

Written Answers to Questions Not Answered at the Plenary Meeting on 4 November 2015

London's overseas reputation

Question No: 2015/3550

[Stephen Knight](#)

To what extent is government policy and rhetoric over immigration and uncertainty over EU membership damaging the reputation of London overseas and our city's economic interests?

Oral response

London & Partners' strategic delivery

Question No: 2015/3551

[Fiona Twycross](#)

How effective is London and Partners in delivering jobs, investment and tourism for London?

Oral response

Tourism in Outer London

Question No: 2015/3549

[Tony Arbour](#)

What more will you be doing to ensure that Outer London sees an increase in visitor footfall?

Oral response

A fairer London

Question No: 2015/3548

[Jenny Jones](#)

What is London & Partners doing to promote the living wage and apprenticeships?

Oral response

Israeli high tech

Question No: 2015/3552

[Andrew Dismore](#)

What business links and investment have you made with Israeli high tech companies?

[Sir Edward Lister \(Board Chairman, London & Partners\) & Gordon Innes \(Chief Executive Officer, London & Partners\)](#)

The Israeli economy is particularly strong in high-tech industrial sectors, such as software, telecoms and semiconductors, as well as biomedical equipment and pharmaceuticals. Tel Aviv also claims to have the highest density of start-ups in the world, and may be the second-largest start-up cluster outside California by volume.

Since 2003, L&P has attracted/assisted 23 Israeli companies to invest in London, making Israel London's 18th largest source market. In their first year, these projects created 157 jobs. The projects were mainly in tech, business services and financial services.

L&P is forecasting increasing investment from Israel in the coming years. During the past two financial years, L&P is currently influencing/supporting 35 Israeli FDI projects, with 14 of these identified during the last 2 financial years. These projects are concentrated in Fintech, Adtech, E-commerce and cyber-security sectors.

The US remains the leading destination market for Israeli FDI, attracting c.25% of all outbound Israeli FDI projects. The UK performs less well, attracting 4% of projects, making it the 7th largest destination market.

However, London performs disproportionately better and is the third ranked city for Israeli FDI after New York and Bucharest. Moreover, London attracts for 50% of all Israeli FDI to the UK. Since 2003, Israeli FDI into London has created an estimated 9,960 jobs and £1bn of capital investment.

London's Jewish heritage

Question No: 2015/3553

[Andrew Dismore](#)

What efforts have you made to promote London's Jewish heritage to visitors?

[Sir Edward Lister \(Board Chairman, London & Partners\) & Gordon Innes \(Chief Executive Officer, London & Partners\)](#)

In order to maximise the ROI to the GLA, L&P focuses its leisure tourism marketing activities on its largest markets by value and volume: the USA, France and Germany.

However, L&P also runs VisitLondon.com and associated social media platforms (Facebook, Pinterest, Instagram, Twitter, etc.)

The website is global and reaches 28 million unique users every year. It also seeks to offer the breadth and depth of London's tourism offer, and features Jewish heritage and events which are open to the public and of potential interest to tourists.

VisitLondon.com has attraction listings which relate to London's Jewish heritage, for example:

- The Jewish Museum in Camden
- The Czech Memorial Scrolls Museum
- The Wiener Library Institute of Contemporary History
- The Ben Uri Gallery

L&P also promote events through listings and social media posts. Recent examples include the Holocaust exhibition at the Imperial War Museum, the Jewish Comedy festival at JW3 and the Judith Kerr exhibition at the Jewish Museum. There is also a Kosher restaurants page.

Additionally 'Chanukah on the Square' is a major event in the London calendar. It is included in the 'events calendar' page on visitlondon.com as one of the top 15 events in London for the month of December.

Visitors from the rest of the EU

Question No: 2015/3554

[Andrew Dismore](#)

How many visitors do you estimate came to London from the rest of the EU in each of the last 3 years?

[Sir Edward Lister \(Board Chairman, London & Partners\) & Gordon Innes \(Chief Executive Officer, London & Partners\)](#)

L&P can provide the following estimates, which come from the ONS's International Passenger Survey.

	2012	2013	2014
EU Visitors to London (m)	8.8	9.6	10.1

Businesses based in the rest of the EU

Question No: 2015/3555

[Andrew Dismore](#)

How many businesses based in the rest of the EU have you helped set up in London in each of the last 3 years; and how many jobs were created as a result?

[Sir Edward Lister \(Board Chairman, London & Partners\) & Gordon Innes \(Chief Executive Officer, London & Partners\)](#)

L&P has attracted and helped the following number of EU businesses to invest in London, which created the following number of jobs during the first investment year:

FDI:

	2012-13	2013-14	2014-15
Projects from EU	53	80	62
Year 1 jobs	980	855	905

Tour de France grande depart (1)

Question No: 2015/3556

[Andrew Dismore](#)

What do you consider the impact of London's last minute rejection of the Tour de France grande depart will be, in attracting other high profile sporting events and visitors to London?

[Sir Edward Lister \(Board Chairman, London & Partners\) & Gordon Innes \(Chief Executive Officer, London & Partners\)](#)

London hosts some of the world's largest sporting and cultural events. These include regular blockbuster events, such as the London Marathon, RideLondon and NFL International Series, as well as one-off events, such as this year's Rugby World Cup and 2017's IAAF World Championships.

There was no "last minute rejection" of the Tour de France grande depart. London remains committed to hosting sporting and cultural events that provide the city with a strong return on investment, based on our evaluation of economic, media and community impact. The decision not to host the 2017 Grand Départ was a difficult one but was reached for sound financial reasons. The decision has no impact on our ongoing commitment to hosting sporting events in London and we are sure that the international community will continue to see London as a leading destination for major sports events.

Tour de France grande depart (2)

Question No: 2015/3557

[Andrew Dismore](#)

What do you estimate the revenue to London businesses and services would have been as a consequence of the Tour , if the Tour de France grande depart had taken place in 2017 as originally intended?

[Sir Edward Lister \(Board Chairman, London & Partners\) & Gordon Innes \(Chief Executive Officer, London & Partners\)](#)

The cost of hosting the Grand Depart would have been £35 million. Initial work undertaken by L&P estimated that there may have been a long-term economic benefit return in excess of that amount [around £85 million for London]. However, the decision had to be weighed against having to find the staging costs in the short-term, when other competing priorities, such as the cycle superhighway must be funded. It would also be at a time when the effects of the Comprehensive Spending Review are not fully known. This was a difficult choice to make, but ultimately the right one.

Formula 1

Question No: 2015/3558

[Andrew Dismore](#)

What work are you doing on bringing a Formula 1 race to London?

[Sir Edward Lister \(Board Chairman, London & Partners\) & Gordon Innes \(Chief Executive Officer, London & Partners\)](#)

We have not had any recent discussions regarding Formula 1. However, L&P and the GLA have been heavily involved in securing the Formula E event for London. As a result, the final two stages of the Formula E event race season will be hosted in London for the coming years. Like Formula 1, Formula E is sanctioned by the international Governing body, the FIA (Fédération Internationale de l'Automobile).