

## Mayoral Mandate

### Boosting London's Growth Sectors

#### Introduction

As Mayor of London, I am determined to help secure stable, long-term economic growth that works for all of our communities and ensures we can continue to build a fairer, safer, greener London for everyone. The strength of our economy is critical to Londoners' quality of life and to the wider prosperity of London and the UK.

That's why I am developing a new Growth Plan for London in partnership with London's local authorities and in close collaboration with businesses, universities and colleges, trade unions and civil society. We have set a target of helping to create more than 150,000 good jobs by 2028 and increasing living standards for Londoners.

A core aim of the growth plan is to set out how London will improve productivity and boost jobs and investment in key growth sectors to the benefit of all Londoners. This mandate commissions my City Hall team to define how the GLA and organisations across the GLA Group, working closely in partnership with others, can achieve this. This work is pivotal to our support of the government's national mission to kickstart economic growth.

I expect this mandate to be read alongside the mandate for *Supporting Londoners to Benefit from Growth*. I expect the delivery plans to be developed in tandem to ensure that all Londoners (including those from disadvantaged and underrepresented groups) can access the benefits associated with these growth sectors.

Other important interactions should be with: *Making Best Use of Land* (support for sectoral clusters through planning policy); *Upgrading London's Infrastructure* (provision of infrastructure and data networks); *Building More Homes* (avoiding housing availability acting as a barrier to growth) and *Helping Local Economies to Thrive* (creating wider benefits through local supply chains). I expect to see these connections come through the delivery plan for this programme.

#### Strategic objectives

The GLA has defined a number of London-level, long-term outcomes which reflect Londoners' aspirations for the city and to which the GLA, in partnership with others, is working towards. The core outcome to which this programme should contribute is: stable, long-term economic growth benefits all of London's communities.

This reflects the importance of London's growth sectors in strengthening the UK's global position at the cutting -edge of innovation and the creation of high-wage jobs.

Alongside this, the wider London-level outcomes to which I expect this programme to make a substantive contribution are: Londoners have access to good work; London's economy has the skills it needs to thrive; London is an attractive and high-quality destination for visitors; London is a world-leading global city; and London is a net-zero carbon city.

The delivery plan for this programme should recognise two broad (and in some cases overlapping) sets of sectors that are important to London's growth:

- well-established sectors that are recognised as economic strengths – including financial and professional services, the built environment and the creative industries
- high-growth sectors that are attracting significant investment and can inject new dynamism into London's economy – including life sciences, AI and digital, the creative industries, the

green economy and the experience economy.

### **Programme approaches and priorities**

The delivery plan for this programme should focus on four key areas of activity (to be kept under review in light of the continuing work on the London Growth Plan) as set out below:

**Support innovative businesses to grow:** The delivery plan should ensure that entrepreneurs and business owners (of all backgrounds) in innovative, high-growth sectors can access the advice and support they need to grow. This should include (but is not limited to): business development; network building; innovation support; trade promotion; and access to finance. We should also look at how international companies can be supported to invest and/or locate in London. This is likely to incorporate both GLA-funded provision and wider partnerships (including with the private sector and central government) in support of this agenda.

**Create the conditions for growth sectors to thrive:** The delivery plan should demonstrate how the GLA will work with boroughs, London & Partners, and other partners to identify the sectoral clusters that are most critical to London's economy. This includes: the Central Activities Zone; the infrastructure and data systems needed to support innovation; and the key skills London's growth sectors require. The delivery plan should lay out how the GLA will address barriers to growth (including skills gaps, housing availability and infrastructure provision), both in key locations and across London.

**Support the city-wide coordination across specific sectors:** The GLA has a key role in convening, funding and coordinating partnerships to: raise awareness of London's position as a place of choice for growth-sector companies to invest and scale their businesses; help businesses navigate the city's decision-making structures; and address specific sector needs. The delivery plan should lay out how the GLA will use this role to support the objectives of this mandate.

**Oxford Street:** This delivery plan should demonstrate how the GLA will take forward work on my proposals to transform Oxford Street and deliver an improved experience for shoppers, residents, workers and tourists.

### **Contribution to cross-cutting priorities**

The programme should identify where it can make a substantive positive contribution to the areas identified as cross-cutting priorities for the GLA. I expect that the key areas of focus for this programme will be around:

- Addressing structural inequalities – building in mechanisms to ensure that advice and support reach business owners from disadvantaged and under-represented backgrounds so that they are full participants in the networks and opportunities promoted through this programme
- Net-zero and Health in all policies – recognising life sciences, cleantech and the green economy as key growth sectors
- Night-time economy – promoting and supporting the night-life sector as an important sector in London's economy.

### **Resources**

The GLA's current activity for this programme draws on a revenue budget of c. £43m. This comprises £12m of core GLA funds, £30m of UKSPF 'Supporting Local Business' funds, and £1m of other external funding. A significant part of this (c. £19m) has been allocated to London & Partners in part as core funding and in part for its high-growth business support

programmes. In addition, a further c. £3m has been allocated through the GLA's Creative Economy Growth Portfolio as grant funding to a number of sector bodies, and the GLA is providing capital funding of £640m for the delivery of the major cultural and economic projects at East Bank and £95m for the new London Museum at Smithfield (with an annual revenue grant of c. £8m also provided). These programme budgets do not include current staffing costs associated with activity laid out in this mandate. Our deployment of staffing across programmes may change once delivery plans have been developed.

Recognising the significant current fiscal challenges both in London and at national level, I expect the delivery plan to be developed in this context, and to demonstrate what can be achieved within the current level of funding. This should include setting out how resources might be most effectively redeployed as flexibility becomes available over the course of this Mayoral term, and any interventions aimed at securing additional funding to support delivery.

### **Senior Responsible Owner**

I expect the Assistant Director, Economic Development and Programmes, to be the Senior Responsible Owner of this programme, with my Deputy Mayor for Business and Growth to provide ongoing oversight and political direction, along with other colleagues from my office, on my behalf.

### **Next steps**

I expect the Mayoral Delivery Board to recommend a delivery plan for this programme to me in line with our governance and oversight arrangements.

**January 2025**