**TRANSLATION COPY**

**LEISURE**

**Changing the Guard at Buckingham Palace**

Changing the Guard, also known as Guard Mounting, takes place outside Buckingham Palace from 10.45am and lasts around 45 minutes, with the actual handover taking place at 11am. The Buckingham Palace Old Guard forms up in the palace’s forecourt from 10.30am and is joined by the St James’s Palace Old Guard at around 10.45am. The New Guard then arrives from Wellington Barracks and takes over the responsibilities of the Old Guard in a formal ceremony accompanied by music.

The guard that looks after Buckingham Palace is called The Queen's Guard and is made up of soldiers on active duty from the Household Division’s Foot Guards. The guards are dressed in traditional red tunics and bearskin hats.

**The great outdoors**

Grab a blanket and a bottle of fizz, and join Londoners as they head to the city’s leafy parks when the sun shines. Enjoy a picnic and have a go on a pedalo in Hyde Park, or wander among the resident deer in Richmond Park.

When the mercury rises, take a dip in one of the city’s azure-blue lidos or venture north for a swim with leafy views in Hampstead Heath.

Launch from 35 metres (115ft) up in the air and enjoy unique views of the London skyline with Zip Now London, the biggest and fastest city centre zip wire in the world.

**BUSINESS**

**Artificial intelligence (AI)**

London offers open and transparent data with tight rules for privacy. The London Datastore, a free datasharing portal from the Mayor of London, provides everyone with access to more than 700 datasets on London, with more data becoming accessible all the time.

More than 200 languages are spoken in London, and AI thrives in this multilingual environment. Deep learning comes from data that’s truly representative of diverse populations, so the breadth and depth of London’s datasets are as unique as its entrepreneurs.

**The London Story: creating a smart city that delivers for citizens**

In today’s world of accelerating urbanisation and revolutionary digital transformation, the Mayor has set out his ambition to make London the world’s smartest city. Today, London is already a hub for smart mobility, cleantech and govtech, with many more opportunities for further cross-sectoral development in this capital of convergence.

**The future of transport**

London is a leader in smart mobility, with an ambitious goal that by 2041, 80% of journeys in the capital will be made on foot, on a bicycle, or on public transport.

**A cleantech leader with market potential**

The Mayor of London wants to ensure London is a zero-carbon city by 2050. Early-stage VC investment, a supportive ecosystem and late-stage financing have already led to successful London cleantech IPOs, while the market potential for smart energy, water and waste could reach $4bn by 2020.

**Accessible, responsive, citizen-oriented public services**

As a global tech hub, London is transforming its public services to better meet the needs of its citizens.

**BUSINESS TOURISM**

The official convention bureau for London partners with more than 400 organisations across a range of business venues, tourist attractions and destination management services in London, representing the best the city has to offer. Partnership status, whether Premier, Platinum or Gold, is a guarantee of quality and value for event planners.

Our convention bureau is dedicated to helping event professionals, corporate meeting planners and incentive organisers. We can help with all aspects of event planning, from handling RFPs to providing visitor information for delegates.

**TWEET**

It's a pleasure to welcome our summer cohort of companies joining the Business Growth Programme! Over the next 3 months, start-ups and scale-ups will have access to workshops, corporates, mentoring & a dedicated growth advisor! [#GrowinLDN](https://twitter.com/hashtag/GrowinLDN?src=hash)