

LONDON

& PARTNERS

SUMMARY REPORT OF LONDON & PARTNERS' BOARD MEETING **Held on Thursday 16th November 2017**

Introduction

The minutes of the Board meeting on 19th September 2017 were approved.

Matters arising included an update on the launch of the London Game and progress on the recruitment of a new Director of International Trade and Investment.

Key Items Discussed

London & Partners strategy and implementation.

The board discussed four themes to develop London & Partners strategy: defining the outcomes of London & Partners work for London and Londoners; the balance between short and long-term planning; where the focus of effort should be in audiences' customer journey; and how partnerships should develop.

Brexit update

The board were updated on the company's response to Brexit. This included recent successful inbound and external trade missions and development of closer working ties with other international cities. The board discussed the business case for office space for international expansion.

US foreign direct investment campaign

The board discussed the rationale and plans for a marketing campaign to generate additional investment from the US. The business case was approved.

Mayor and Deputy Mayor for Business' visit to India and Pakistan

The board discussed London & Partners contribution to the forthcoming visit by the Mayor and Deputy Mayor for Business' trip to India and Pakistan.

Items for information and noting

The CEO's report covered the company's performance against KPIs at the end of the second quarter and future plans.

The Board received reports on progress by the Nomination Committee in recruiting new Board members. It also received reports from Dot London Domains on progress with its marketing campaign and an update from the Audit and Finance Committee.

Date of next Board Meeting: Tuesday 20th February 2017.