



LONDON & PARTNERS

London & Partners is the business growth and destination agency for London.

LONDON
& PARTNERS



Who we are
What we do

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We are a social enterprise, combining purpose with commercial rigour.

We are funded by grants, partners and our portfolio of venture businesses.



**A social enterprise,
Funded by grants
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MISSION

**London & Partners' mission is
to create economic growth
that is resilient, sustainable
and inclusive.**

WHAT WE DO

We create economic growth for London that is resilient, sustainable and inclusive.



Business Growth

Supporting high-growth international and domestic businesses to scale



Destination

Developing London as a destination and attract visitors and events



Brand London

Growing London's global reputation



Partnerships & Ventures

Creating partnerships and profit-making ventures to scale our impact

Where we are present

We focus on the markets, sectors and audiences likely to generate most value for London.

We have in-market representation in core markets across the world and continue to monitor post-Brexit opportunities to ensure we are responsive to future opportunities.



Our international network



We support the Mayor of London's recovery missions

Green new deal

We will drive green tourism, encourage sustainability innovators to invest, and help investors to work with sustainable providers when they arrive and help our scale ups to contribute to the net zero goals.

Mental Health and Wellbeing

We will build on our work over the last strategy to continue to improve our support for the health and wellbeing of our team.

Good work for all A new deal for young people

We will create jobs that are high quality and long term, and we will work with investors to help them find talent across London.

Highstreets for all Building strong communities.

We will work with BIDS, landlords and local communities to help use investment to drive new uses of high streets.



High growth sectors

Destination



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Leading the visitor recovery

We will help lead the visitor recovery

we will put our resources and expertise to work on a campaign to support London's recovery as a visitor destination. We will work alongside other stakeholders to bring Londoners and domestic visitors out into the city, in advance of the longer term recovering in international tourism.

We will take on a new, more strategic role

working with the sector to develop London as a visitor destination. This means making sure we have a vibrant city centre and our offer appeals to future audiences. We also need to ensure London is positioned as a world-class destination, attracting visitors from across the UK and around the world.

We will convene partners to shape the city's destination vision and to promote London

as a destination for tourists and events, achieving the scale needed to make an impact. We do this in partnership with VisitBritain, VisitEngland, national government, industry partners (such as BIDs, hotels and major attractions) and the London family (including GLA and TfL).

Attracting Visitors

We will lead London's tourism sector recovery to bring domestic visitors out into the city, in advance of the longer term recovering in international tourism. We will do this through a high-impact campaigns and using our website [visitlondon.com](https://www.visitlondon.com) the capital's official tourism website and through our social media channels



Attracting Meetings & Congresses



London Convention Bureau

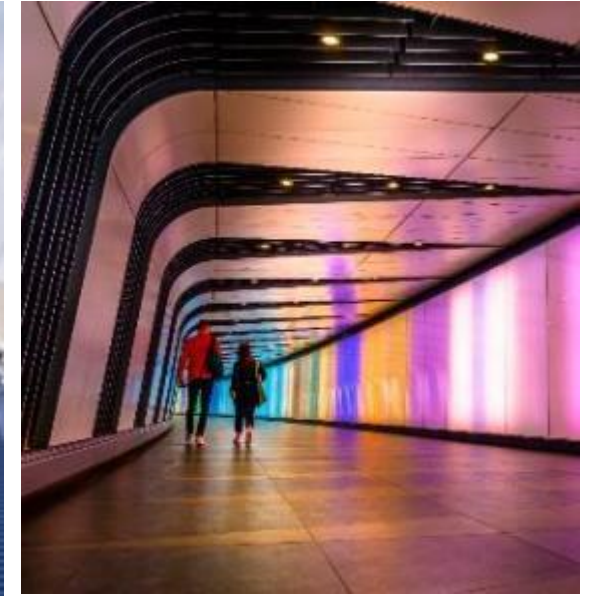
We run the official convention bureau for London, which helps bring international business events and congresses to the city.



Our Services

Free and impartial, we are your one stop shop and should be your first point of contact for:

- Venue finding
- Ideas for incentive programmes
- Coordinating site inspections and hotel bedroom searches
- Assistance with bids
- Comprehensive planning toolkits
- Insights, sector experts and speakers
- Creating memorable events with lasting legacies



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**By choosing London for your event,
you'll give your delegates an experience
they'll never forget.**

Sadiq Khan, Mayor of London

Work we've done



Sibos 2019

The bid for Sibos in London was won in 2015 and saw over 11,500 delegates from around the world attend – the highest number ever.



One Young World 2019

After winning the bid in 2017, One Young World saw 2,000 young leaders come to London for its 10-year event anniversary.



The Migraine Trust International Symposium 2018

750 delegates discussed current trends in headache treatment and prevention.

An aerial photograph of a city street during a large-scale parade. The street is filled with a dense crowd of people. Numerous rainbow flags and other colorful banners are visible, including a large rainbow flag in the foreground and several blue and white checkered flags. The buildings lining the street are multi-story, classical-style structures with many windows. In the distance, a city skyline is visible under a clear sky. A purple rectangular box is overlaid on the left side of the image, containing white text.

Attracting Major Events

Major Events

We work with industry leaders in entertainment, culture and sport to realise world-class events in London.

In partnership with an array of city stakeholders, national governing bodies and international sport federations we strive to win bids and attract new events that resonate globally.



Work we've done



Major League Baseball

Promoted MLB's story in London and supported the inaugural games through Visit London, city activations, securing filming locations, PR, and delivering a business hosting programme.



ICC Cricket World Cup 2019

Worked with the organisers, GLA and stakeholders across fan zones, spectator experience and marcomms workstreams. Hosted business programmes and ran students campaigns targeting audiences in India.



Chinese New Year

Working in partnership with the London Chinatown Chinese Association for over five years. Delivering the official event website, brand design and assisting with sponsorship, PR and marketing.

London brand



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Brand London

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Brand

We grow London's global reputation to support economic growth and high-growth businesses in our priority markets and sectors.

London's brand is reinforced using a consistent set of messages that connect and resonate with our audiences.

We use these messages to influence our audiences through our own channels as well as supporting London's advocating to tell the best story about the city



How we do it



Global Good Newsroom

We run London's Global Good Newsroom. A growing group of over 1700 leaders actively sharing our curated, tweet-sized good news about London and helping build London's global brand.



Generating media coverage

We generate media coverage in key markets for London, building London's brand as world-class business growth and visitor destination.



Creative Energy

London has an exciting history as a centre for creativity and free thinking. This creative energy can be felt in every aspect of London life and business and forms the basis of our London messaging.

London's Global Good Newsroom



+44 (0)75 5337 4546

Join fellow decision makers and leaders who are amplifying London's good news.

Become a member of our WhatsApp broadcast list to receive curated updates about London ready-made for you to share with your networks

1.

Add the number to your contacts,

2.

WhatsApp your name, job title and organisation to us

3.

start receiving London good news.

Creative Energy

Three key pillars guide our Creative Energy messaging:

1. **The historic and the new** showcase London's product, from the mix of tourist attractions to the contrast of the well-established financial sector compared to the burgeoning tech sector
2. **Diversity is at the heart of the London experience**, be it the people you meet, the adventures you discover or the constant flow of ideas
3. **This leads to innovation and unparalleled opportunities**, as Londoners constantly re-invent the world around them

This forms the basis on London's unique proposition.

LONDON CITY OF CREATIVE ENERGY





Partnership & ventures

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Developing income growth opportunities in partnership

We create partnerships and profit-making ventures to scale our impact and reinvest in London's recovery.

The emerging portfolio of income growth opportunities is how we plan to grow the organisation in the medium-term.

It is the role of the commercial directorate to spearhead how we bring our emerging portfolio of income growth opportunities to partners balancing existing services with the need of taking new services to market.

Social enterprise

Mission driven greenfield opportunities

Scoping & piloting new opportunities focussed on resilience, sustainability & inclusivity – all at profit or break even

Social impact

Mission driven income optimisation

Working on existing activities, including building communities at scale by refreshing or launching new partners schemes and exploring options to expand public sector funding.

Commercial

Profit generators

Business development and go-to-market piloting of live commercial activities

London & Partners' Membership Opportunities



Leisure and Business Tourism Members

Our tourism members are central to our work, supporting us with their insight, expertise, contacts and knowledge, and providing valuable funding and in-kind support.



Telling
London's
story
brilliantly



Membership Benefits

- Become part of London's tourism community and work with us to amplify London's story
- Increase your visibility across our channels
- Work closely with our Marketing, Insights, Convention Bureau and Campaigns teams
- Access the latest London tourism insights data and reports
- Benefit from regular and varied learning and networking opportunities
- Tiered membership structure which is flexible, transparent and accessible to businesses of all sizes



We need you as a Tourism Partner...

- To help set London's Future Tourism Strategy
- To support our global promotional activities
- To help us to attract and inspire more events to choose London as *the* destination in which to hold their event
- To ensure our government interactions are targeted and relevant and that the city has one voice
- To ensure our city has a body who can bid for citywide events



Tourism Partnership

In return, we offer...

- a community where we can share ideas, challenges and bring the city together to tell our collective story.
- platforms to help you generate business and increase your reach.
- a route to market where London together can open more doors than businesses working individually
- insights & advice to help you in short term and long term planning and reporting
- introductions to leverage relationships across the London and UK economy.



Our Values

We are proud to be recognised as a one of the UK's top not-for-profit employers.
We are a London Living Wage employer

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We are passionate about London

We are passionate about London - its history, culture and creativity.

We work to build a vibrant future for London and for the UK.

We are proud to serve our city.

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We are enterprising

We are curious creative and resilient.

We work with partners and with the market to achieve our mission for London

We generate profit to reinvest in London's future growth.

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We are inclusive

We champion diversity internally and externally.

We strive to reflect the city that we represent.

We create communities where people feel valued and belong.