

REVIEW OF PERFORMANCE  
AGAINST TARGETS  
Q1 2017-18

## Purpose

This report highlights London & Partners' performance for the first quarter of 2017-18 against its core objectives of delivering jobs and growth for London and strengthening the city's reputation for the future.

## Summary

London & Partners launched the #Londonisopenforsummer rebuttal campaign to ensure that London maintains visitor numbers over the summer in light of recent events.

London Tech Week, held in June received record press coverage despite press embargos in place and hosted 54,000 participants from 93 countries.

Our visitlondon.com website showed strong growth (up 13% on the same period last year)

We also launched the London Business Growth Programme which gives assistance to London companies wanting to grow within London. The programme offers impartial business advice and support to businesses based in London with fewer than 250 employees and turnover of less than £40m looking to grow across London and the outer boroughs.

The Mayor's International Business Programme is ahead of target on companies joining the programme.

Seven new bids have been submitted for city-wide conventions up to 2024.

## Economic Impact and Key Performance Indicators

We measure London & Partners' additional economic impact: defined as the extra benefits generated as a direct result of our intervention, compared to what would have happened without us. Our claims, which exclude all other influencing factors and take account of economic activity and over-optimism by those surveyed, have been confirmed by GLA economists as best practice. Our KPIs for measuring economic benefit to the city are gross value added (GVA) and jobs created or supported. We also estimate the additional spend of leisure tourists, business delegates, major events-goers and additional sales made by foreign direct investment companies.

KPI	Q1 17-18	17-18 target	% vs Annual Target
Total Additional Gross Value Added (GVA) from FDI, international students, tourists, major and business events delegates and organisers assisted by L&P	£89.8m	£311m	28%
Jobs supported by spend from international students, tourist, major and business events	5236	2140	40%

delegates and organisers assisted by L&P			
New jobs created in their first year of operation by Foreign Direct Investment (FDI) assisted by L&P	2140	4000	53%
Pieces of coverage in international press	2909	15000	19%
Positive sentiment	10%-30%	47.9%	n/a

**All KPIs are on target for the quarter.**

**Key achievements for the quarter include:**

#### **International Trade and FDI**

Key investments into London in the quarter included:

- A subsidiary of the Alibaba group which focuses on data processing which has set up its green data centre in London.
- A Chinese logistics company establishing a distribution network across Europe.
- An Amsterdam Headquartered provider of cloud-and-carrier-neutral colocation data centre services in Europe creating 130 jobs.
- A Brazilian gym company allowing customers to access gyms across the country whilst avoiding expensive monthly membership.

#### **Trade (Mayor's International Business Programme)**

Multiple events were organised including meet the mentor sessions, and two missions to India and UAE/Australia focused on Edtech and Retailtech. Fifteen female tech entrepreneurs led by the Deputy Mayor for Business met inspirational leaders and tech giants in San Francisco and Silicon Valley.

#### **Congresses and Conventions**

A busy quarter for the team with IMEX Frankfurt dominating activity. The event yielded enquiries worth £5m GVA.

New bids were submitted for:

- International Aids Society 2020 (£16m GVA)
- European Academy of Allergy and Clinical Immunology 2020 (London shortlisted for site inspection)
- European Association of Osteointegration, 3500 delegates, £1.3m GVA

Key Bookings Confirmed:

- International Psychoanalytical Association (£1.7m GVA)
- International Society for Cellular Therapy (£931k)

## Tourism

- We are undertaking a piece of research together with the GLA to understand the immediate and potential long-term impact of recent incidents. We are also amplifying our existing summer campaign to encourage UK tourists to book a trip to the capital by providing reasons to travel together with compelling theatre offers and discounts on the Leisure Pass.
- In the US we have been working in partnership with United Airlines, the 2nd largest carrier into London and Heathrow airport to help American tourists better plan their food experiences in London. This joint campaign will reach over 15 million American tourists across United and Heathrow's channels and is valued at £1.1m.
- Planning is underway for the fourth instalment of our annual London Autumn Season campaign designed to encourage both US and French tourists to visit the capital, off-peak. The campaign will kick off with a launch event in the Natural History Museum on 31st August with the Mayor of London delivering a keynote speech.
- Attended CityFair – a travel trade event organised by ETOA where we had 1-2-1 appointments with over 30 tour operators selling London. We have also started the planning for Discover London Areas 2 in partnership with UK Inbound which promotes outer boroughs to the travel trade.

## Major Events

The team's activities for the quarter included:

- Developing partnership opportunities to create new city dressing/animation assets for London's Autumn Season with cultural events including London Design Festival, Frieze Art Fair, Raindance Film Festival and BFI Film Festival.
- Hosted the first quarterly London eSports Stakeholder Forum with leaders in London's eSports sector and identified key issues and actions for L&P's future strategy.
- Delivered support for Pride in London, including hosting [www.visitlondon/prideinlondon](http://www.visitlondon/prideinlondon), supporting sponsorship activation and facilitating the creation of a new Virtual Reality film of the parade.
- Delivered final marketing support for ticket sales to the World Para Athletics Championship and project managed the commencement of the evaluation work for both World Athletics Championships with the selected tenderer on behalf of GLA, UK Sport, British Athletics, IAAF and IPC.
- Commenced the procurement of a feasibility study for the fan zone and Host City Engagement Strategy for the UEFA Euro 2020 on behalf of GLA and the FA.
- Delivered support to GLA priority projects such as Women's Tour, F1 Live and London Borough of Culture through ongoing part-time secondment.

## Higher Education

- We launched native language micro-sites StudyLondon.fr and StudyLondon.de and StudyLondon.es with associated Facebook campaigns which achieved a reach of 1.8m
- Reflecting increased interest in creative arts and design courses among Chinese students, a new film was launched showing Chinese nationals discussing their experience of studying fine art, fashion and design in London. On Weibo, this achieved 474,000 views, 360 shares and a reach of 1.42 million in its first week, significantly exceeding expectations.
- StudyLondon's bespoke research into prospective international students' sentiment towards studying in London post the Brexit referendum was presented to more than 50 university representatives at an event at London & Partners' offices.

## Digital Channels

- Over 9.3m visits to visitlondon.com, with organic traffic up 13% year-on-year. Growth has stalled since the Manchester attacks.
- £1.9m attractions and theatre tickets sold on tickets.london
- Designed, built and launched Pride's festival digital home on visitlondon.com
- Designed, built and launched Romans in London campaign, 'Londinium', in partnership with City of London
- Designed, built and launched West End area guide website in partnership with New West End Consortium
- Designed, built and launched Summer in London campaign and website, to promote the best of the city over the Summer
- Agreed new partnership with Visit Greenwich to promote the area to international visitors
- Launched Android version of Visit London app

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