to keep our great city among the top players in world rankings and indices.



WORLD-LEADING COMPANY

OUR AIM | Establish our reputation as a world-leading promotional company and grow our non-grant income.

WHAT HAPPENED | We were recognised as a ‘best company to work for’ and we grew our non-grant income by 14%.

Key activities

Dot London

We operate the new internet domain for London ‘Dot London’ on behalf of the city and with the full support of the Mayor’s office. To date we have sold more than 60,000 Dot London domains to businesses eager to take up this unique web address, including iconic organisations such as Fortnum & Mason (www.fortnumandmason.london), London Symphony Orchestra (www.symphonymusic.london) and Museum of London (www.museum.london), which are now promoting the London brand to the world.

Traveltech Lab

We created a new co-working space at our London offices in collaboration with The Trampery to encourage technology start-ups to work with big corporates in the travel industry. The space was launched by HRH Duke of York in March 2015, has 13 tech companies in residence and is supported by Hotelbeds (part of Tui Travel PLC) as lead partner and Gatwick Airport as corporate partner.

Award winning work

We are proud to be recognised for our work, including:

- We are ranked among the Sunday Times 100 Best Not-for-Profit Organisations to work for.
- We were awarded foreign direct investment website of the year for www.invest.london.
- RideLondon was awarded Participation Event of the Year and Sports Event of the Year.
- Our website visitlondon.com won ‘Best overall use of online video’.

“We’re entering the growth funding stage of our business and the targeted nature of the Traveltech Lab is already helping us grow much quicker.”

Sam Bruce, CEO of Much Better Adventures, Traveltech Lab member

Giving back

Our work supports charitable events and we aim to do more and ensure we take our responsibilities seriously.

- The Paddington Trail raised over £460,000 for leading UK children’s charity the National Society for the Prevention of Cruelty to Children (NSPCC).
- RideLondon raised £10m for charities including the British Heart Foundation and Centrepoint.
- Our corporate social responsibility programme saw us mentoring growing tech companies and taking part in the Big Thames Tidy and the NSPCC BIG Assembly.



• LONDON



OUR CEO LOOKS AHEAD

It may have a fascinating 2,000 year history, but London has its eyes firmly set on the future.

The best is still to come

London is experiencing one of the most remarkable periods of growth and success in its history.

Our job is to ensure that this momentum is maintained, and that the city remains the global destination of choice for businesses, students, visitors, event organisers and sports fans.

My team of enthusiastic, knowledgeable and connected people is looking ahead to 2016 and beyond, planning the events, partnerships and campaigns that will support London's future prosperity.

Our plans are ambitious.

We aim to generate more income, enabling us to bang the drum even louder for London around the world. We are developing a new tourism strategy to ensure London remains irresistible to the modern traveller. And we are forging new partnerships locally and internationally.

By working together, we can make London an even greater world city.

Gordon Innes
Chief Executive
London & Partners

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