

**REVIEW OF PERFORMANCE  
AGAINST TARGETS  
Q1 2018-19**

## Purpose

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

## Summary

This report covers the end of the first quarter of the delivery of London & Partners' new three-year strategy. Much of the activity during the quarter was taken up with developing new ways of working which will enable the company to meet its objectives.

Key performance indicators are in development as the measures proposed are different to previous years.

## 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-event-goers and additional sales made by foreign direct investment companies.

### KPIs at end Q1

KPIs		
Measure	Proposed Target	Actual
<ul style="list-style-type: none"> <li>Retained jobs in key sectors</li> <li>Talent measure to be developed</li> </ul>	1,000 jobs	To be reported end Q2
For FDI, Trade, Growth, Business Tourism, Major Events and Students: <ul style="list-style-type: none"> <li>GVA</li> <li>GVA in key sectors</li> </ul>	£190m GVA 80% from key sectors	Business Tourism: £27m We are updating the methodology and calculations for GVA for business audiences. These will be completed in August and we will therefore be able to report all business audience GVA at the end of Q2.
For Leisure <ul style="list-style-type: none"> <li>New measures to be developed</li> <li>Visitors to grassroots music venues</li> </ul>	Measures in development	Measures in development
For Regeneration <ul style="list-style-type: none"> <li>New measure to be developed</li> </ul>	Measures in development	Measures in development
For Brand <ul style="list-style-type: none"> <li>Reach &amp; engagement</li> <li>Change in sentiment</li> <li>Increase to consideration</li> </ul>	No of engagements – no target set as 18/19 is to set the benchmark	2.9m Engagements to date
<ul style="list-style-type: none"> <li>Proportion of resources that are non-GLA grant</li> </ul>	Minimum 50% non-GLA grant	Measures in development

## Key achievements for the quarter include:

### FDI

- As part of **London Tech Week** in June 2018, we arranged an event alongside DIT for 300 tech scale-ups from all over the world: “Scale up in London and the UK”.
- As part of the Mayor’s **#BehindEveryGreatCity** campaign, we brought 16 women entrepreneurs and business leaders from the US and Canada to London during London Tech Week. Showcased London’s tech ecosystem, building connections with key influencers in North America’s leading tech cities, highlighting the importance of women in tech and positioning London as a centre for FDI and trade.
- The Brexit & Key Accounts team has been developing strategy for prioritising sectors, clients and stakeholders, building our messaging and creating solutions to add value to our clients.
- 31 investment projects won in Q1, which is consistent against the first quarter in previous years. Demonstrates resilience from teams continuing to deliver during this transition phase. Key investments in the quarter included:
  - A major Canadian tech company, **Hootsuite**, confirmed its expansion of 150 jobs, which would not have happened in London without L&P’s support.
  - **Huobi**, the leading Chinese blockchain company, set up its European HQ in London in May 2018. The company is working on setting up its European ICO exchange in London; year-one job numbers are 50 and year-three are 150 with £4.76M GVA.
  - Also from China, the team worked with leading AI start-up **Emotech**, which will establish its European HQ in London with 300 year-three jobs creating GVA of £6,342,000.

### Trade and growth

- Cohort 9 of the Mayor’s International Business Programme launched in May with 53 companies joining the programme. We are actively recruiting for Cohort 10.
- Business Growth Programme summer cohort launched at the end of June.
- 11 structured workshops were run as well as nine other events, all aimed at supporting Business Growth companies.

### Leisure tourism

- Working with TfL, major partners and BIDS on a summer campaign to reverse the decline in visitors to London over the summer. As the campaign was predominantly targeted at attracting domestic visitors, our role has been to facilitate and convene the various stakeholders.
- A **#RoyalLondon** campaign was executed to amplify London’s royal history to a US audience as part of the royal wedding, including:
  - 11m audience reach working with United Airlines, helping to increase flight bookings to London by 25%.
  - 5.5m reach through partner outreach working with NYC & Company, Design Museum and the British Consulate General in New York.
  - 8m reach on our own social channels.
- Planning under way for the London-Paris campaign targetting a US audience in partnership with Paris.

### Conventions and events

- Won the bid for the One Young World Conference in October 2019.
- Hosted the third eSports round table with industry experts during London Tech Week.

- Major League Baseball London Series announced.

### **Higher education & talent**

- 360k visits to [studylondon.ac.uk](http://studylondon.ac.uk); 4k registrations and 3k referrals.
- 27.8k visits to [london.cn](http://london.cn).

### **Strategy and corporate affairs**

- Q1 focus has been the setup of this new directorate while continuing to support and drive the wider business reorganisation.

### **Strategy & planning**

- Updating of our evaluation methodology taking into account new strategy and input from GLA & DIT.

### **Research & insights**

- Q1 Tourism Monitor and Q1 Attractions Monitor created and socialised to stakeholders.
- Facilitated several tourism partner workshops to share knowledge and content on the status of London's tourism market.
- Presented key messages research to London universities and other external stakeholders for amplification.
- Development of new priority sector definitions for London to define research collaboration opportunities.

### **Corporate communications & public affairs**

- Development and publication of L&P Annual Review.
- Managed organisational positioning of publication of EY UK Attractiveness Survey 2018.
- Conclusion of successful London Summer School Campaign on [studylondon.ac.uk](http://studylondon.ac.uk) and [london.cn](http://london.cn) in May. 40 summer schools were listed in the first-ever cross-institution summer-schools portal. 100k page views and 4m social reach.

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