

LONDON & PARTNERS' REPORT TO THE GLA

Q1 2024/2025

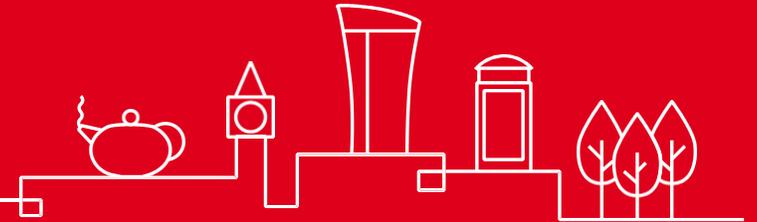
LONDON
& PARTNERS



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Q1 2024/2025 summary

After an extraordinary 2023/24, we enter this new financial year with optimism and confidence in the impact we can achieve for London and Londoners. We have changed from an organisation that principally engaged with international audiences, to one that also has significant engagement with London audiences, partners and stakeholders.

We entered the year with ongoing global economic and political uncertainty. We have continued to support our clients and partners to navigate this uncertainty. Whilst economic uncertainty remains a factor, the Mayoral election and UK General Election will bring a period of relative political certainty.

We ended last year with record levels of GVA, strong NPS scores and on a strong financial footing. This year has begun in the same vein.

We are on track to achieve our GVA targets, securing £108m (25% of our annual target) in Q1.

This has been driven by strong performance across all business lines, in particular FDI and Business Tourism which have achieved £43m GVA (38%) and £18m (39%) respectively of their annual target by the end of the first quarter.

At L&P our model is about partnership - without respectful, mutually beneficial and outcomes-rich partnerships we could not achieve the results we have. This is shown in our strong NPS scores year to date.

In particular, the rising NPS score for our Grow London Local (GLL) service is a testament to the hard work of the team, providing what is still a relatively new service to Londoners. GLL is starting to make a real impact and is establishing itself as a vital part of the small business support ecosystem – supporting over 3,000 business already in the first quarter.

Our trade missions continue to offer amazing opportunities for London companies to make important connections and help them scale. This quarter we've been to the Nordics, LA, Boston, Frankfurt and Zurich.

A major highlight of this quarter was London Tech Week. This year we welcomed 25,500 attendees, 6,400 international with 116 countries represented, and 400+ speakers. London & Partners focused on hosting international founders and country representatives.

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2024/2025
KEY
PERFORMANCE
INDICATORS

Introduction



2024/2025 outcomes as set out in L&P's business plan

	 Business Growth	 Destination	 London Brand	 Commercial Activity
Impact	This creates sustainable, inclusive jobs in London.	This creates additional spend in London's hospitality, leisure, retail and culture.	This supports London's communicators to tell the city's story brilliantly.	This generates profit to reinvest in London's recovery.



	GVA (£m)	Net Promoter Score (NPS)	Income (£m)
Metrics	We measure the economic growth we generate that would not otherwise exist.	We measure the satisfaction of our clients and partners.	We measure the income we generate in addition to our grant from the GLA.
Targets	£424m	Clients: 55 Partners: 40 GLL: 20	£6.87m

L&P Scorecard – 2024/25 Q1

Outcome	Area of activity				Metric	RAG	Results												
	Grow London	Grow London Local	Destination	Opp London															
Creating economic growth	●		●		GVA (£m)	On track	Target: £424 Year to date: £108												
Helping small business owners to thrive		●			Supported businesses (in-person + Digital)	Growing steadily	Target: 10,734 Year to date: 1,823												
Providing high quality services	●	●	●	●	Net Promoter Score	NPS well above target	<table border="1"> <thead> <tr> <th>Area</th> <th>Floor target</th> <th>Year to date</th> </tr> </thead> <tbody> <tr> <td>Grow London and event clients</td> <td>55</td> <td>81</td> </tr> <tr> <td>Grow London Local</td> <td>20</td> <td>57</td> </tr> <tr> <td>Partners</td> <td>40</td> <td>N/A</td> </tr> </tbody> </table>	Area	Floor target	Year to date	Grow London and event clients	55	81	Grow London Local	20	57	Partners	40	N/A
Area	Floor target	Year to date																	
Grow London and event clients	55	81																	
Grow London Local	20	57																	
Partners	40	N/A																	
Scaling our impact	●	●	●	●	Non-grant income (£m)	Almost at Q1 £1.8m target	Target: £6.87 Year to date: £1.72												

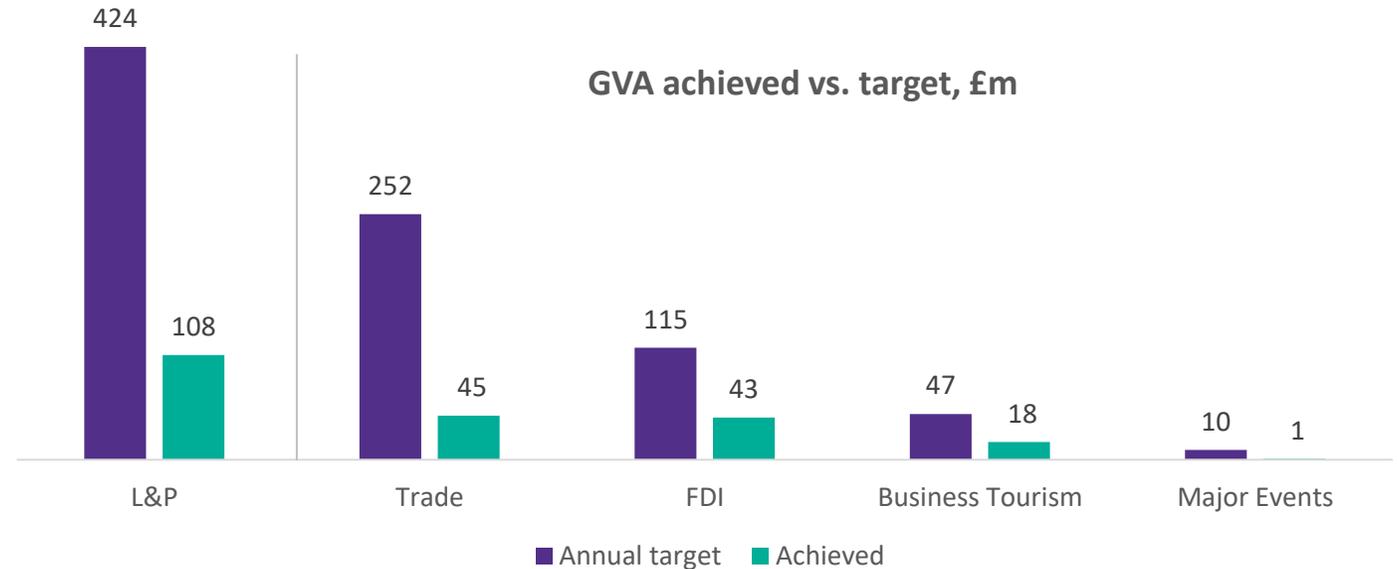
Black dots represent outcomes currently measured. Grey dots refer to outcomes we aspire to measure.

GVA – on track

We added £108m GVA to London's economy in Q1 2024/25. This is 25% of our annual target of £424m (numbers are rounded).

Our trade programme has delivered £45m, which is 18% of the £252m target. Only a small portion of supported businesses have been graduated at this stage, so we are comfortable with the achievement so far.

FDI has had a strong start with £43m GVA, 38% of the £115m target. Business Tourism has likewise had a strong start with £18m GVA, 39% of the £47m target, while Major Events has achieved £1m GVA or 9% of the £10m target. The pipeline for all three areas suggest we are on track to achieve the targets.



Annual target (£m)	424	252	115	47	10
Achieved (£m)	108	45	43	18	1
Share of annual target	25%	18%	38%	39%	9%
RAG	●	●	●	●	●

Totals may deviate slightly from the sum of individual figures due to rounding.

Scorecard commentary

Intro

In Q1 2024/25 we added £108m GVA to London's economy, achieving 25% of our £424m target. Grow London Global has with £45m achieved 18% of the target and FDI 38% of the target with £43m added. On the destination side, CVB has added £18m GVA, 39% of the target and Major Events have added just about £1m GVA. NPS is 81 for Grow London and event clients, above the target of 55, and 57 for Grow London Local, above the target of 20. We don't yet have NPS data from partners this financial year.

Client satisfaction

About this outcome: We are tracking NPS by program but also pooled into 1) Grow London and events business lines, 2) partners and 3) Grow London Local. The score can range from -100 to +100. A score above 0 is regarded as 'good' and above 50 is 'excellent', 80 is 'world class'. We will investigate if a score is negative or neutral or if a significant drop (>20% AND >5 points drop).

YTD performance:

Grow London and events business lines have started well with **NPS of 81**, based on 67 respondents. This is up 2 points on 2023/24. Trade is at 65 like last year, FDI is at 85, higher than the 81 from last year and CVB have started 2024/25 with the same stunning 100 they achieved in all 2023/24.

Partners and OIF are yet to provide NPS data in 2024/25. In 2023/24, the full year score was 41.

Grow London Local have started 2024/25 with NPS of 57, almost triple the target of 20. This is based on 143 responses, including 20 responses from pre-startups.

GVA

About this outcome: This measures the additional economic activity as a result of L&P on FDI, Trade, Business Tourism and Major Events.

YTD performance

With £108m GVA against the £424m target, we have achieved 25% of our annual target, after a quarter of the year. The majority of GVA has been achieved through trade and FDI, but CVB has also seen a good start with 39% of their annual target already achieved.

FDI

£43m GVA, 38% of the annual target. 33 projects.

Some notable FDI wins are:

- An Indian VFX studio / £8.6m GVA
- A Chinese EV company / £2.5m GVA
- A US biopharma company / £1.9m GVA
- A Maltese AI company / £1.1m GVA

Trade

£45m GVA, 18% of the annual target. 22 projects (20 from GLG and 2 from MIBP). A share of the 100 cohort 1 businesses and the 200 businesses from cohort 2 and 3 are yet to be graduated in 2024/25.

Some notable trade wins are:

- Mobility company, £16.8m GVA
- RetailTech company, £5.6m GVA
- Renewable energy investment company, £5.2m GVA

CVB

£18m GVA, 39% of the annual target. 27 events.

Some notable CVB wins are:

- A US cloud computing conference, £9.4m GVA
- European medical congress, £8m GVA

ME

£0.9m GVA, 9% of the annual target. 3 events.

Some notable ME wins are:

- USA Women's Basketball Showcase at O2, £0.5m GVA
- E-sports event, £0.4m GVA

Totals may deviate slightly from the sum of individual figures due to rounding.

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Grow London



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Grow London FDI – new projects, wins and activities

TARGETS

Overall: Strong start to the new FY with £43.2m GVA and 33 individual completions with a forecasted 484 Year 1 jobs at end Q1.

This represents 38% of our FY2425 target (£115m) and GVA is c32% up on same time last FY.

The average size of our wins is also up this FY and at £1.3m per win (up c40% yoy).

Markets: Strongest performance continues to be **India** £24.8m (8 wins) and circa 57% of our FDI GVA this FY; **NA** good start with 8 completions valued at £7.9m GVA; **Europe** also with 8 wins and **China** with 7 wins valued at £5.0m and £5.4m, respectively. Outside of our core markets, we also won two projects from **Australia** and **South Korea**, respectively, valued at £0.2m in total.

Sectors: **Creative** is the strongest sector with £19.6m GVA (7 wins) accounting for almost 50% of total FDI GVA; **Enterprise** has landed the most individual wins (11 wins) valued at £12.1m GVA. **Sustainability** has landed 5 wins valued at £5.2m; **Life Sciences** 5 wins at £2.8m GVA and **Fintech** 4 wins valued at £2m GVA. Finally, we have supported a beverage company categorised as “All other industries” and valued at £1.4m GVA.

NEW OPPORTUNITIES

Overall: We started FY with a pipeline adequately stocked – circa 630 opps (£162m GVA) with 30% in **NA & India** and 25% **Europe**.

Overall 198 new opps have been sourced valued at c£46m GVA which is consistent with levels in Q1 last FY.

Markets: **North America** sees the largest volume of new opps (81) valued at c£22.6m GVA; **India** 37 new opps (£7.4m GVA); **Europe** 36 new opps (£6.5m GVA) and **China** 31 new opps (£5.5m GVA).

Sectors: **Enterprise Tech** sourced the largest volume of new opps with 70 (valued at £14.8m GVA); **Creative** sourced 39 new opps valued at c£9.2m; **Fintech & Cyber** sees similar levels (37 new opps) but higher GVA at £10.5m; **Sustainability** has 36 new opps sourced valued at £8.1m GVA and **Life Sciences** 15 new opps (valued at £3.1m GVA).

NEW WINS

33 new completions landed in Q1 valued at £43.2m GVA – this period. Some notable projects as follows:

- Indian Creative Vfx Studio sets up its first UK operation in London; £8.9m GVA;
- Indian software company with focus on Creative / VFX; £4.6m GVA;
- Chinese EV/Mobility company sets up in London £1.7m GVA;
- Chinese Sustainability/Energy (Hydrogen) project with Thames Estuary £1.6m GVA;
- US / Clinical stage TechBio company £1.6m GVA;
- US; Fintech sets up its London office £1.5m GVA;
- India; Creative Tech / Digital Marketing; £2.3m GVA; Burzin &
- Malta - Enterprise / AI (hybrid intelligence & neuro-symbolic AI solutions sets up London team £947k GVA;
- Latvian Food & Beverage company sets up in London (Future Occupiers project) with £1.2m GVA and 200 new jobs.

Grow London Global – Trade

TARGETS

Total number of active companies on the GLG programme :

Cohort 1 –107 (May 2023)

Cohort 2 – 100 (Sep 2023)

Cohort 3 - 109 (Jan 2024)

Cohort 4 - 98 (May 2024)

We are currently graduating Cohort 1 from the GLG programme.

Recruiting companies for Cohort 5 to start in Sep 2024

KPIs

GLG Cohort no's: 414 companies on the programme May 24-Jun 25

GLG GVA: -£71.7m achieved to date

ACTIVITIES

Our activities and events include some of below:

Expanding into the UAE with Deepak Malhotra,

During this conversation we delved into the strategies, opportunities, and challenges associated with expanding into the UAE and KSA.

Hiring in the US – April

When expanding to the US, having the right people on board is crucial to success. entering the market requires much time, effort, and resources. This event with twentyAI and Wilson Sonsini answered all our companies hiring in the US questions.

ACTIVITIES

Cohort 4 Launch Event, - May

We were excited to kick off our fourth cohort, where they had a half day of activities to introduce them to everything the programme has to offer as well as to meet the team, our partners, networks and each other.

Meet the CTO of New York City - Jun

We had an informative business roundtable discussion with New York City's Chief Technology Officer, Matthew C. Fraser. Matthew Fraser who was in London for London Tech Week was looking to engage with leading UK companies focused on public safety, digital divide and digital services..

Europe Unveiled: Exploring the European Market and Routes to Expansion – June

This event focused on the European market, touching on France, Germany and some of the other key markets. Our expert speakers discussed the various opportunities and support networks available to London scale-ups.

UK-NYC Venture Connect: Scaling Success Across the Atlantic - Jun

Grow London Global had a unique opportunity to help our scaleups in the UK land in NYC for a day and night with investors, stakeholders and those who will help them get to their next fundraise. We partnered with leading bank CIBC on an exclusive high growth scaleup event where UK companies who are serious about fundraising in the US as part of their global expansion goals had a chance to immerse themselves in the market.

During a week in June the team also supported London Technology week.

Our Grow London Global companies had an opportunity to not only pitch on stage at LTW at the Olympia but also had various events and meetings throughout the week with market stakeholders, corporates and partners.

• TRADE MISSIONS

We held 4 trade mission in Q1, some of which are below:

Sustainability Trade Mission to the Nordics - April

The Nordic countries have proven to be a global leader in building inclusive and sustainable solutions for cities with the help of private and public partners. We took companies to Stockholm and Helsinki to help connect the most innovative sustainability companies to partners, corporates, accelerators/incubators, VCs, scaleups.

Creative Tech Trade Mission to LA - May

Our GLG companies visited LA, the global entertainment capital, and also influential to music tech and sectors such as gaming and esports through major players like Riot Games and Activision Blizzard.

Life Sciences Trade Mission to Boston - May

This mission gave our life science companies the opportunity to gain a better understanding of the Boston market, the city is home to major pharmaceutical and MedTech corporations and renowned academic and research institutions Harvard and MIT.

Fintech Trade Mission to Frankfurt & Zurich - June

Our trade mission allowed fintech companies to gain a better understanding of the German and Switzerland markets, its different territories and incentives, and an opportunity to engage with regional companies. Both cities represent some of the most important fintech locations in Europe.

Grow London - Growth Services & Community

Opportunities for high-growth companies



Through Growth Services, we support high-growth companies with access to our ecosystem of corporates, investors, community events and on accessing London's top talent and skills programmes.

London Tech Week

Co-Founded by L&P, London Tech Week is the UK's leading tech and innovation festival which brings together showcase technology and make valuable connections, this year welcomed 25,500 attendees 6,400 international with 116 countries represented. 400+ speakers. London & Partners focused on hosting international founders and country representatives including from China and the Indian High Commissioner alongside investors and corporates.

Open Innovation Fellowship

The final showcase of Cohort 9 of the Innovation Fellowship where they presented their plans to implement open innovation strategy back into their organisation. We visited the Reuters HQ for this and had a behind the scenes look at their news floor.

Innovation Fellowship underway with its 10th cohort Managing Director Standard Chartered Ventures, Director Burberry, innovation leaders from Sodexo, Mars Inc, Markes & Spencer, Travis Perkins, HSBC, BDO and Killik. Taking them to headquarters WTW, Royal College of Arts and to each other's HQs and guest speakers from IAG, Fidelity Investments and Haleon.

Bringing together corporates on topics for our 'Convergence of Web3, AI and Quantum' roundtable where IAG, Shell and Fidelity Investments explained the future and capabilities of these technologies with group of corporate specialists in this area.

Access to Funding



Designed to connect high-growth clients with London's leading scale-up investors, these sessions provide insight and connections for Founders looking to raise and grow their networks. This quarter we ran investor sessions focused on Enterprise with 13books Capital, Fintech with Outward VC and Life Science with SFC Capital. We also ran a sector agnostic session with Smedvig.

Meet the Corporate

Hosted to connect corporate buyers and investors with L&P high-growth scale-ups, these sessions support clients to pitch their innovative products to the right audience. Highlights this quarter include a sector agnostic meet up on AI & Utilising Copilot with Microsoft, a conversation with OpenTable on the future of dining, and 1:1 meetings on Generative AI with Microsoft.

Example Community Events

LTW FDI community event – International Welcome Reception – Part of London Tech Week, the prestigious annual reception brought together the most relevant and best in class global foreign direct investment companies in our portfolio under the same roof. Alongside the Deputy Mayor for Business as keynote speaker and L&P CEO, over 230 guests from North America, India, China, Turkey, South Korea, Europe, Singapore and more had the opportunity to network and create connections beyond their own regional outreach.

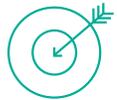
LTW Community event – Mayor's VIP Reception at Somerset House – The Mayor hosted a VIP afternoon reception at Somerset House on the Strand for over 200 guests. Global technology CEOs and founders joined the Mayor and L&P to celebrate London Tech Week and foster collaboration.

Creative Ecommerce breakfast roundtable – At this breakfast roundtable the conversation delved into the pivotal role of AI in reshaping business landscapes, the significance of compelling content and influencers and explored diverse strategies for fostering innovation in their organisations.

Life Science Medical Device & Diagnostic Development & Regulation. This roundtable brought together expert speakers from the accelerator MedTech Superconnector, GRS, EG Technologies and Samphire Neuroscience. They shared their knowledge and experience in regulation and device & diagnostics development, data and product development.

Grow London - Talent & Skills (in High-Growth Sectors)

Grow London has unique access to hundreds of the fastest growing companies in the city, of which a majority list access to talent as a top barrier to growth. We have built a new team to support clients with this challenge, better enabling them to hire diverse candidates from across London. For our clients we are:



EXPERTS

- **Free expert advisory service now launched and available to 400+ active Grow London scaleup companies**, as well as 1500+ alumni.
- Two experienced ex-recruiters brought in to provide bespoke insight on how to find, hire, and nurture talent from across London.
- **Projected to actively support 250+ companies per annum.**
- NPS evaluation metric to track success with useful data outputs on the talent needs of high-growth businesses
- Supporting clients on topics including:
 - Recruitment strategy, team structure and headcount planning for scaleups
 - Sourcing talent in Sales, Tech, and beyond
 - Making recruiting practices more equitable and inclusive
 - Which systems and software to use for all things People
 - Creating effective job descriptions, and easy ways to make an employer brand more attractive



CONNECTORS

- Advisors making onward introductions to recommended talent and skills providers across London
- Since the start of the year, we have built **new relationships with more than 200 sector-leading organisations and agencies** (universities, FE, recruitment, corporates, independent training/bootcamp providers, apprenticeship schemes) making us perhaps the best placed brokers in the city to diagnose a business's talent challenges and point them in the direction of further support
- We are already promoting organisations that meet the Quality Mark or other relevant best practice standard
- Over Q2 we will develop a robust methodology to prioritise partners and organisations that are leading the way in promoting under-represented talent from across London's communities and boroughs, delivering social impact through good jobs in high-growth sectors



CONVENORS

- **During London Tech Week we launched the service by hosting a major networking event called London for Talent**, bringing together 100+ representatives from universities, FE, recruiters, independent trainer providers and the third sector along with Foreign Direct Investment and domestic businesses interested in growing their London teams. We highlighted some best practice case studies from the ecosystem including from London Business School, AEB-funded Capital City College Group, and charity Talent Beyond Boundaries
- As part of our support of client companies, we have convened two impactful roundtable dinners for curated founders in key sectors facing skills gaps:
 - AI: 15 of London's fastest growing AI scaleups brought together to discuss the challenge of finding AI-ready talent and competing with big tech
 - Immersive tech: 10 cutting edge VR businesses on the specialist skillsets needed in their sector and how to partner with HE

Business Marketing (CVB)

Q1 included one of the three major trade shows of 2024, **IMEX Frankfurt** between 14 to 16 May.

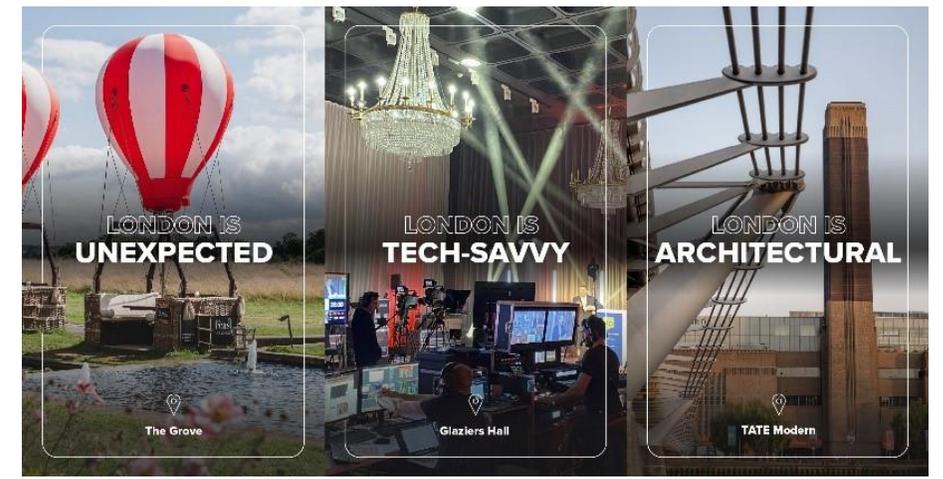
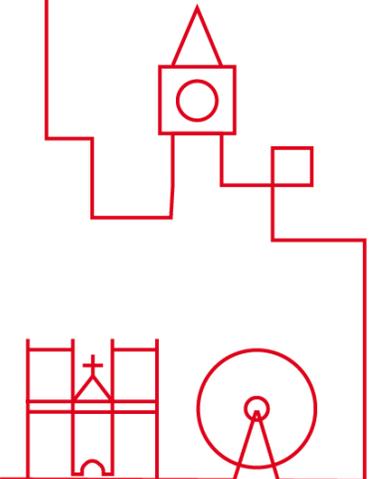
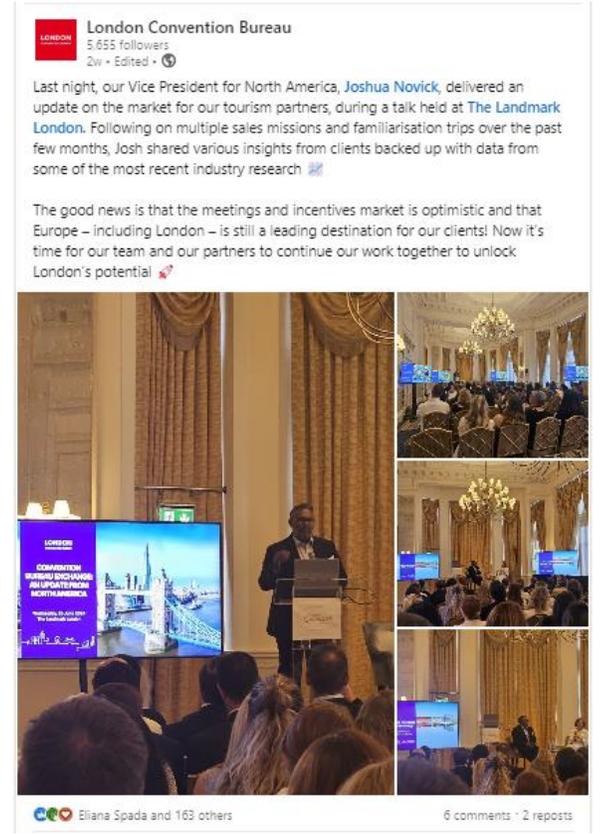
For the lead-up marketing, we trialled a new campaign concept; '**London is...**' – where we choose one word that best reflects the partner, on top of their strongest brand image, alongside a couple of other non-competing partners, to show the diversity of options in hosting a business event in London. The partners all shared positive feedback and we are excited to roll this out for the following two shows later this year, following this one's success.

Both Instagram and LinkedIn followers have consistently increased every month this quarter

- Top engaged content across all channels remained to be where we have included our CVB team in the copy and the photos – talking about something they've done or participated in specifically.

We linked with the overarching messaging from Grow London of **Climate Action Week**, by sharing a number of our partners who feature on our sustainability webpage, as having taken effective action towards reducing their carbon footprint. This was a way to showcase more of our partners without always promoting them in a solus.

In previous years when CVB have been nominated for awards, we only mentioned it across our platforms once we heard the result. This year we are taking proactive steps in encouraging our audience to help us win, by sharing during the nomination period across our channels. We have started this with the World MICE Awards where London has been nominated for **Europe's Best MICE Destination**.



Business Marketing (FDI)

Campaign

Plug into London; Pt. I: 20 May – 9 June, Pt. II: TBD

London is renowned for attracting tech companies worldwide. In this two-part, cross-focus campaign, we used London Tech Week (LTW) to promote all Grow London's programmes and services, including FDI. The campaign targets Europe, India, and North America.

The FDI strand encouraged companies to enquire about moving to London and to connect with our sector advisors at LTW. The first part showcased London's tech offerings and provided prospective clients the opportunity to interact with London's vibrant tech ecosystem first-hand.

The second part involves creating bite-sized videos from LTW interviews with FDI companies, investors, and London-based pioneering tech firms. Currently in post-production, these videos will promote London as the #1 destination for tech investment in Europe, the City leading the AI revolution, and a global hub for world-class tech talent. This will encourage more FDI companies to come to London. The second part of the campaign will begin soon.

So far, campaign has achieved:

- 114K impressions
- <1K website visits
- 16 leads (6 FDI)



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VIEW FROM THE MARKETS



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Europe



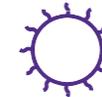
HEADLINES

- Elections to the European Parliament in June 2024: Right-wing parties made gains, though less than predicted, with no single bloc achieving a majority. Centrist parties are forming a coalition to support a second term for Ursula von der Leyen.
- Following the European Parliamentary Elections, French President Macron called for snap elections in France leaving the country divided between three almost equally sized blocks: left, center and right. The future of the still unfolding.
- The European Union's economy is forecasted to grow by 1.7 percent in 2024, according to the European Commission. This represents a notable slowdown compared to previous years, when EU member states experienced rapid growth after the COVID pandemic. Ireland is expected to grow the most in 2024, with an annual rate of five percent. In contrast, many of Europe's largest economies will see slow growth or stagnation, with Germany and France growing by 1.4 percent and Italy by only 1.1 percent.



FDI & Trade

- The EY Attractiveness Survey highlights London as Europe's top region for Foreign Direct Investment (FDI) in 2023, with 359 projects, a 20% increase. The UK recorded 985 FDI projects, up 6%, ranking second in Europe, with its share of Europe's inward investment market growing to 17.3%. This growth was driven by the tech sector, making the UK a key outlier in Europe's declining tech market, with over half of investors planning to target London in 2024.
- Figures for FDI: 7 new European companies landed or scaled in the UK, delivering a GVA of 3.8m GBP
- Trade missions with 15 delegates each: Sustainability to Stockholm and Helsinki and Fintech to Frankfurt and Switzerland with high quality meetings and true impact for businesses. We received top marks throughout.



ACTIVITY

- May, June were extremely busy months for the Europe team primarily due to attendance of FDI events, bringing delegations into London and taking out two Grow London Global trade missions to Europe.
- Core events attended:
 - Vivatech
 - HLTH Europe
 - NOAH Conference
 - The Next Web
 - Move Conference
 - Swiss Startup Days
 - London Tech Week: roughly 30 – 40 European delegations, including a Sunday European welcome event with 80 attendees. The biggest European delegations came from Turkey, our own sourced cross European delegation as well as the DBT delegation.
- L&P Europe is currently preparing a new lighthouse partnership with the German Accelerator, a programme supporting German companies to internationalise. We will be co-located in the Berlin office, add a Munich virtual office to our infrastructure, save money and hope to get pre-selected pipeline from the German equivalent of Grow London Global. The official launch event takes place 23 July.



China



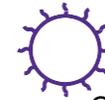
HEADLINES

- In May the International Monetary Fund (IMF) raised its forecast for China's GDP growth in 2024 to 5 percent from the previous projection of 4.6 percent. The upward revision was driven by a strong first-quarter GDP growth in 2024 and recent policy measures.
- China's exports grew 7.6% YoY in May, faster than expected and a positive sign of rising global demand. Imports rose 1.2% YoY the same month, slower than expected, far below the 8.4% YoY growth seen in April, and an indicator of persistent weakness in domestic demand.
- In early June China's Cybersecurity Standardisation and Data Protection Agency released revised guidelines for identifying sensitive personal information, including a list of eight categories for sensitive information, including biometrics, religious beliefs, medical information, and financial accounts.



FDI & Trade

- In Q1 China Team completed 7 FDI projects and contributed 5.4m pounds GVA to London, a strong start for 2024/25 financial year.
- Sustainability remains a strong sector for attracting FDI from China, 3 of the above 7 won projects are from this sector and counted 70% of the GVA in Q1.
- We secured one win from China's leading EV car manufacturer and the largest GVA win project in Q1, they will launch their EV car showrooms in the UK soon.
- GLG Life Science team is planning a trade mission to China in Oct, as the extended part after BioJapan. It will be the first trade mission from London since 2020.



ACTIVITY

- China team promoted London in the 4th Beyond EXPO in Macau. Ivana Poparic from life science team travelled to support. Highlighted activities including: a panel and a reception co-working with DBT China & HK, Bingbing joined the panel in Shetech Summit, and a life science panel joined by Ivana. Ivana also visited Shanghai and Suzhou for clients and partners engagement.
- China has the biggest presentation in LTW this year since 2019. L&P supported about 20 delegations from Beijing, Shanghai, Shenzhen, Fujian, Hongkong etc.,. The investment promotion agencies of Shanghai and Beijing have booths, FDI clients Omoda (Chery Group's UK brand) and MAXHUB showcased the latest products and services, Invest Hong Kong sponsored the Investors' lounge. We also hosted the UK-China Connect & Growth reception with Department for Business and Trade and Bank Of China (UK) Limited.
- China team proactively participated, spoke and supported a wide range business events in various cities: International Communication Forum (Guangzhou); 14th China Overseas Investment Fair in Beijing (BJ); Global Digital Economy Conference (BJ); CBD Innovation Conference (BJ); Slush China Digital Health Day (SH); Sino-UK Medtech city visit in Xiamen; China-UK Digital Transformation Seminar (Tianjing) etc.



India



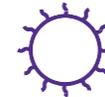
HEADLINES

- Grant Thornton-CII report: 52% of high growth Indian companies have their UK HQ in London
- Department of Business and Trade report: India for the fifth year remains the second largest investor in the UK with 108 projects and 7533 new jobs
- India's future unicorns are worth \$58 billion - an increase of 1.8% as compared to the last year
- The incumbent NDA government wins the national elections in India. Modi sworn in as PM for the third time in a row



FDI & Trade

- At the end of Q1, 8 new Indian Companies set up in London giving us a GVA of £24.7m
- We supported a leading Chennai headquartered, VFX company to set up in London giving us the largest project win from India to date, with a GVA of £8.9m
- A fintech trade mission is being planned to visit key cities in India in December 2024



ACTIVITY

- London and Partners India team organised the largest delegation to date, to London Tech Week, consisting of 263 delegates
- The India Team travelled to Gujarat, Pune, Hyderabad, Kolkata, Chennai, Coimbatore, Erode, Chandigarh, and Dehradun to meet with companies and promote London as a prime investment destination. Received extensive media coverage in Ahmedabad, Pune, and Chandigarh
- The London and Partners India office attended the Dubai Fintech Summit to support Indian companies, hosting extensive activities including a fintech roundtable event and a reception at the British High Commission in Dubai



North America



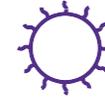
HEADLINES

- The United States remained the largest source of FDI for the UK in 2023 according to EY with 22% of all projects.. However, the number of projects from the US fell for the fourth consecutive year and was 42% lower in 2023 than at the high point in 2019.
- US GDP grew by 1.2% in the first quarter of 2024 and inflation was at 3% for the twelve months ending in June 2024. Canada's economy grew at 1.7% in the same period and inflation is at 2.7%.
- VC investment remains at the same cautious levels as in 2023 with AI, healthcare, energy and robotics having the most activity.
- London is confirmed to host the first SXSW Europe in June 2025.



FDI & Trade

- 8 FDI wins in Q1 for a total GVA of £7.8m.
- These include a life sciences company from Utah who opened an R&D center in Kings Cross, a fintech unicorn from San Francisco and an entertainment consultancy from Los Angeles.
- Substantial amount of trade GVA generated from North America including from a software developer who opened an office in NYC and a production studio who established a presence in Los Angeles.



ACTIVITY

- London takeover at WGN radio in Chicago in April consisting of a business roundtable and news programming content.
- Creative technology trade mission to Los Angeles in May meeting with film and tv production studios.
- Life sciences trade mission to Boston in May meeting with large pharmaceutical companies and healthcare groups.
- Deputy Mayor for Business & Growth visit to NYC in June. Agenda included leading an Opportunity London capital investment delegation and opened an investor summit for London companies we cohosted with CIBC Innovation Banking.
- Recruited and supported delegations to London Tech Week from Chicago Vancouver, Washington D.C. and other locations.
- Business development visits to Austin, Calgary, Denver, Pittsburgh, Portland, Salt Lake City and Seattle.

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SECTORS



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Creative

HIGHLIGHTS

- 7 FDI wins totaling over £19.5m GVA for the quarter, including significant VFX company from India
- 39 new creative FDI opportunities for the quarter
- 29 GLG companies joined cohort 4
- 11 GLG companies joined the creative tech mission to LA
- Over £27m GVA from GLG companies for the quarter
- Was on FuturePlay panel during London Tech Week

NEXT QUARTER



- Musictech breakfast
- Early stage musictech programme announced
- GLG retailtech mission to NY
- Session with Universal CTO

ACTIVITIES

- Communities team and wider creative technology team hosted ecommerce breakfast for GFG, FDI, Investors and stakeholders
- Talent team hosted immersive technologies roundtable for FDI, Trade and stakeholders
- FDI/Trade team hosted AI for Creative Technology breakfast for GFG, FDI, Investors and stakeholders
- Team supported Immersive Wire and City University Storytelling Networking event
- Presenting to IST Team on creative technology
- Wider L&P team visited Fashion-Enter
- Team attended Retail Technology Show, SEG3, various London Games Festival events, VivaTech in Paris, Fashion Innovation Agency events
- Stakeholder meetings: DBT London, DBT NY, Games London Advisory Board, Music Technology UK, BPI, GLA, Swedish Chamber, Here East, Western Australia Government, Nordicity, UKIE, Redrice Ventures, The Mills, BFI, HOME UK,



Fintech & Cyber

HIGHLIGHTS

- 4 FDI wins totalling £2m GVA
- Fintech Trade Mission to Frankfurt & Zurich
- UK Fintech Week
- London Tech Week
- Fintech Week London and Fintech Fringe

NEXT QUARTER



- Hosting Fintech Club: Fintech for Net Zero
- Hosting an Asset Management and Wealthtech roundtable dinner

ACTIVITIES

- Members of Fintech team and India team attended Dubai Fintech Summit
- Members of Fintech team attended Money2020
- The trade team took a delegation of 15 companies to Zurich and Frankfurt, a mix of Fintech and Enterprise companies
- Innovate Finance Global Summit – team attended and Laura Citron joined a panel
- UK Fintech Week – hosted a 'Meet the Corporate' session with BNP Paribas amongst attending many other sessions
- London Tech Week, Fintech Week London and Fintech Fringe took place in the same week with the team attending many events



Enterprise Tech & Business Services

HIGHLIGHTS

- 11 FDI wins for £12m GVA
- 3 wins for Trade £4.1m
- London Tech Week
- SaaStr Europa
- London EdTech Week
- Investor event with 13Books Capital
- Fintech trade mission to Zurich and Frankfurt (participating Enterprise tech companies)
- Launch of Cohort 4 of Grow London Global

NEXT QUARTER



- People Tech activity, demo day scheduled for 3rd July
- Planning Enterprise Tech meet-up to coincide with the Big Data Show

ACTIVITIES

- SaaStr Europa conference took place 1st week of June, with discount tickets for L&P clients and fringe event gathering
- LTW: team was involved in the many activities on site and outside to support our clients
- London EdTech week: co-hosted an event with Bates Wells for 15 clients to meet 2 groups of schools.
- The trade team took a delegation of 15 companies to Zurich and Frankfurt, a mix of Fintech and Enterprise companies



Sustainability

HIGHLIGHTS

- 5 FDI completions totaling £5.2mill GVA
- 14 GLG companies joined Sustainability Trade Mission to Helsinki and Stockholm
- 22 GLG companies joined cohort 4
- Over £45 mill GVA from GLG companies for the quarter
- London Tech Week, MOVE conference and London Climate Action Week, including several panels at Reset Connect

NEXT QUARTER



- Hosting Third Sustainability Innovation Demo Day
- Hosting Fintech Club: Fintech for Net Zero
- Participating in Autonomy London Autonomous Vehicles Summit, PropTech Connect, Green Tech Festival, Ecosystem Exchange: PropTech hosted by Swedish Chamber of Commerce, Future FoodTech, Lunch!, World Agri-Tech and Circular Economy Week

ACTIVITIES

- Final UEFA Champions Innovate Showcase at City Hall
- Presented at key events including London Tech Week, Hydrogen Summit, London Climate Action Week (Reset Connect), Innovation Zero, CRETech
- Participated in many industry events including Climate Impact Summit, Net Zero Delivery Summit, MOVE, Fleet Vision International, London Green City Opening Reception, Transatlantic Growth Awards, Smart Retrofit Forum, London Tech Week Bank of China Reception, London Tech Week Indian High Commission event, Climate Innovation Forum, National Grid Innovation Forum
- We presented to incoming delegations from the Nordics, Belgium, Estonia, Spain, Netherlands and Korea
- We hosted a delegation from US Joint Office of Energy and Transportation and invited Head of Infrastructure from GLA
- We are supporting two companies on skills and recruitment and one of them also around grid capacity and hydrogen supply
- We joined the Thames Net Zero Coalition meeting, the Better Futures Retrofit Accelerator Cohort 2 Workshop and travelled to Leeds for The UK's Real Estate Investment and Infrastructure Forum
- We hosted a dinner with NatWest on becoming a B-Corp

Life Sciences - MedCity

HIGHLIGHTS

- FDI wins – 5 wins valued at 2.8million in total including a leading US Techbio (£1.7m GVA) and a Turkish AI-based innovative drug discovery company (£715k GVA).
- Rolled out Life Sciences training and target lists across all markets
- Signed MOU with Biocommunity Kensai, cluster organisation, to facilitate research collaborations and companies moving between London and Osaka

NEXT QUARTER



- First wins in this Q already including Danish Pharma Co (£2m GVA) and Dutch biotech (£25k GVA)
- Reverse pharma Pitch, 10 July - Yearly online session featuring top six Japanese pharma organised by DBT and MedCity
- London Lab Showcase, 10 July – Event to promote a [new MedCity report](#) and map of commercial labs developed in London
- MedCity Investment Hub pitch event 2 July including FDI companies
- Review of LS company target lists and drafting new ones
- 10-11 September, GRI Europe in Paris, Ivana speaking to promote new labs that came into the market in London
- August- joining NA team meeting in Montreal, to deliver life sci training.

ACTIVITIES

- China visit in May including meeting LS clients in Shanghai, Soju, Shenzhen and presented at Beyond in Macao
- Presented at CN & PW Life Science & Research Clusters, London
- Our MedTech Community event in May focused on MedTech regulatory pathway
- Attended conferences: HLTH Europe in Amsterdam, HealthTech Integrates, BioTrinity, LTW, LSX World Congress and London BioTech Show
- Welcomed delegations from China, Germany, Lithuania, Singapore, India, Sweden (all separate from LTW)



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VISITOR ECONOMY



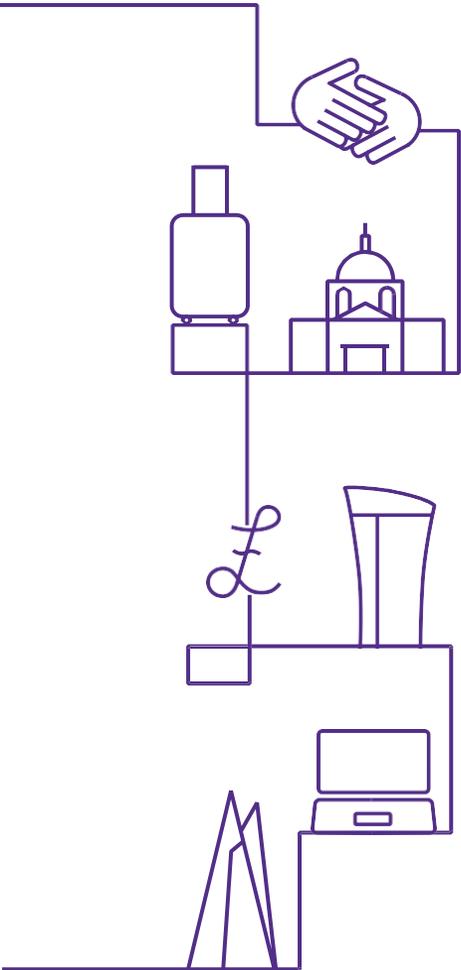
Conventions and Business Tourism

ACTIVITY

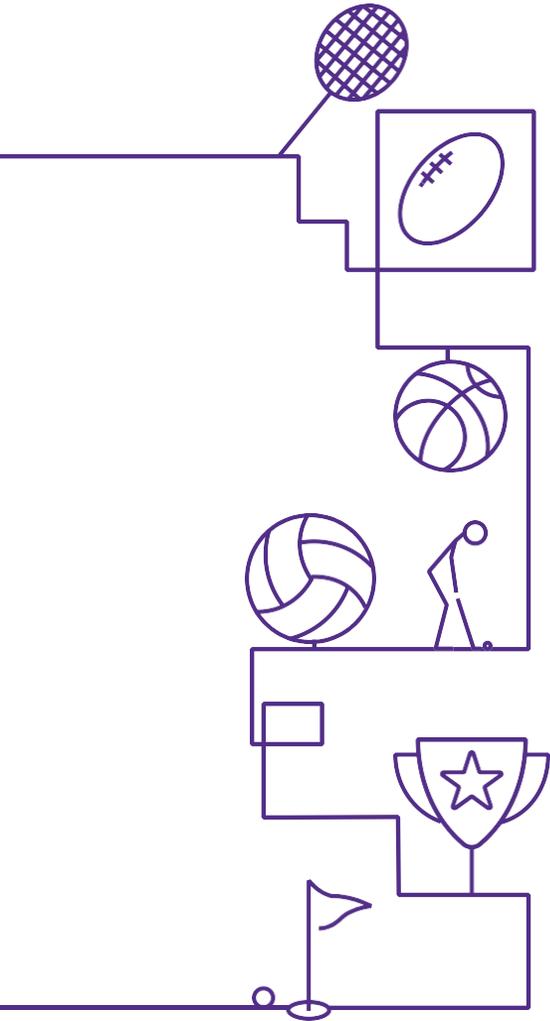
- Association World Congress in Graz – SS
- GANG – Great Ambassador Network Group – ST
- Associations Expert Seminar IMEX Frankfurt– RN
- The Meetings Show – hosted the ICCA Chapter Meeting
- Attendance at Hilton organised Revenue Management training
- Client site visits
- ASME Information desk hosted at ExCeL
- Sales missions with four Convention Bureau partners each; one to Arizona and Texas and the other to Minneapolis and Toronto. 25+ key clients across agencies, incentive houses and corporate end users covering various industries from automotive to finance/insurance to AI
- Two familiarisation trips bringing clients to London to discover London's offer for their meetings and incentives; & traveling to Frankfurt via Eurostar to Paris. Attendees ranged from corporate event marketers to key meeting brokers representing a range of clients from cosmetics to technology
- Hosted a Convention Bureau partner event to share key updates on N. America based on intelligence gathered across the first half of 2024 with over 100 partners in attendance
- City DNA Conference, Bologna
- IMEX Frankfurt - 23 stand partners, 14 presentations, 120 appointments.
- Visit Britain Strategic Board meeting
- Sales Mission Paris/Dijon

SITE VISITS

- Academy of Management – 2030 4,000 delegates, shortlisted with Amsterdam
- Site visits for EAU social venues – Serena
- Fam Trip with 8 European Clients Axiom Germany



Major Events



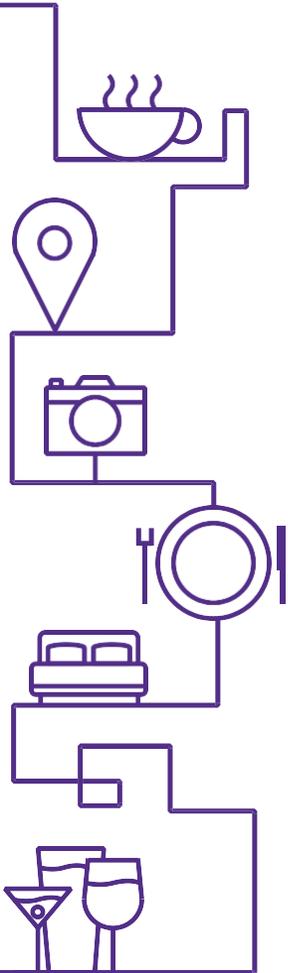
Delivered/supported

- Gemini Boat Race launch
- UEFA Champions League Final – Champions Innovate project
- Champions Innovate 3 workshops with UEFA + sponsors
- MLB at London Stadium 2024
- BLAST Spring Premier Final at Wembley Arena + London observer program
- TEAMS Europe – attended
- Sport Accord – attended
- Sports Pro – attended
- Esports Insider at Boxpark Wembley– presented on panel + had a stand
- Horizon 22/Global Street Art visits

Live/won

- T100 (London Triathlon)
- Formula E 2024
- PUBG Mobile 2024
- NFL 2024
- HUM Awards
- BLAST 2025 (bidding process)
- ESL FACEIT Group (EFG)
- E-City GP
- King/Queen of the Court

Leisure Tourism summary



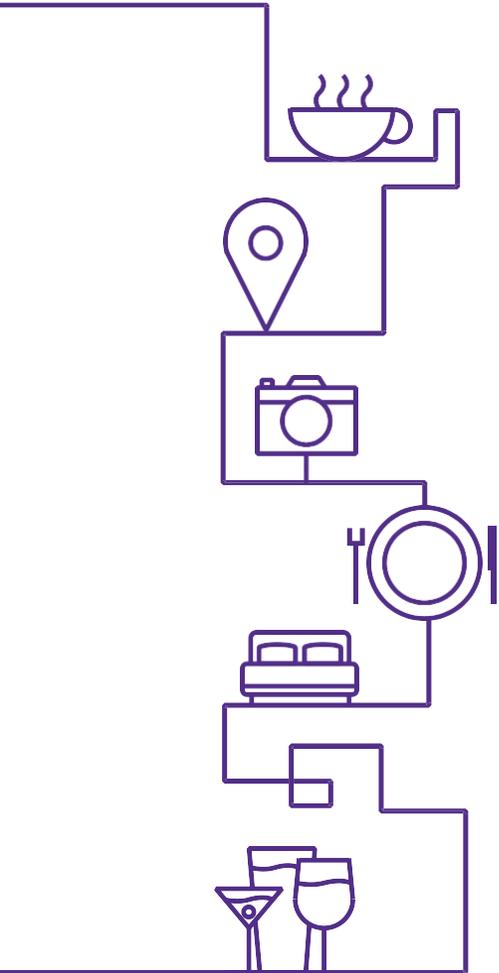
Visitor Experience

- Plans to deliver a pilot for a Visitor Data Trust service which builds on the GLA High Streets Data Service to deliver visitor specific insights to boroughs and business improvement districts

Consumer marketing

- Tourism Campaigns (domestic and international): Market prioritisation and campaign strategy updated to align to London's 2030 Tourism Vision and Visitor Experience Strategy. Awaiting confirmation of budgets.
- Launched Let's Do London Summer Season across Visit London channels and produced a supporting toolkit for partners.
- Taylor Swift Eras tour landing page to incorporate content aligned to GLA/ TfL Taylor Swift trail and marketing activity. Taylor Google map. Taylor activation including Taylor Swift Mural competition and physical mural live in Shoreditch location w/c 12th August. Marketing/ PR amplification of activity.
- Sustainable London – re-launch of landing page and launch of London's Sustainability Pledge
- Travel trade (TT): Created a Travel Trade [page](#) to help signpost partners to useful TT resources. Ongoing: Supporting Visit Britain on London Travel Trade activity and content.

Visit London channels performance



Visit London website & ecommerce

- 4.1m users
- Users up 8% compared to the same period of 23/24. Driven by international visitors.
- Ticketing revenue up 13.7% in Q1 vs Q1 prior year

Social media engagement and growth

- 31.8m organic engagements in Q1
- 2.8m paid engagements in Q1
- 114k new followers in Q1

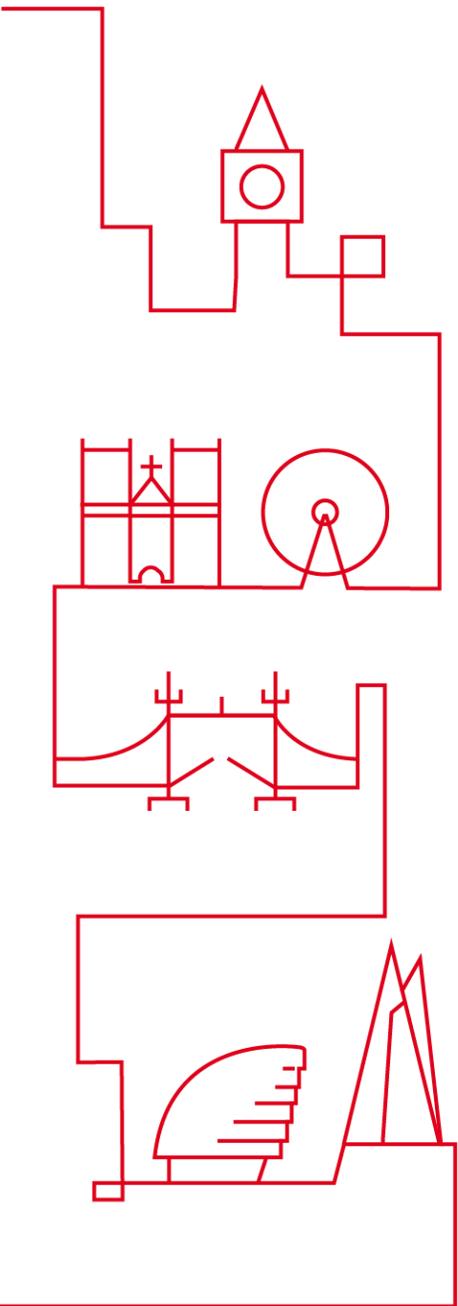
Social media content

- Taylor Swift content performed very well this quarter, including a video of the new Wembley Park murals before her June concerts and a video during Changing of the Guard of the band playing "Shake It Off"
- Outdoor summer content also performed very well. A video of a walking route between Little Venice and Camden Town generated over 1m views on Facebook, and a video featuring Canary Wharf's open water swimming also generated several million views.



LONDON
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**SMALL
BUSINESS**



TOTAL SINCE GROW LONDON LOCAL LAUNCH



Net Promoter Score
from entrepreneurs
supported – considered
“**excellent**” by
industry standards.



90,175
visitors to our website.



88%
of **SME founders**
are Black or minority
ethnic, female or
have a disability.



by our in-community Business
Support Managers – meeting
entrepreneurs in markets,
Jobcentre Plus locations,
libraries, colleges and more.

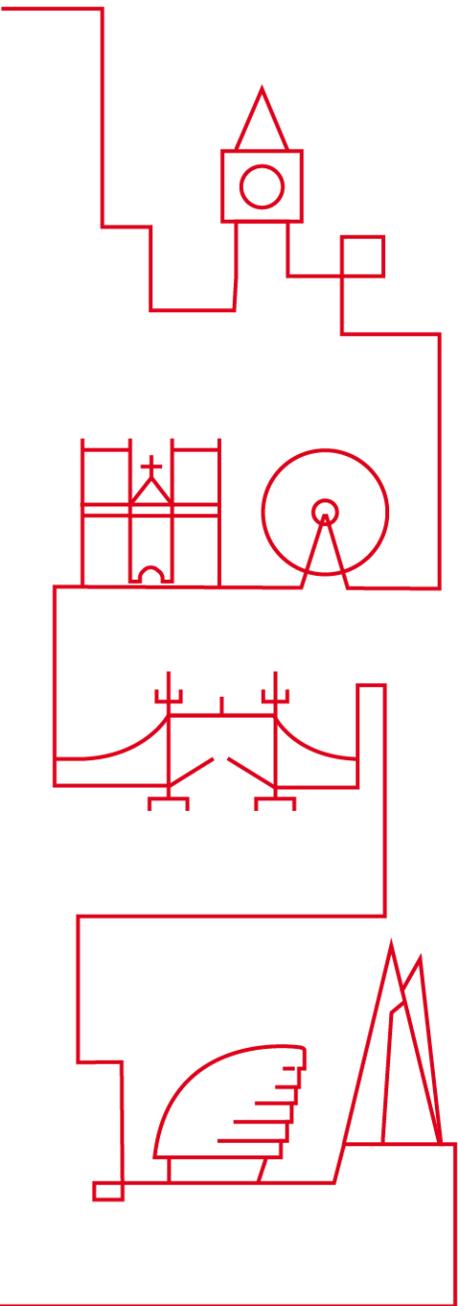


Helped
3,550
entrepreneurs
to access support



support providers across London
boroughs, FE colleges, universities,
chambers of commerce, business
improvement districts, charities
and businesses.





SMALL BUSINESSES

APRIL – JUNE 2024

Businesses Engaged



62,595
Digital



2,519
In-person



65,114
Total

Businesses Supported



485
Digital*



1,338
In-person



1,823
Total

Ethnic
Minority



66%

Female



56%

Disabled



10%

Top Business Sectors Supported

1. Business Services
2. Food & Drink
3. Other / Health, Fitness & Wellness

Top Requests – Business Support

1. Marketing
2. Finance
3. Planning

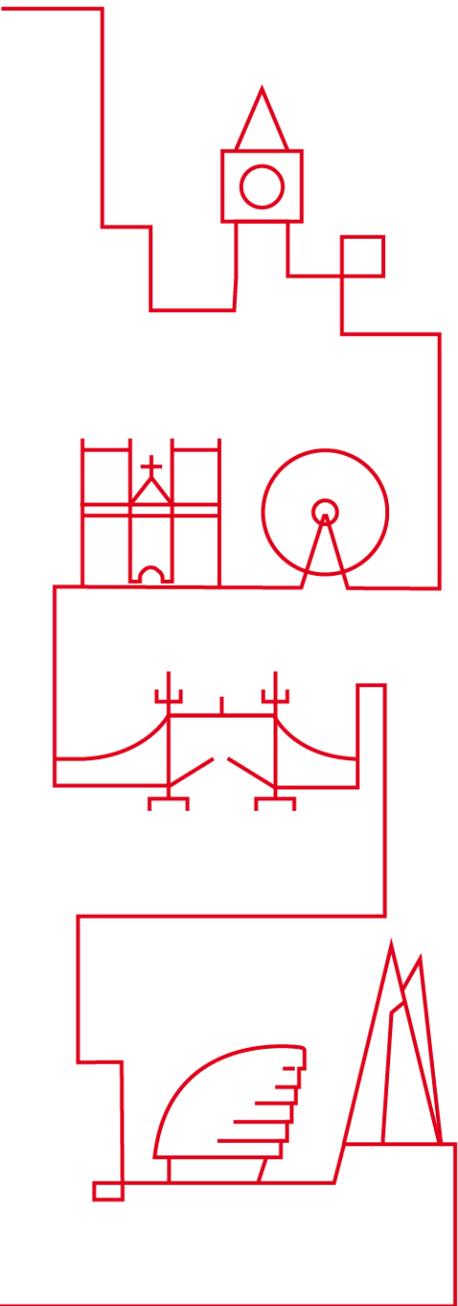
SMEs Supported by Business Stage



32% Pre-start up

68% SME

**Thousands of additional businesses have been supported by the digital platform that have not been included and will be included in the next report.*



SMALL BUSINESS SUPPORT

298
Business Support Providers

605
Service Provisions*

"Partnering with Grow London Local has been a transformative experience for our business. The referrals we've received have consistently exceeded our expectations, contributing to our overall business expansion. The seamless integration of services, paired with high-quality referrals, underscores the value that Grow London Local brings to local businesses. Our experience has been nothing short of outstanding."

Startup UK

Service Provision Types

Training	216	268	29	22
	Programme	Events	Skills	Other

Top Service Provision Categories Available

- Marketing
- Planning
- Finance / People

Costs of Provision

- £ Partly funded - 69
- £ Fee payable - 100
- £ Free to access - 436 (Government or privately funded)

*Service provision is support delivered by a service provider to provide information, advice or guidance to meet a business need, address a problem or enhance the resilience of a business.

SKILLS SUPPORT FOR SMALL BUSINESSES

10
Skills Providers

29
Skills Service Provisions*

"It's been a really positive start for City Lit on this new initiative from GLL, who have been great to work with setting us up as a provider. We look forward to collaborating further to bridge the gap between us and SMEs so that City Lit can upscale our skills training for London's workforce."

Jamie Smith, Director of Policy & Funding, City Lit

SMEs Supported to Access Skills Provision

211 Digital*	162 In-person	373 Total	Ethnic Minority	63%
			Female	56%
			Disabled	11%

*Equalities data is not currently captured for digital users

"I have used the platform to learn more about marketing, strategy and e-commerce for my business. I can't believe that it's a free platform! I am really busy so it helps that I can arrange the calls in my own time and I've made a lot of changes to my business based on the advice given. Thanks a lot again for connecting me with the right people. You really made a difference in my business."

Denisa Melusova
Dendo Solutions Ltd

*Skills provision is defined as courses and resources enabling business founders and employees to develop existing skills or acquire new ones to support business operations and growth.

The full Q1 Impact report can be found [here](#)



LONDON
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LONDON BRAND – PR



London Brand - PR



High-level summary

Q1 was a successful quarter for PR coverage. On the business side, we hosted a media panel and a tour of the Queen Elizabeth Olympic Park to showcase the success of London's Olympic legacy ahead of Paris, which resulted in a positive write-up in the Financial Times and other international coverage including Radio France.

The Business Team also worked with domestic and international press at London Tech Week, including LBC, Fortune Magazine US, CNBC, Les Echos, and Xinhua News, to launch our AI research story and support the Startup Genome annual startup ecosystems report, as well as the opening of the Salesforce AI Centre in the capital.

Meanwhile, the Consumer Team teamed up with partners, stakeholders, and the press to organise a London welcome for Taylor Swift and released research showing London as a global leader in music destinations, with coverage across the campaign in the Evening Standard, Hello!, and the Daily Mirror.

Elsewhere, the CVB Team attended IMEX Frankfurt, where London was named the number one European city for business tourism, securing over 15 pieces of coverage in key trade press like Conference & Meetings World and Conference News while in the city.

Finally, the Business Team supported Opportunity London's trip to New York, securing a meeting for CEO Jace Tyrrell with Fortune Magazine US and a positive 'why to invest and build in London' feature in top real estate trade title Commercial Observer. The team also arranged an interview for Howard Dawber, Deputy Mayor for Business and Growth, with Venture Capital Journal, to showcase London as a destination for venture capital investment.

Q4 PR results:

Total pieces of coverage:
531

Global audience reach:
5,991,258,724

Global engagement:
45,605,353

London Brand – PR, consumer press highlights



NEWS | ELECTION 2024 | EUROS | CELEBS | TV | SHOPPING | ROYALS

EXCLUSIVE: Taylor Swift's UK Eras Tour to give UK £1billion boost as eye-watering fan spend is revealed

Taylor Swift has officially begun the UK leg of her tour. The Eras Tour, which will be in London for eight nights, will be a huge deal for the capital – here's what Brits can expect to see from her visit to the UK

Evening Standard

CULTURE | MUSIC

Taylor Swift comes to London: 'I haven't ever seen this level of excitement'

The pop megastar arrives today for the first in a series of concerts at Wembley and London is rolling out the red carpet

marie claire

Londres: los imperdibles de una ciudad que siempre se renueva

Una ciudad única. Vibra de forma constante e invita a visitarla cada vez que se pueda. Arte, gastronomía, exposiciones y moda en la capital británica.

Von Paddington bis Harry Potter – die britische Hauptstadt hat für Familien einiges zu bieten. Die besten Tipps, die schönsten Spielzeugläden und warum man am besten vor dem allten Geburtstag der Kinder reisen sollte. Von Argo Witzendorfer

London ist für Kinder weltberühmt: anlässlich ihres vierzigsten Jahrestags feiert die Stadt auch weiterhin eine riesige Anzahl an Festen und Events. Eine Karte mit den besten Spielzeugläden und warum man am besten vor dem allten Geburtstag der Kinder reisen sollte. Von Argo Witzendorfer

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FOR FANS Die Warner Bros. Studios sind eine wichtige Attraktion für Harry Potter-Fans.



NÜRNBERGER Nachrichten

Das sind acht Tipps für einen gelungenen London-Trip mit Teenagern

Von Johannes Alles

21.5.2024, 10:00 Uhr



Becoming an Olympic Host City: Destinations That Meet the Challenge Can Reap a Substantial Payoff

By Holly Riddle
Jun 6, 2024

The Standard

Play time: how London is setting the gaming world alight



London Brand – PR, business press highlights



What Paris should learn from London 2012 Olympic legacy

Against the historical odds, the UK capital's games were a marked economic success

Maddyness

Frankfurter Allgemeine

ERBE DER SPIELE
Londons Olympisches Dorf blüht auf

Von Philip Plickert, London 07.04.2024, 18:04 Lesedzeit: 6 Min.



LesEchos

IN NUMBERS

Brexit: the City has regained its attractiveness for foreign investors



Turkish firms make splash at Europe's largest tech festival in London

Türkiye Pavilion with around 20 domestic firms attracts great attention at London Tech Week 2024

Arife Yıldız Onal, Sultan Coşalan | 14.06.2024 - Update : 15.06.2024

FORTUNE

Will A.I. really replace your job? Most CEOs don't think so, says leader helping them navigate the shift

Evening Standard

US software giant Salesforce to open AI centre in London



London named top AI hub as tech leaders call for regulation

Business Standard

Govt incentives & policies tailored for AI dev emerging as London's key advantage

FAST COMPANY

Curating top notch tech conferences: Integrate local culture with international influence

COMMERCIAL OBSERVER

Global Cities Post-Pandemic Have a Blueprint in London's Recent Success



THE EDGE

Britain looks to upstage France with play for world's third major AI hub after U.S., China

PUBLISHED WED, JUN 26 2024 1:08 AM EDT

ConferenceNews

London crowned Cvent's top MICE destination

The Statesman

London most supportive hub for developing AI according to Indian business leaders



LONDON
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INCOME GROWTH OPPORTUNITIES



Commercial Partnerships - Tourism

The Tourism Partnership team manage the recruitment of and ongoing engagement with around 350 members and Strategic Tourism Partners from across the industry.

- At the end of Q1 we had secured income of £930k against a full year target of £1,54 million.
- Although in general business development and renewals have been solid there have been a number of notable losses from the partnership network with constrained budgets sighted.
- We have run several successful events for partners including USA Market focus; China Marketing; Social Media Club; Strategic Tourism Partner Forum; The Tourism Advisory Group and two editions of the New Member Forum.



Commercial Partnerships – Business

The Business Partnerships team manage partner engagement and acquisition of partners across all Grow London programmes. We work with around 40 partners across inward investment, trade and innovation.

- We have confirmed £865k of our £1.265m target YTD
- Our main renewal period in April went well, with 87% renewal rate. Unfortunately 4 partners decided not to continue with their partnership or downgraded, value £125k
- We have confirmed 3 new partners in this period – Clifton Larson Allen (Accountancy), Stoneway (Property Services) and Potter Clarkson (Legal)
- The team has grown with the addition of a Senior Business Development Manager to increase resource on new partnerships
- Current focus is building our Life Sciences and Sustainability partnership proposition





LONDON
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STRATEGY AND OPERATIONS



Corporate Affairs

RESEARCH & INSIGHTS

- Launched the revamped Insight Exchange with our new provider Cognni. The Insight Exchange is our knowledge sharing platform, with access given to colleagues and a selection of our partners to help streamline access to the latest insights.
- Delivered a tourism partner webinar focused on the latest international and domestic data. We were joined by data provider CoStar, who talked about London's hotel industry performance in relation to Europe, the UK, and in the context of major events
- Produced the Q4 and Total Year Attractions Monitor, alongside a subsequent feedback survey to help us shape the direction of future attraction reports.
- Participated in the production of the CityDNA Travel Report, which compares the 2023 performance of member cities across Europe.
- Supported the PR team with their Taylor Swift campaign activation, shaping the research design and implementation of results across a multitude of media outlets.
- Contributed to the briefing pack for the Deputy Mayor of London for Business in advance of his trip to New York in June.
- Delivered 4 trade mission insights report to support GLG missions covering: Sustainability, Retail Tech, Life Sciences Boston, and, Fintech.
- Research and developed the content for the London Lab Showcase Report and the Life Sciences proposition for MedCity.

STAKEHOLDER RELATIONS

Following the conclusion of the London Mayoral Election in May the stakeholder relations team have focused on leading engagement with new and existing Assembly Members and Groups.

Correspondence has been sent to all Assembly Members to offer briefing and information on L&P work.

Meetings have been held with Assembly Members from different political groups. Briefings have been provided to Assembly Members direct, officers, committee teams and others. The Stakeholder Relations team have been working to feed into the overall induction process and to look for opportunities to continue to enhance relationships.

We have also been working closely with GLA and London Councils colleagues to take forward a future London Growth plan with our Chair Howard Dawber, led by the GLA and London Councils, we are enhancing connections through our sector work and subregional links.

The end of June/start of July has focused on engagement with the new Government, connecting with new teams at DBT, DCMS, MHCLG and others to ensure we are aligned on the mission to deliver growth and looking for ways we can provide solutions and work together with the new government and regional mayors.

Corporate Affairs

BOROUGH RELATIONSHIPS

Borough Connect event series - In June, the team hosted contacts from across London's boroughs at our third online topic-led event aimed at boroughs—London Life Sciences Showcase with MedCity. Also, In June, we hosted a London Tech Week borough delegation to open up opportunities for boroughs at London Tech Week for the first time.

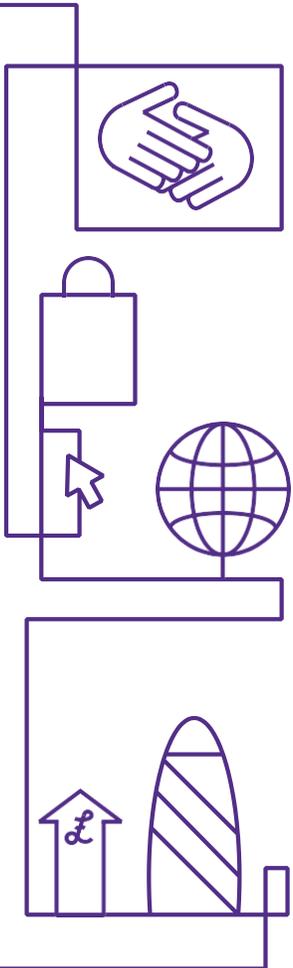
Borough Managers continued regular meetings, discussions and information sharing with all of London's boroughs and sub-regional partnerships, including:

Central London Forward – regular catch-ups and attendance at quarterly economics lead roundtable.

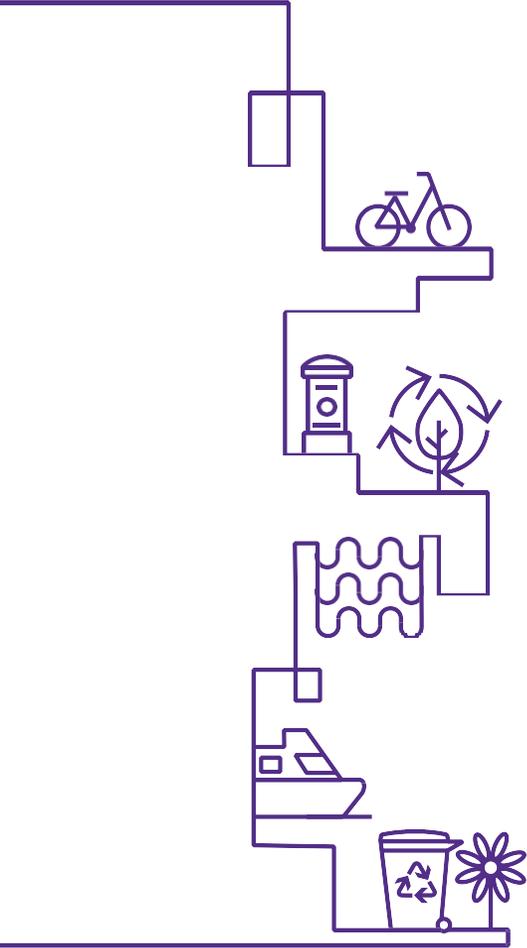
South London Partnership – L&P supported the SLP Retrofit Roundtable and continues to share FDI opportunities and event invitations with the subregion.

West London Alliance –L&P collaborated with WLA to deliver an Inward Investment workshop for West London Alliance boroughs, supporting mapping of high growth clusters across the subregion.

Local London - Support to boroughs on development of inward investment strategies, services and summits. Deeper engagement on FDI, events and partnership opportunities for boroughs. Socialising cluster work for Growth Plan through LL.



Operations



FINANCE

- Procurement on new finance system is now concluded and we are working through the award process.

TECHNOLOGY

- Ongoing development of salesforce to support our new Grow London Local services and to extend automation across other activities.
- Cyber security remains a key focus for the team who have an action plan in place to ensure we are maintaining high standards.

HUMAN RESOURCES

- New people strategy being developed with several workshops underway with staff and leaders.

FACILITIES

- Ongoing engagement with potential future office spaces.
- Capacity in office emerging as a recurring concern.

LONDON
& PARTNERS

THANK YOU

