

MAYOR OF LONDON



The Mayor's Economic Development Strategy for London

CONSULTATION REPORT

December 2018



London Economic Development Strategy – Consultation Response Report

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1 Executive Summary

This report summarises the responses to the consultation on 'The Mayor's draft Economic Development Strategy for London'. The consultation responses have been fully considered and the final Economic Development Strategy will be redrafted to reflect those responses. This report sets out how the Mayor will respond to the issues raised.

The Mayor publicly consulted on the draft Strategy between 13 December 2017 and 13 March 2018. The draft strategy was informed by the Economic Evidence Base for London (2016) and 'A City for all Londoners' published in October 2016. Several documents formed part of the consultation on the draft strategy including:

- Draft & Final Economic Evidence Base
- Draft Economic Development Strategy for London 2017 – Executive Summary
- Draft Economic Development Strategy for London – Easy read version
- Draft Economic Development Strategy for London – Full version
- Draft Economic Development Strategy – Integrated Impact Assessment

The publication of the draft strategy was advertised to the public and technical stakeholders through:

- A webpage on London.gov.uk
- The Talk London webpage
- A City Hall blog
- Twitter (@MayorofLondon, @LDN_Gov, @LDN_Environment, and @LDN_Talk)
- The Mayor of London Facebook account
- A series of events and meetings

The consultation included the following:

- Engagement events: four [LEAP](#) stakeholder events were held to raise awareness of and consult on the Economic Development Strategy across four London sub-regions, with 166 attendees participating in total.
- Written responses: the draft consultation document was made available and published on the Greater London Authority's website in November 2017. Written responses were received from 62 organisations.

- Public consultation via two sets of surveys covering key areas of the Economic Development Strategy; one with a representative sample of Londoners and another with members of the [Talk London](#) online community.

Copies of all stakeholder representations, and a database of the responses from the public, businesses and other organisations have been made available to the Mayor.

With regards to the draft strategy as a whole, the key issues raised included:

Issue	Response
Strong support for the vision and policies of the draft strategy. Some omissions and caveats were noted, including more clarity on the scale of resources available to deliver the strategy, the roles and responsibilities of partners, and how the strategy would be monitored.	Greater detail will be provided on how the strategy objectives will be delivered, including any resource implications and how the strategy will be monitored in an Implementation Plan that will be published alongside the final Economic Development Strategy.
Greater integration is required between the final strategy, other Mayoral strategies and key policies.	The Strategy will provide greater cross-referencing to other Mayoral strategies throughout, and wider strategies where relevant.
There was strong overall support for the draft actions, however feedback on refining these, providing additional detail, and considering suggested additional actions should be taken into account. These points are identified in Section 5 of this Consultation Report.	The feedback and suggested changes will be taken into account and changes will be incorporated into the final strategy as appropriate.
The Strategy needs to strengthen its response to Brexit in its recommendations including consideration of investment, trade, labour market, regulation, and future funding impacts.	The strategy will provide a commitment that once the detail of the UK's future relationship with the EU becomes clear, the Mayor will review the need for additional, short term interventions to address the specific challenges posed by Brexit.

There were no major areas of policy opposition. As a result, no major policy changes are proposed. The areas of strongest positive feedback on the draft strategy were:

Policy area	Areas of strongest positive feedback
A fairer, more inclusive economy	World class education: there was particular support for the importance of good early years' education, the development of early years hubs and Healthy Early Years London; and proposals for an all-age, accessible careers service.
	Opportunity for all Londoners: there was strong support for advanced learner loans, with the caveat that they need to be more flexible and inclusive; the focus on helping specific groups access sustainable employment; the emphasis on inclusion and accessibility for target groups including disabled and English as a Second Language groups; the focus on STEM work experience; and ensuring opportunities nor achievement are limited by gender, ethnicity, sexuality, religion, disability, place of birth or background.
	A lower cost of living: there was strong support for the emphasis on access to public transport; aims to deliver affordable housing; and actions to support greater financial inclusion.
	Fair pay and employment practices: there was support for the proposed actions to ensure fairer pay and employment practices; the rigour and application of the Good Work Standard; responsible procurement policy to maximise social value; and making London a Living Wage City.
	Better health and less poverty: there was support for the narrative on poverty and health; and the London Healthy Workplace Charter.
	Inclusive and safe communities: there was strong support for the strategy's overarching good growth narrative; the emphasis on making London a safer city; the commitment to maximise community participation in planning and place-making; and recognition of the interlinked nature of economic growth, good design, community cohesion and the public sector which contributes to the success of the city.
Creating the conditions for growth	Space for business and work: there was support for the focus on maintaining vibrant and healthy high streets; plans to improve provision of affordable workspace, mixed and inclusive enterprise developments; and town centre office clusters.
	Transport: there was strong support for the proposals to tackle congestion; reduce car dominance, ownership and use; the commitment to deliver efficient and affordable public transport; the Healthy Streets approach; Crossrail 2; and the role of airports in supporting trade, investment and tourism.
	Other Infrastructure: there was particular support for the ambitions to protect natural capital and promote green infrastructure; the fuel poverty action plan; the circular economy concept; supporting the transition to a

Policy area	Areas of strongest positive feedback
	low carbon economy; enhancing digital infrastructure; and the co-ordination role of the Infrastructure High Level Group.
	Innovation and skills: there was support for the post-study work visa route; devolution of skills budgets; the Construction Academy Scheme; expanding technical training routes; and the devolved apprenticeship levy.
	Enterprise and Entrepreneurship: there was particular support for business rate retention, local administration of the tax and review of the system; business support for start-ups and SMEs; trade support for SMEs; development of the London Growth Hub; and action to mitigate the economic impact of Brexit.
Supporting London's sectors	Advanced urban services: the focus on smart cities technologies and digital innovation was welcomed, and there was support for how advanced urban services could support the vitality of town centres and the role for boroughs.
	Cultural and creative industries: there was particular support for the identification of the cultural and creative sector as a priority growth sector; the focus on the need for affordable creative workspace; the review of business rates; programmes such as Creative Enterprise Zones and the London Borough of Culture; and the focus on enhancing London's tourism and cultural offer, including the protection of London's heritage.
	Financial and business services: there was support for the identification of the financial and business services sector as a priority sector and the need to support its continued growth.
	Life sciences: the focus on supporting the growth of the life sciences sector was welcomed, including the continued promotion of the sector on the international stage and mitigating against the challenges of Brexit.
	Low Carbon: the focus on CleanTech and the development of innovation clusters was welcomed; as was the emphasis on circular economy approaches, and the general focus on clean growth.
	Tech and digital: the focus on cyber security and supporting the growth of tech clusters was welcomed.
	Tourism: the focus on the need for a more flexible approach to migration to help address skill shortages was welcomed; as was the identification of the importance of heritage; the recognition of the sector as a growth sector; and the overarching clarity of vision.

Constructive feedback was provided on how the draft strategy could be strengthened through amendments or additions. These are explained in greater detail in Section 5 alongside how the issue will be responded to in the final strategy.

2 Introduction and background

About the draft Strategy

The draft Economic Development Strategy (EDS) sets out the Mayor's vision for a fairer and more inclusive economy that works for all Londoners. In order to achieve this, the strategy identifies three strategic priorities which are underpinned by a series of objectives and actions:

- **Priority 1: A fairer, more inclusive economy.** London needs world class education; to provide opportunity for all Londoners; a lower cost of living; fairer pay and employment practices; better health and less poverty; and inclusive and safe communities.
- **Priority 2: Creating the conditions for growth.** London needs to provide the right space for businesses to set up and grow; invest in transport and wider infrastructure, including digital connectivity; invest in innovation and skills; and to provide support for enterprises and entrepreneurship.
- **Priority 3: Supporting London's sectors.** The Mayor will support the growth of all businesses, but several sectors have been identified as playing an important role in helping to deliver the Mayor's vision for the economy. These sectors include: advanced urban services; cultural and creative industries; financial and business services; life sciences; low carbon and environmental goods and services; tech and digital; and tourism.

In order to deliver this vision the Mayor needs the support of public, private, voluntary and community sector organisations. This will be achieved through strengthening partnerships; making the case for greater devolution; and ensuring that the Mayor leads by example.

Mayor's Powers and Duties

The Mayor has a statutory duty to consult on the Economic Development Strategy. The policies and proposals set out in the draft Economic Development Strategy are subject to public and stakeholder consultation. There is a legal duty to consult specific stakeholder groups and to consider the potential likely impacts on specific groups or areas of interest through conducting an Integrated Impact Assessment.

Purpose of Report

This report summarises the consultation responses on 'The Mayor's draft Economic Development Strategy for London'. It sets out how the Mayor will respond to the issues raised before determining the text of the final strategy.

Each response has been analysed and considered in the preparation of this consultation report. The purpose of the consultation report is to understand the full range of views expressed. These are presented by policy area and/or theme to provide a summary of the key issues raised and an outline of how the issues will be responded to.

Structure of Report

The report is structured as follows:

- Section 3 describes the consultation process and provides details on the engagement methods used
- Section 4 provides the main findings from the stakeholder consultation identifying areas of support and issues for consideration
- Section 5 sets out the main issues raised and the main changes to the draft strategy as a result of the consultation
- Section 6 concludes with recommendations
- Section 7 sets out next steps

3 Consultation Process

The draft strategy consultation

The Mayor publicly consulted on the draft Economic Development Strategy between 13th December 2017 and 13th March 2018. Several documents formed part of the consultation including:

- Economic Evidence Base for London 2016
- Economic Development Strategy for London 2017 – Executive Summary
- Economic Development Strategy for London – Easy read version
- Economic Development Strategy for London – Full version
- Economic Development Strategy – Integrated Impact Assessment

The publication of the draft strategy was advertised to the public and technical stakeholders through:

- A webpage on London.gov.uk
- The Talk London webpage and five emails to Talk London members
- Twitter (@MayorofLondon, @LDN_Gov)
- The Mayor of London Facebook account and paid for advertisement on Mayor of London Facebook
- A press release: <https://www.london.gov.uk/press-releases/mayoral/sadiq-sets-out-vision-for-inclusive-economy>
- Four engagement events

The consultation included the following:

- **Technical Stakeholders** through:
 - **Engagement events:** four [LEAP](#) stakeholder events were held to raise awareness of and consult on the EDS across four London sub-regions, with 166 attendees participating in total
 - **Written responses:** the draft consultation document was made available and published on the GLA's website in November 2017. Written responses were received from 62 technical stakeholders. Technical stakeholders were considered to be:
 - individuals responding on behalf of organisations

- individuals responding to the consultation questions with specialist knowledge of the topic
 - individuals responding free-form with specialist knowledge of the topic
- **The Public:** via two sets of surveys covering key areas of the EDS; one with a representative sample of Londoners and another with members of the [Talk London](#) online community.

Technical Stakeholders

Written Responses

A draft version of the strategy was made available and published on the GLA's website on the 13th of December 2017. Stakeholders and the public were given until 13th March 2018 to submit their response to the strategy. Organisations responding to the strategy were encouraged to respond to a list of 15 questions in a consultation response template. This included a number of questions on the vision, priorities, objectives and actions, as well as feedback on the Integrated Impact Assessment. A copy of the response template and list of questions is included in the appendix. Consultees were not obliged to use the response template and could also submit a response in their own format. All responses were sent by email to the GLA.

Engagement Events

Table 1 provides details of the four engagement events, including the number of attendees and the format of the events. Event briefing was provided in the form of an introduction to the Economic Development Strategy alongside workshop questions for discussion to obtain feedback on the draft strategy.

Table 1: Details of Engagement Events			
Event	Date	Attendees	Format
Central Region EDS Roundtable 1, Goldsmiths University	13/02/2018	51 (various local stakeholders)	Facilitated workshop Q&A session
Central Region EDS Roundtable 2, Coin Street	16/02/2018	46 (various local stakeholders)	Facilitated workshop Q&A session
Harrow EDS Roundtable 3, Westminster University	27/02/2018	38 (various local stakeholders)	Facilitated workshop Q&A session
Ilford EDS Roundtable 4, City Gates Church	09/03/2018	31 (various local stakeholders)	Facilitated workshop Q&A session

The Public

Non-Representative Polling

Talk London is an online research community designed to put Londoners at the centre of City Hall strategies. Talk London involves the public in sustained and meaningful consultations that generate insights, feedback and actions to improve the capital.

All Londoners are able to join the Talk London community. However, as Talk London respondents are self-selecting, this audience is likely to be at least partially engaged with the work of City Hall. Members are therefore not representative of the London population as a whole.

People were invited to 'have your say' across digital channels and were directed towards the Economic Development Strategy landing page on Talk London where there was a survey relating to content of the strategy. The following statistics relate to traffic to the Talk London draft Economic Development Strategy page. This is where members of the public were directed to complete surveys and contribute to discussion threads. This page was also mentioned in the Economic Development Strategy press release:

<https://www.london.gov.uk/press-releases/mayoral/sadiq-sets-out-vision-for-inclusive-economy>.

Table 2: Talk London Website Statistics

EDS Consultation Page (Talk London)	3,244 unique page views 8,553 in total
Draft EDS document (from Talk London)	588 unique clicks 1,280 in total
Five emails to Talk London members	24.5 % average open rate
@LDN_talk 3,400 followers	27 tweets 883 average impressions

The public had the option of completing the survey, which was available from 13th December 2017 to 13th March 2018. The survey sample has not been weighted, and therefore cannot be said to be representative of the London population. The total number of individuals who responded was 1,544.

Table 3: Demographic profile of survey respondents		
Gender	Age	Ethnicity
<ul style="list-style-type: none"> Male: 56% Female: 39% No response: 4% 	<ul style="list-style-type: none"> 18-24: 2% 25-34: 13% 35-44: 15% 45-54: 17% 55-64: 18% 65+: 14% No response/DoB not valid: 22% 	<ul style="list-style-type: none"> White – 85% Mixed – 4% Black – 1% Asian – 4% Other: 2% No response: 4%
Tenure	Working status	Education
<ul style="list-style-type: none"> Being bought on a mortgage: 29% Owned outright: 29% Private renters: 23% Housing association tenant: 4% Local authority tenant: 3% Other: 7% No response: 4% 	<p>Working:</p> <ul style="list-style-type: none"> Full time: 56% Part time: 10% <p>Not working:</p> <ul style="list-style-type: none"> Retired: 16% Caring: 2% Unemployed: 3% Disabled: 2% <p>Student:</p> <ul style="list-style-type: none"> Part time working: 1% Not working: 2% <p>Other: 5%</p> <p>No response: 4%</p>	<ul style="list-style-type: none"> Degree or higher: 51% A levels or equivalent: 6% GCSE/O Level grade A*-C or equivalent: 4% Higher education/foundation degree: 8% Other qualifications: 2% No qualifications: 1% No response: 29%
Religion	Sexuality	Disability
<ul style="list-style-type: none"> Christian: 21% Jewish: 1% Muslim: 1% Buddhist: 1% Hindu: 1% Sikh: 0.1% No religion: 35% Prefer not to say: 4% Other: 2% No response: 34% 	<ul style="list-style-type: none"> Heterosexual/ straight: 55% Gay, lesbian or bisexual: 7% Other: 1% Prefer not to say: 7% No response: 30% 	<ul style="list-style-type: none"> No: 54% Yes: 10% Prefer not to say: 2% No response: 35%

Table 3: Demographic profile of survey respondents

Location	
<ul style="list-style-type: none"> • Inner London: 55% • Outer London: 38% • No response: 5% 	

Online qualitative discussion threads ran during the consultation period, designed to explore views on the draft Economic Development Strategy in greater depth. There were 7 discussions and 81 comments across a variety of topics in the draft strategy. These included:

- New technology and you (28 comments)
- Uses of new technology (6 comments)
- Most important sectors (5 comments)
- Risks to London's economy (32 comments)
- Thriving businesses (4 comments)
- The Good Work Standard (2 comments)
- Career goals (4 comments)

Representative Polling

Quantitative research is regularly undertaken with a representative sample of Londoners to ensure that the GLA's work is informed by the views of citizens from a cross-section of the community. A representative sample of the London population aged 18+ was surveyed on the following dates:

- 20th-23rd November 2017, with response of 1,036
- 22nd-26th January 2018, with response of 1,009

Email

The GLA also received a total of 4 emails from members of the public writing in to express their views on the strategy.

Recording of Responses

The key points and comments from technical stakeholders and the public as gathered through the engagement events, polling and written responses were logged in a consistent format, and emerging and recurring themes were identified.

The following fields were logged:

- Name of Organisation/Engagement session
- The question that the comment was responding to

- The section that the comment was responding to (framed around the three strategic priorities and the delivery of the strategy)
- The strategic objectives that the comment was responding to
- Whether the comment makes any links with, or is relevant to, other Mayoral strategies
- The level of support for the vision/priorities/objectives/actions (if relevant)
- Central point of the comment
- Any suggested change to the strategy (if relevant)

Integrated Impact Assessment

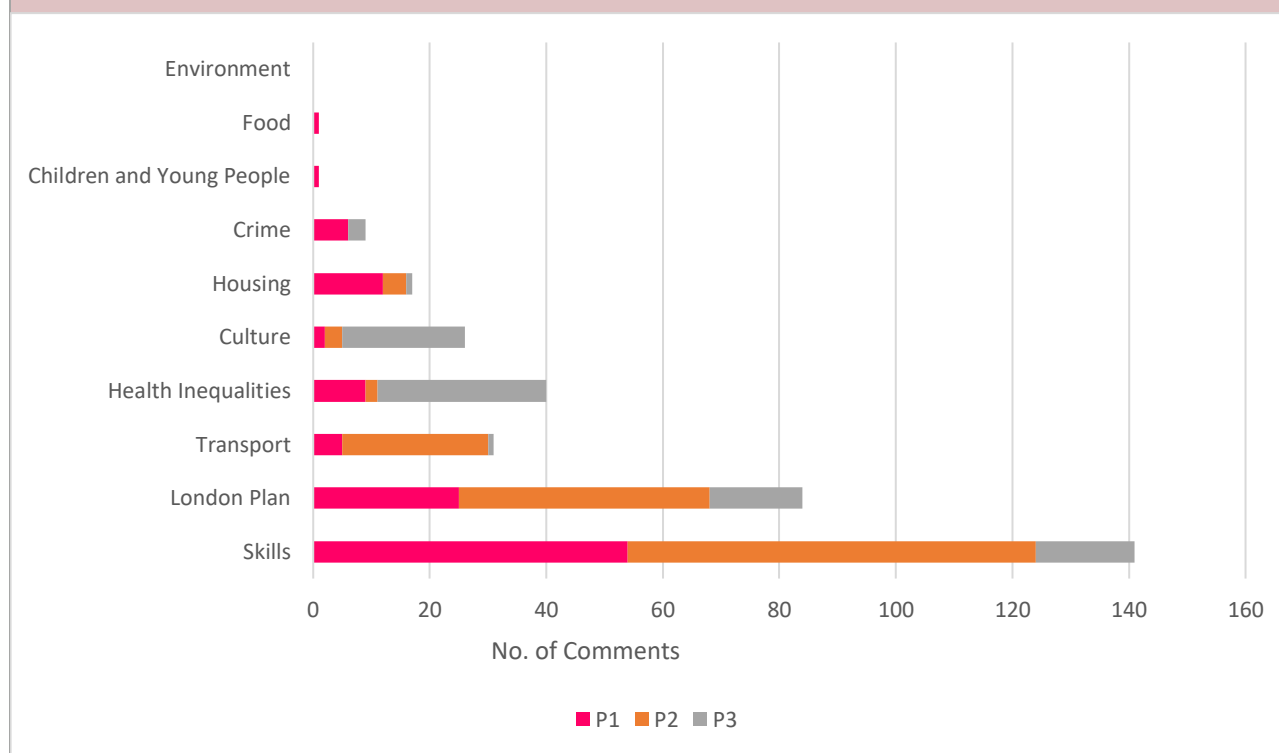
A key part of preparing, consulting and reviewing the Economic Development Strategy is the requirement to undertake an Integrated Impact Assessment (IIA). The purpose of an IIA is to provide independent information for the decision-making process. It helps policy makers think through the likely impact of the proposed strategy policies on environmental conditions, public health, community safety and on characteristics protected by equality legislation (Equality Act 2010). A common IIA framework has been applied across all of the GLA strategies. The scope of the Economic Development Strategy IIA includes a community safety impact assessment (CSIA), equality impact assessment (EqIA), health impact assessment (HIA), and strategic environmental assessment (SEA).

The draft IIA of the Economic Development Strategy was published in November 2017 and will be finalised in 2018 alongside the final strategy.

Cross Strategy Responses

All cross-references that made links with, or are relevant to, other GLA strategy documents were logged. The number of comments in relation to each priority area was particularly high for Priority 1 'A Fairer, more Inclusive Economy' and associated with the Skills for Londoners Strategy and the London Plan.

Figure 1: Number of comments that made links with or are relevant to other Mayoral Strategies



As the other Mayoral strategies are finalised and published, the Economic Development Strategy will strengthen cross-referencing where relevant.

4 Key Findings

Respondents

Written Responses

Written responses were received from 62 organisations. Of these, 11 responded through the structured form given, and the remaining 51 either answered the questions in a different format to the structured form (12) or gave a completely unstructured response (39).

Table 2: Respondents to written consultation by type of organisation	
Type of organisation	Number of written responses
Other Organisations	17
Local Authorities	15
Business Representative Bodies	10
Business	8
Charitable Organisation	3
Social Enterprise	2
Sub-Regional Partnership	2
Campaign Organisation	2
Community Group	1
Cultural Institution	1
University	1
Total	62

Of the respondents 65% were from organisations with a London-wide focus and 34% had a local focus, commonly local authorities.

Comments

Overall, 1,480 comments were logged and analysed. This included:

- 1,388 comments from the written responses
- 51 comments from the engagement events
- 10 key points from representative polling
- 24 key points from Talk London polling
- 7 key points from emails from the general public

The State of the Economy

The strategy outlines the opportunities and challenges faced by the London economy. Respondents were asked if there are any other trends and drivers of change which they feel should be addressed, and how should the Mayor be responding to these.

In total, 21 organisations responded to this structured question explicitly or implicitly through their comments. Drivers of change associated with the global macroeconomic and political environment were acknowledged, with particular attention paid to the impact of Brexit, notably in relation to access to skilled labour and addressing skills shortages in addition to concerns about the impact of losing European funding on the city's ability to upskill workers. However, it was felt that the strategy lacked the flexibility required to address the uncertainty created by Brexit and there was a need for the strategy to consider scenarios such as a possible 'hard' or 'no deal' Brexit, and the implication that this will have on economic growth prospects.

Respondents commented on the need to adapt to new disruptive technologies, and the importance of supporting workers through a process of change, that ideally is done *with* them, not *to* them. There was recognition of the negative impact that automation and artificial intelligence may have on jobs, particularly those which are low skilled, but a wider recognition that these changes must also be seen as an opportunity to transform productivity. It was also noted that these drivers of change will have a geographic dimension and will affect places differently. The rise of e-commerce for example is expected to have a negative impact on town centres and underscores the importance of diversification strategies. The draft Economic Development Strategy also needs to be sensitive to the scale of precarious gig economy employment and the pace at which technology facilitates its spread.

Vision and Priorities

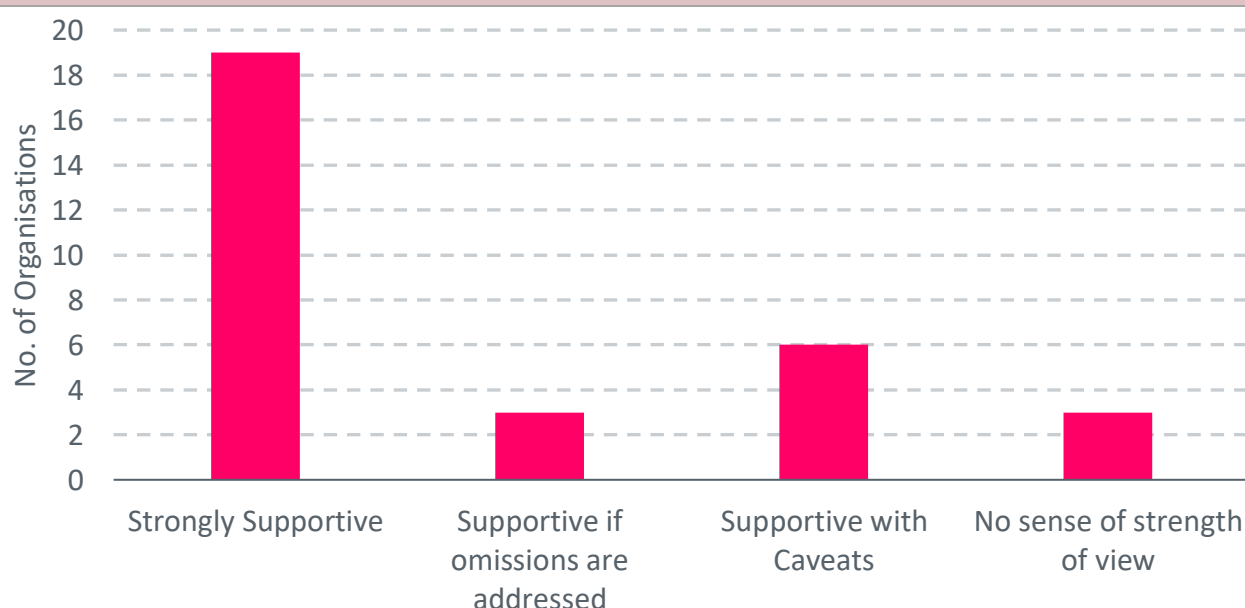
Do you agree with the Mayor's vision to create a fairer, more inclusive economy?

In total, 31 organisations responded to this structured question explicitly or implicitly through their comments. Table 4 provides a breakdown by organisation type.

Table 4: Types of organisation that provided comments on the vision	
Type of organisation/skills focus	Number of written responses
Local Authority	10
'Other'	7
Business Representative Body	5
Business	4
Sub-Regional Partnership	1
Charitable Organisation	2
Social Enterprise	2
Total	31

There was a strong level of support for the vision in the written responses. Of the 31 responses which answered this question directly, 19 were strongly supportive. Areas of strong support included the focus on ensuring all Londoners benefit as a 'City for All', supporting enterprise in education, aspirations to maximise participation, and active citizenship and volunteering.

Figure 2: Do you agree with the Mayor's Vision to create a fairer, more inclusive economy?



Respondents who identified the need for omissions to be addressed considered these to be the need to acknowledge the scale of resources, buy-in and long-term commitment needed to implement the strategy, and the need to ensure that boroughs are well resourced and positioned to work with communities.

Are there additional significant objectives/aims that should be considered in the final strategy (and what evidence can you provide to support this)?

In total, 15 organisations responded to this structured question either explicitly or implicitly through their comments.

There were several comments that argued that either the strategy didn't address Brexit strongly enough or that the Mayor should ensure London maintains its funding and its collaboration with European partners in response to Brexit.

There were also calls for greater clarity on what is expected from partners and what is needed for each objective, as well as methods of measuring progress against objectives. Some wondered how this strategy fits in with other policy documents such as the UK's Industrial Strategy or the Clean Growth Strategy.

Priorities

Table 5 shows the number of organisations and types of organisations that provided general comments on specific priorities. In total 41 organisations provided comments on Priority 1, 37 provided comments on Priority 2 and 35 provided comments on Priority 3.

Table 5: Types of organisation that provided comments on the vision			
	Priority 1	Priority 2	Priority 3
Local Authority	12	11	9
'Other'	9	7	7
Business Representative Body	7	6	6
Business	4	4	4
Sub-regional partnership	2	2	2
Charitable organisation	2	1	2
Social enterprise	2	2	2
Campaign Organisation	1	1	2
Community Group	1	1	1
Cultural Institution	1	1	0
University	0	1	0
Total	41	37	35

The main recurring issues raised in relation to each of the priorities are summarised in Table 6. The number in brackets relates to the number of comments made on the theme of the recurring issue.

Table 6: Recurring Issues for each Priority		
P1: Fairer, More Inclusive Economy	P2: Creating the Conditions for Growth	P3: Supporting London's Sectors
<ul style="list-style-type: none"> • Improved training provision (22) • Good work standards (16) • Education for all (10) 	<ul style="list-style-type: none"> • Improved business support (18) • Affordable workspace (11) • Improved training provision (11) • Improved placemaking (10) • Transport improvements (9) 	<ul style="list-style-type: none"> • Focus on inward investment (14) • Improved business support (14) • Targeting sectors (17)

Priority One – A Fairer, More Inclusive Economy

To create a fairer, more inclusive economy, London needs to focus on a number of priorities.

Figure 3: Number of Comments Received on Priority One Objectives



There was broad support for the objectives in Priority 1, but several recurring issues were noted:

- Improved training provision:** the control of the Adult Education Budget is recognised as an unprecedented opportunity to improve education and training provision and ensure it is responsive to local needs. The support for closer links between construction industry, schools and colleges was welcomed. Target groups for support mentioned by respondents include English as a Second Language, older people, offenders, disabled, and the disadvantaged. It was felt that the lack of high quality vocational and technical routes into work needed greater recognition in the strategy.
- Good work standard:** the focus on good working practices and responsible employment was welcomed and the role of a good working environment in facilitating productivity was recognised. It was felt that the impact of new working practices and the rise of the gig economy on good work standards needed to be recognised further. Some respondents felt that there needed to be a more radical thinking about the role of the Mayor and the London boroughs in tackling low pay to raise minimum standards, including leading by example and ensuring all publicly funded services are delivered by organisations paying the London Living Wage. Challenges noted include the ability of

SMEs in low pay sectors to implement the London Living Wage, and the need for greater support for SMEs, social purpose businesses and charities to take part in the Good Work Standard. It was felt that more could be done, including to support greater adoption of the Social Value Act, and to improve local procurement policies, especially across the GLA family.

- **Education for all:** the focus on ensuring the provision of a world class education system which gives every child the best start in life was welcomed. However, it was felt that early years action needs to be strengthened, and resources for specialist support in schools to meet need are essential. Too often, access to 'Good' and 'Outstanding' schools is uneven. Schools and colleges have an important role to play in combating gender stereotypes in skill shortage occupations. The actions proposed by the strategy to address these challenges were welcomed, such as Advanced Learner Loans which have an important role to play in supporting upskilling and reskilling aspirations. However, there was concern regarding the financial risk of debt which can exclude the poorest from taking up Advanced Learning Loans. Respondents felt that there needs to be better use of the Third Sector in supporting the aim of education for all in the strategy, and Adult Education Budget (AEB) priorities need to be set in collaboration with a number of stakeholders including community groups and the voluntary sector.

Key Points from Detailed Questions

Respondents were asked a number of supplementary questions on topics which relate to Priority 1.

What additional support could be offered to increase work-based learning?

In total, 21 organisations responded to this question in a structured manner either explicitly or implicitly through their comments.

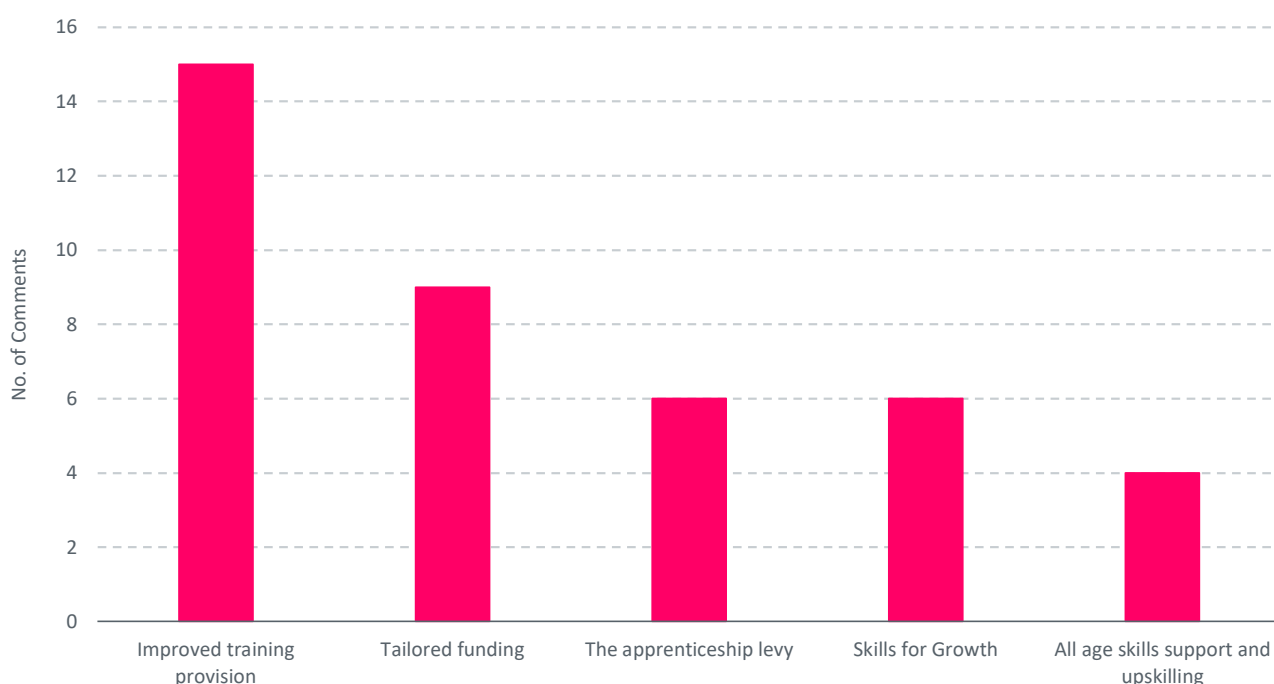
The most common theme was a suggestion that there needs to be improved training provision. Several respondents commented that work-based learning should be made easier, with better incentives to ensure training is valued by both the employer and the individual. Some respondents felt that more support was needed for micro businesses and SMEs to access training. It was felt that there needs to be clearer direction on how devolved funding will support key employment sectors and enhance basic skills. It was noted that increased opportunities for skills development and work experience are essential and that the strategy's ambition to ensure closer links between businesses and education institutions supports these aspirations.

Many respondents called for greater devolution, with a particular focus on the opportunities presented by devolved budgets including AEB, but also Advanced Learner Loans, Apprenticeship Levy, careers guidance, and other skills budgets to ensure they are responsive to local need. Some respondents asked for greater devolution to London, others asked for greater devolution from the Mayor to boroughs where they were better placed to respond to local need.

A strand of the responses discussed how to encourage take-up of apprenticeships, with several advocating a campaign to improve the image of apprenticeships and their appeal to different audiences including businesses, young people and residents. Some believe that there is currently a lack of incentives to take on apprentices and this needs to be addressed with more funding. It was suggested that the opportunity to establish a London Apprenticeship Small Firms Fund to support training by non-levy paying SMEs should be considered.

Ensuring access to affordable, flexible childcare provision across the capital was identified as absolutely critical to supporting the Mayor's ambition of inclusive growth. It was felt that one of the single biggest factors leading to child poverty in London is women, or in general second earners in households, not participating to their full potential in the labour market.

Figure 4: What additional support could be offered to increase work-based learning?



What more could the Mayor do to achieve his economic fairness goals?

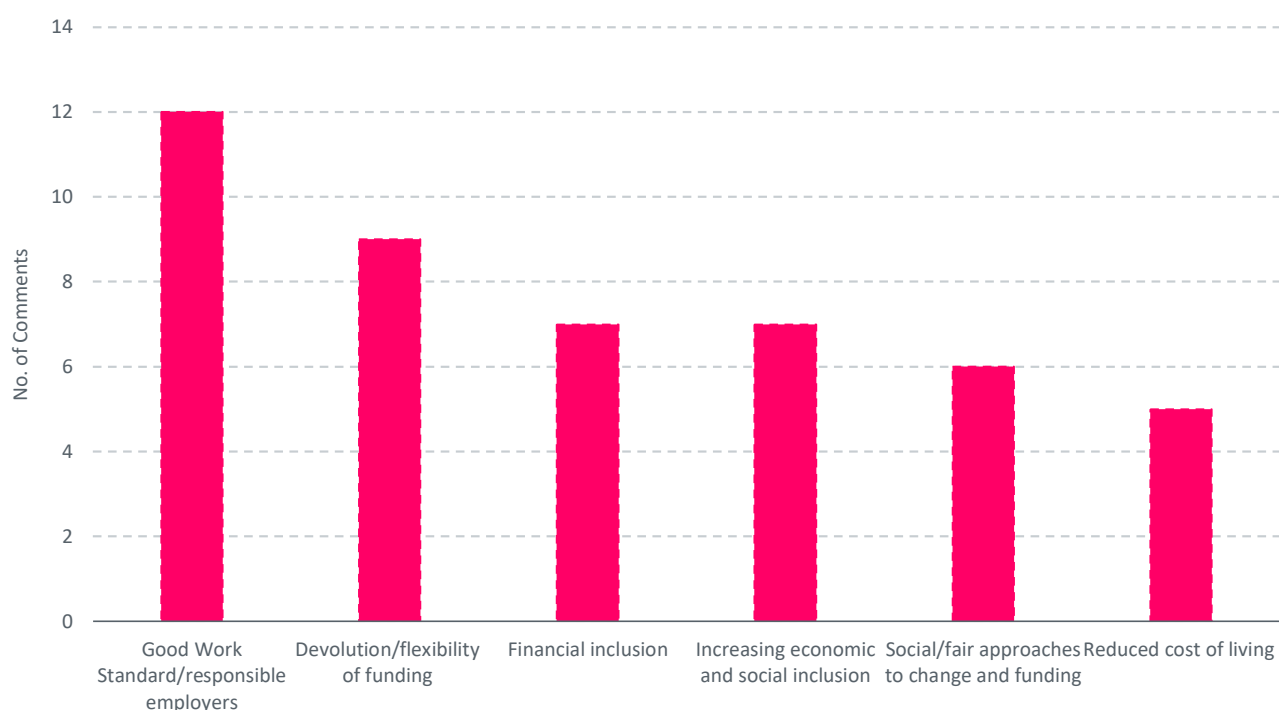
24 organisations provided a structured response to this question either explicitly or implicitly through their comments.

The most common response was on the theme of the Good Work Standard and employers behaving responsibly. This could involve supporting businesses to invest in skills and apprenticeships, or it could involve ensuring that target groups are represented at interview stage amongst publicly funded organisations.

Some organisations said that education funding needs to be reformed in order to support disadvantaged Londoners to develop skills. Some believe that boroughs are well placed to provide educational support, particularly outside of traditional learning institutions.

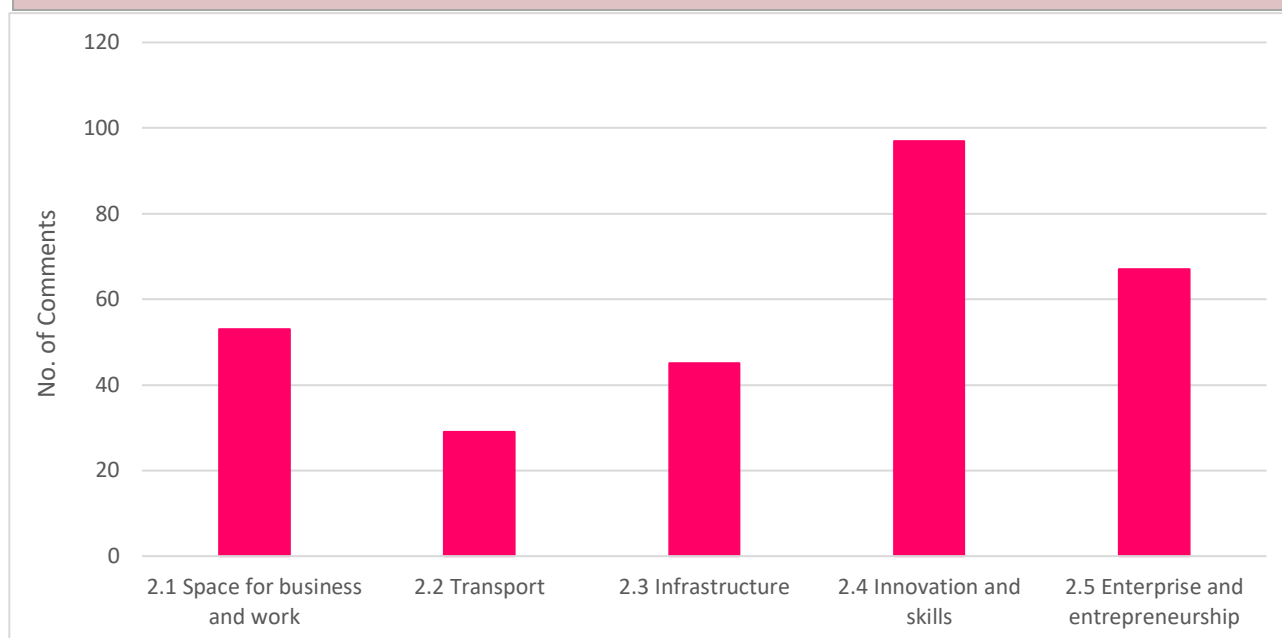
A theme emerged that the Mayor needs to do more to support those who are excluded from the jobs market, for instance because of financial issues. Some suggest that there should be greater emphasis on money advice services as well as increased training for those excluded from the jobs market, such as in prisons.

Figure 5: What more could the Mayor do to achieve his economic fairness goals?



Priority Two – Creating the Conditions for Growth

To create the conditions for growth, London needs to respond to a number of priorities for action.

Figure 6: Number of Comments received on Priority Two Objectives

In general, there was broad support for Priority 2. Several recurring issues were noted, including:

- Improved business support:** the challenges facing micro and small businesses as they grow was recognised, and there was agreement with the strategy's approach for providing greater support to facilitate start-ups and growth in businesses. It was suggested that more targeted interventions aimed at growth sectors needed to be offered. In particular, it was noted that small businesses need support to access new and innovative technologies, access to finance, skills for growth and export support. It was felt that support delivered locally needed to be better integrated with support delivered by LEAP and other providers, including regional and national business support organisations. Businesses should also be supported to adopt 'good business' models.
- Affordable workspace:** the definition of 'affordable' was questioned by some respondents. Increased rents and lack of available floorspace is a concern for start-ups, micros and SMEs and the Mayor's intention to increase the supply of affordable workspace is welcomed. In particular, the lack of grow-on space, affordable office space, and wet lab space was mentioned. Respondents acknowledged the competition for space between residential and commercial uses and welcomed interventions aimed at protecting affordable workspace.

- **Improved training provision:** Work-based learning needs to be valuable to both the employer and the individual to reap returns. Respondents highlighted the need to target work-based learning efforts at those in precarious employment, including the unskilled and insecure professions, and identified a gap in work-based learning provision for micro businesses and SMEs. Employers, particularly SMEs, need to be encouraged to invest in skills training. This requires interventions that facilitate apprenticeship take-up amongst non levy-paying employers, expanding technical and vocational training routes, and encouraging investment in leadership, management and digital skills.
- **Improved placemaking:** aspirations to create successful town centres were welcomed, but some respondents felt the strategy lacked the detail on the business characteristics that will give rise to vibrant and healthy high streets. The Central Activities Zone (CAZ) is recognised as a high growth and strategically important area. A number of respondents welcomed the policy on mixed-use development in the CAZ, but expressed concerns about managing competing demands. Further action is needed to stem the loss of commercial space to residential uses.
- **Transport improvements:** proposals to improve public transport are welcomed as are efforts to reduce the dominance of car ownership and use. Concerns were expressed about gaps in public transport provision, and the need to ensure adequate bus provision to access local high streets and support those working in the night-time economy. Some concerns were expressed about the impact of Crossrail 2, including the proposed routing, i.e. under the library at St Pancras, and the impact that the use of Business Rate Supplements will have on the tenants who will not benefit from value uplift.

Key Points from Detailed Questions

Respondents were asked a number of supplementary questions on topics which relate to Priority 2.

How can we best manage the intensification of residential and employment uses in town centres and along high streets whilst ensuring that they continue to serve existing as well as new communities, and retain their character?

In total, there were 19 respondents that answered this structured question either explicitly or implicitly through their comments.

Many of the responses centred around the growth in town centres and high streets. They recognise the need for greater intensification but want to ensure that the local surroundings and character are protected, and higher density developments are located around well-connected transport nodes. Vacant properties should be used more efficiently, and the Mayor should encourage mixed-use development. Opportunities to diversify town centres to support their vitality are welcomed. Whilst the focus on the CAZ was supported, it was suggested that the strategy does not adequately address sustainable economic growth outside CAZ, and particularly within suburban centres in Outer London that have the potential to expand their employment base. Themes such as the need to retain spend, increase employment, diversify the economy, expand affordable space, and increase supply of office stock were all cited as prominent concerns.

It is important that town centres become more sustainable and this can be supported through effective planning and supporting infrastructure, including efficient and affordable public transport and high-speed broadband access. Schemes that deliver innovative approaches to regeneration and affordability should be supported, with examples cited such as London Community Land Trust and Naked House Programme.

Several respondents argued that the partnerships between town centre stakeholders can help to find improvements that benefit everyone. This includes encouraging developers to engage with the community to keep them informed on the type, extent and timing of development and the Mayor adopting a more place-based approach, with priority given to involving and engaging with local residents in the development of the vision and plans for the area.

What additional business support (if any) do you think will benefit London's SMEs?

There were 24 organisations that responded to this structured question either explicitly or implicitly through their comments.

Better coordination of business support activities across London was generally supported and many respondents discussed the need for more business support, such as a greater focus on business support in deprived areas of London. Some respondents felt that more emphasis needed to be placed on the capacity of social enterprises, Community Interest Companies and charities to deliver local business support services. A number of people said that additional business support should encourage social enterprise and other organisational models as well as responsible business practices from the start-up stage. Some respondents discussed the difficulties for small businesses participating in business support programmes as they are time and capacity constrained. One option recommended was to consider how business support programmes could be embedded into affordable workspace to reduce the time costs of participating.

There were many comments highlighting the affordability challenge of running a business in London, with particular concerns about the cost of workspace. It was felt that there needs to be more affordable workspace, particularly in deprived areas, and a clear definition of what affordable workspace is, set in the context of local rent levels. More hub/incubator developments and shared workspaces are needed and opportunities to oblige developers to provide permanent affordable workspace should be explored.

Alongside the cost of workspace, there were also concerns about business rates, which some say impact heavily on SMEs' sustainability. Some said that more financial support was required, including access to finance for SMEs and innovative firms. Other areas for enhanced support include Brexit related issues, such as support for exporting, and access to skills.

What should the Mayor focus on to strengthen London's attractiveness on the international stage?

22 organisations responded to this structured question either explicitly or implicitly through their comments.

Many respondents raised the need to respond to the impact of Brexit on inward investment. Concerns include the impact on sectors such as financial services, and the ability to recruit high-skilled people. There is a need to protect trading relationships, access to skills, and innovation to support London's economic success on the international stage. The Mayor needs to work with government to explore and prioritise potential new opportunities, such as free trade zones, the strategic deployment of state aid, and regulatory and public procurement freedoms. Options to increase the use of reciprocal visa-free and easy-access visa travel arrangements also need consideration.

Others said that it was important to promote London's sectors to attract greater inward investment. London needs to show it is an attractive place to live and do business through the promotion of the diversity, culture and vibrancy of London as well as to show more support for key sectors. For example, London's status as a creative capital plays a key role in its attractiveness to visitors, residents and investors. The Mayor's commitment to advancing London's cultural offer and ensuring access to a more diverse audience was welcomed by respondents. The quality of London's creative and cultural sectors should be promoted through interventions such as Creative Enterprise Zones.

Key sectors identified included creative and cultural, tourism, financial and professional services, digital and technology sectors.

It was felt that the whole of London should be promoted and any focus on inner London should not be to the detriment of outer London. It was felt that greater resources were required to strengthen the international promotion of London in collaboration with the boroughs, with joined-up messaging and an agreed set of USPs to support marketing campaigns and trade missions. Key areas of focus for intervention to support the value proposition include the costs of doing business in London, supporting public transport and enhanced connectivity, promoting quality of life and the environment in London, the strength of the education, skills and innovation offer, ultrafast digital infrastructure, and collaborative partnership working.

How can the Mayor incentivise greater coordination when infrastructure investments are made?

26 organisations responded to this question in a structured manner either explicitly or implicitly through their comments. Suggestions included:

- Incentivise collaboration, for example through providing a leadership role to ensure partners and delivery agents are prioritising infrastructure investments, including pump-priming projects; designating areas for growth where a spatial framework could support the prioritisation of infrastructure investment; and identifying collaborative opportunities for multi-functional infrastructure, such as through incorporating green infrastructure that alleviates flood risk, provides biodiversity, whilst delivering open spaces for recreation and active travel.
- Engage or regulate service providers and delivery agents, recognising the role of national regulators such as utility firms can be crucial in supporting (or restricting) investment. The Mayor's Office has a role to play in actively coordinating knowledge and information sharing on the plan for economic growth with service providers, taking a proactive stance.
- Provide tools and platforms to share information and ideas, for example the London Infrastructure Mapping Tool, developing a framework to collaborate on smaller site developments (as there is for major sites), championing the testing of new concepts such as land value capture, stamp duty uplift, and tax increment financing, and demonstrating the scale and spatial distribution of benefits from major infrastructure schemes.
- Stronger partnerships, for example learning the lessons from the 2012 Olympics where the Principles of Cooperation were deployed, including a Memorandum of Understanding with construction unions, protocols on labour standards, and shared commitments on the Living Wage and local employment.

What other funding options should be explored to invest in new infrastructure assets?

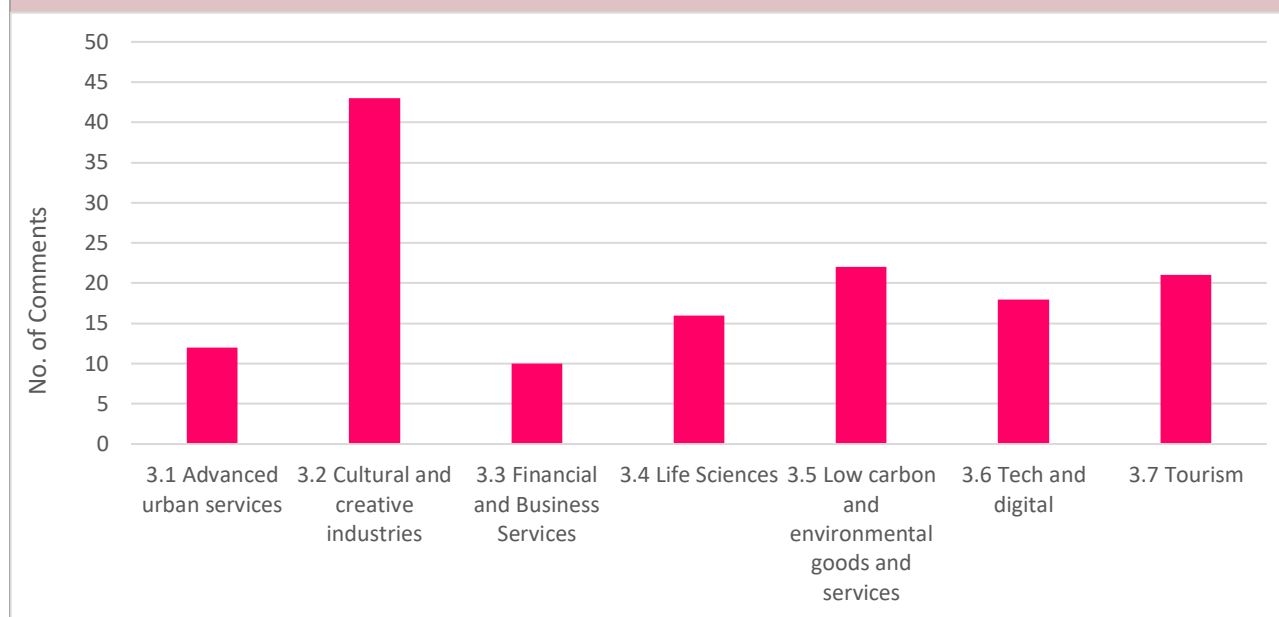
In total, 26 organisations responded to this question either explicitly or implicitly through their comments. A range of suggestions were made on how infrastructure investment should be funded including:

- Crowdfunding
- Joint venture capitalism
- Equity release funding
- Bond transfer ownerships
- Council tax supplements
- Carbon off-set funding
- Greater fiscal devolution including property taxes, proportion of income tax and VAT
- Explore platforms to channel private sector investment into infrastructure
- Lobby government for additional infrastructure funding to support areas of exceptionally high growth
- Capture land value uplift
- Business rates retention and borrowing against it
- S106 agreements and Community Infrastructure Levy

Priority Three – Supporting London's Sectors

In Supporting London's Sectors, a number of priorities for action have been established framed around 7 sectors.

Figure 7: Number of Comments Received on Priority Three Objectives



Recurring issues included:

- Promoting London's sectors for inward investment:** it was felt that the Mayor should work with central government to develop and implement sector strategies. Important sectors noted by respondents in particular included digital technology, the visitor economy, financial and professional, creative and cultural, and life sciences. It was also felt that the Mayor should look to utilise the strength of the social enterprise sector to position London as a hub of social entrepreneurship and mission-led business.
- Improved business support:** it was felt that the Mayor had an important role to play in promoting clusters and supporting innovation. Under-resourcing of business support for London's SME community needs to be addressed to support start-ups and help businesses to survive and grow. There needs to be a targeting of support to more deprived parts of London.

- **Targeting sectors:** in general, there was support for the identified priorities set out in the strategy. A number of comments on the perceived neglect of the 'foundational and everyday economy' were expressed. It was felt that the construction sector should be considered for attention to help address skill shortages and meet housing and employment targets. Similarly, health and social care was proposed for inclusion given the challenges of caring for an ageing population. Tech and digital could also be seen as a cross-cutting priority relevant to other important sectors.

Key Points from Detailed Questions

Respondents were asked a number of supplementary questions on topics which relate to Priority 3.

How should the Mayor lever London's tech innovation to help solve the challenges facing London and Londoners?

16 organisations responded to this structured question either explicitly or implicitly through their comments. There was a consensus that the Mayor needs to support innovation in the city. Many talked about standardising data collection in an open-source format to be used by people or organisations enabling innovation. Alongside this there were suggestions to create innovation districts around the city. Some called for the Mayor and partners to pilot new technologies and address the hesitation some organisations have with adopting innovations.

There was an emphasis on collaboration using smart infrastructure to support flexible, digital modes of work. The Mayor should also work closely with higher education institutions to support initiatives such as accelerator programmes. The development of a Digital City Zone, where organisations collaborate on digital innovations, was also suggested.

The quality of broadband provision in London was thought to be a barrier to tech innovation and was not considered suitable for a global city. The Mayor needs to focus on delivering a digital infrastructure suitable for a global city which offers high speed, reliable and affordable connections.

A number of respondents suggested that the Mayor should run innovation competitions to encourage people to use tech to solve challenges. Clear standards and guidelines on the requirements needed to take innovations forward need to be developed. Various suggestions were made for solving London challenges through tech innovation such as:

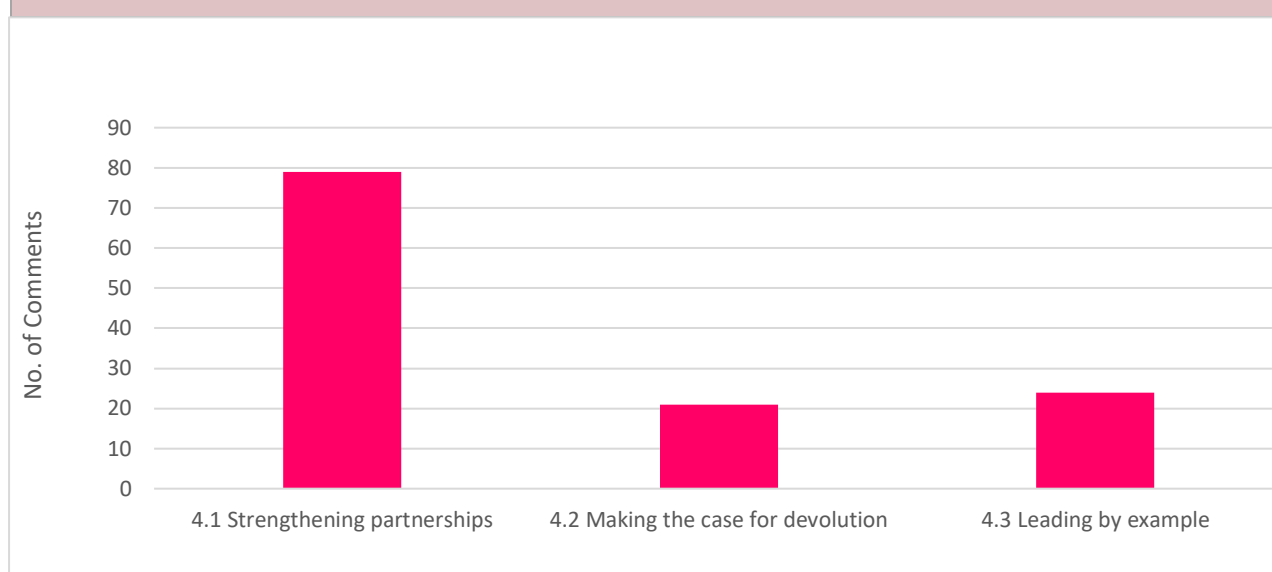
- Establish working groups that include entrepreneurs and innovators to identify impacts and opportunities arising from Industry 4.0
- Build capacity for boroughs to share knowledge about emerging opportunities created through new technology
- Integrate smart city technology across a selection of London town centres

- Support the application of machine learning, artificial intelligence, data sharing and analytics to sectors such as health care
- Support community energy projects
- Encourage green innovation to reduce climate change impacts

Delivering the Vision

To deliver the vision the Economic Development Strategy focuses on strengthening partnerships, making the case for greater devolution and leading by example.

Figure 8: Number of Comments Received on Delivery Objectives



Key themes from the consultation responses included:

- **Collaboration:** respondents were keen to see the boroughs and the Mayor working closely together to deliver the strategy. The Mayor's role was seen as one which coordinates and drives collaboration with stakeholders. It was suggested that there should be a clearer role for other institutions to deliver the strategy, with more emphasis on the role of sub-regional partnerships, boroughs, businesses, education institutions, and community and voluntary sector. It was also suggested that the global partnership of Mayors sharing learning between cities would be beneficial.
- **Devolution:** there was strong support for the Mayor's continued lobbying for further devolution. Devolution was seen as a key opportunity to address inequalities and tailor funding to local need.
- **Delivery:** the Economic Development Strategy should define actions in greater detail and provide clarity on roles and responsibilities, so partners know how they can help deliver the strategy.

Key Points from Detailed Questions

Respondents were asked a number of supplementary questions on topics which relate to the delivery of the Strategy.

How should the Mayor work with partners to make London the most innovative global city?

In total, 21 organisations responded to this question in a structured manner either explicitly or implicitly through their comments.

There was a lot of support for the idea of greater collaboration across a range of groups. It was felt that the Mayor had an important role to play to create discussion between businesses, universities, community groups, local authorities and other public bodies to identify problems and solutions, particularly in terms of issues around innovation and automation. The Mayor should also encourage collaborative networks around key sectors or cross-sector topics, and collaborative working across administrative boundaries, including local authority and LEP geographies. Some noted the importance of remaining in international groups such as the 100 Resilient Cities group. There was also a strand of responses that argued the Mayor should support collaboration at a more local level between businesses, community and voluntary organisations.

Some responded by saying that the way to make London the most innovative global city is to encourage skills development. It is important that Londoners have the right skills for the jobs that are on offer. The Mayor should continue to support training, including technical training, but also businesses should be encouraged to think about how they participate in skills development.

Several respondents had concerns regarding Brexit. Some worried about the removal of EU funding and how that would affect research and development investment and innovation in London. Others said that it is important for London to show that it is 'Open for Business' given the uncertainty around Brexit.

How can you or your organisation contribute to the Mayor's vision for the economy and pledge to support the final strategy?

24 organisations responded to this question in a structured manner either explicitly or implicitly through their comments. There were many responses promoting collaboration between different groups to achieve the goals of the strategy. It was felt that the Mayor should coordinate partnerships and support close collaborative working. Some said that the Mayor should put more emphasis on the roles that sub-regional partnerships, boroughs, businesses and education institutions can play in delivering the strategy. It was also felt that greater recognition was needed for social enterprise in delivering the strategy.

Overall there was a strong level of support from respondents willing to work in partnership with the Mayor to deliver the overarching vision. Respondents were keen to share best practice, and scale up local programmes that were working well. Numerous offers of support were made which illustrate a clear willingness to collaborate in areas such as business support, workspace initiatives, data intelligence, and training.

Integrated Impact Assessment

The structured consultation form asked two explicit questions on the Integrated Impact Assessment. These questions provided a scale of support for respondents to select.

Do you concur with the IIA conclusion that the draft Economic Development Strategy contributes positively to every IIA objective in some way?

Only five organisations answered this structured question explicitly. Respondents included two local authorities, two social enterprise organisations, and one business. When asked if respondents agree that the draft strategy contributes positively to every IIA objective in some way, all respondents were strongly supportive.

Do you agree with the recommendations about mitigating actions to minimise negative impacts and optimise outcomes of this Economic Development Strategy?

Only four organisations answered the structured question explicitly. Respondents included two local authorities, one business, and one social enterprise. All organisations were strongly supportive of the recommendations.

5 Key Issues Raised

Main issues raised

Table 7 outlines the main issues that technical stakeholders raised in response to the draft strategy in general, together with recommended changes for the final strategy.

No issues were raised on the IIA.

Recommended category of GLA response

- No change – no change to EDS narrative or policy/programmes
- Clarification – change the EDS narrative to provide clarification
- Change – change to EDS for example, introducing new theme or changing policies/programmes or commitments

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders		
Main issue	Response	Recommended change
Vision		
The vision lacks flexibility to address the uncertainty created by Brexit. The strategy needs to address Brexit more strongly in its recommendations.	Clarification	The draft strategy recognises the challenges facing the economy due to Brexit. This threat is acknowledged throughout the document, including the impact this may have on priorities and objectives and the Mayor's response is set out. Once the detail of the UK's future relationship with the EU becomes clear, the Mayor will review the need for additional, short term interventions to the challenges posed by Brexit.
The strategy needs to provide an indication of the scale of resources to be deployed to deliver the vision.	Clarification	The draft strategy sets out the key asks of partners in order to deliver his vision. These range from asks of national Government to businesses, community groups and London boroughs, and include resource requests where relevant. An Implementation Plan will be published alongside the strategy to provide greater detail.
Greater clarity is needed on what is expected from partners for each action.	Clarification	The draft strategy sets out what the Mayor will do and the key asks of partners in order to deliver his vision. An Implementation Plan will be published alongside the strategy and will provide greater detail. Greater consideration will be given, in the body of the strategy, to how the relationship between the Mayor and partners, such as the boroughs, the voluntary and community sector and bodies such as trade unions, could be strengthened.
The strategy needs to set out methods of measuring progress against objectives, including the use of SMART objectives.	Clarification	The final strategy will establish an indicator framework against which the outcomes will be measured and progress will be monitored and reported. These indicators will be updated on an online economic dashboard available on the London Datastore . An Implementation Plan will also be published alongside the strategy.

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders		
Main issue	Response	Recommended change
Clarity was requested over the strategic fit between the Economic Development Strategy and other national policy documents such as the UK's Industrial Strategy and Clean Growth Strategy.	Clarification	The final strategy is responsive to the prevailing national policy environment. Where relevant further clarity will be provided.
Greater recognition should be given to lobbying for further devolution in the strategy, including support for more policy and funding decisions at borough or sub-regional levels. Policy areas identified by respondents for more devolution of funding include business support, business rate retention, employability and skills, career advice and guidance. In particular greater devolution was seen as key to realising inclusive growth, such as through devolving childcare, work programmes, locally designed solution to meet local healthcare challenges, and Adult Learner Loans to boroughs - enabling provision to better respond to local need.	Clarification	The draft strategy sets out a strong case for city governments to be able to manage their own budgets. Greater detail can be found in the London Finance Commission report, 'Devolution: a capital idea'. The final draft Economic Development Strategy will make additional references to devolving powers, decision making and resources to enable decision making to take place closer to local populations.

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders		
Main issue	Response	Recommended change
Greater integration is required between the inclusion, competitiveness and sectoral growth elements of the strategy. This could include identifying cross-cutting measurable objectives that demonstrate the collective contribution they can make to an inclusive growth agenda.	Change	The final strategy will further emphasise the linkages between inclusion, competitiveness and sector growth and this will be reflected in the indicator framework.
There is scope for the Mayor to more explicitly emphasise the critical role the private sector must play in creating a fairer and more inclusive economy.	Clarification	The final Strategy will strengthen lines on the role of the private sector.
Priority 1: A Fairer, More Inclusive Economy		
3.1: World Class Education: Actions around early years need to be strengthened, in addition to the emphasis on the importance of business engagement in education. The strategy needs to ensure it will prepare all young Londoners to flourish at work through work readiness interventions. A greater emphasis is required on facilitating lifelong learning.	Clarification	Actions around early years have been strengthened. The final strategy will provide more emphasis on business engagement in education, in-work training, the all-age career offer and life long learning ambitions, including expansion of the London Enterprise Advisor Network.
3.2: Opportunity for all Londoners: the strategy needs to acknowledge more the	Clarification	The final strategy will strengthen references to the third sector, including social enterprises, in shaping and delivering this

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders

Main issue	Response	Recommended change
<p>importance of the third sector in shaping and delivering AEB priorities. Social enterprises in particular play an important role in helping harder to reach Londoners to access employment and training opportunities. There need to be a stronger focus on how lower skilled workers can upskill, including BAME women and victims of crime.</p> <p>Advanced learner loans are not always accessible and need reform to increase take up. In particular, there needs to be intervention to support those excluded from this support due to financial risk, such as through bursary schemes.</p> <p>Some felt there was insufficient focus on employment support – beyond ESF and the Work and Health programme – particularly for the harder to reach facing multiple barriers.</p> <p>Some felt the Mayor should be calling for greater devolution of JCP (Job Centre Plus) work programmes to support a more responsive design to London issues. Local</p>		<p>objective and will specify a wider set of target groups for intervention, including BAME women and victims of crime.</p> <p>The final strategy will provide clarity on how the Mayor will promote access to and raise awareness of entitlements and available sources of financial support for learning.</p> <p>The final strategy will strengthen lines on employment support. The Economic Development Strategy and Skills for Londoners Strategy focus is on developing employability through training provision. Further employment initiatives are likely to result from the UK Shared Prosperity Fund, as the successor to the European Skills Fund.</p> <p>The final strategy will strengthen lines on the Mayor's commitment to working with Sub-Regional Partnerships and Boroughs to develop the AEB interventions and co-shape devolved skills funding priorities for London. This will be a collaborative process to develop proposals for a devolved employment, skills and adult education offer. The aim is to create a skills and employment offer for London that pulls together all relevant investment to provide a more coherent and simplified system.</p>

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders		
Main issue	Response	Recommended change
Authorities are best placed to understand business need within the borough and target support accordingly.		
<p>3.3: A Lower Cost of Living: the final strategy should set transport investment priorities which focus more on local links and orbital transport.</p> <p>The strategy needs to strengthen the proposals to address the causes of financial exclusion. The London Debt Strategy Group should be reconvened which brings together expert knowledge, commissions research into the scale of the problem, develops strategic responses, and identifies actions the Mayor can take to promote more affordable sources of credit.</p> <p>Affordable housing should be more clearly defined.</p>	Clarification	<p>The transport investment priorities focused on local links and orbital transport are set out in the Mayor's Transport Strategy. Links will also be made within the final Economic Development Strategy where relevant.</p> <p>The final strategy will strengthen proposals to address the causes financial exclusion, including debt. The final strategy will take on board the recommendations from the Assembly's Economy Committee report, 'Short changed: the financial health of Londoners'.</p> <p>Affordable housing is defined in relation to the Mayor's three preferred housing products, as set out in detail in the London Housing Strategy. The Economic Development Strategy will cross-reference this.</p>
<p>3.4: Fair Pay and Employment Practices: There was a request for greater clarity on how the Healthy Workplace Charter can complement the aims of the Good Work</p>	Clarification	Greater clarity has been provided on the Healthy Workplace Charter, next steps and complementarity with the Good Work Standard, and reference has been made to the need for

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders		
Main issue	Response	Recommended change
<p>Standard. The final Economic Development Strategy should set out a plan for piloting the Good Work Standard across a number of low pay sectors and a long-term strategy for scaling up. It was felt that additional support was required to help small businesses and social enterprises to comply. There also needs to be training and support to facilitate the roll-out of the Good Work Standard. Whilst the London Living Wage city aspiration is supported, some respondents felt that the Good Work Standard should not make this mandatory, but rather an aspirational goal for those that simply cannot afford to pay it with the additional costs of doing business in the capital.</p> <p>Social enterprises already excel in diversity and inclusion in the workplace, and would be active advocates of the Good Work Standard, but are presently not included in its remit.</p>		<p>additional support to be provided to enable uptake particularly by small businesses.</p> <p>The GLA is the process of developing the Good Work Standard. This will include consideration of the additional support smaller employers may require to take part. The draft strategy is already clear that the Mayor's Good Work Standard will work on a voluntary basis to encourage employers to improve employment standards. As part of this the Mayor will encourage as many London employers as possible to become Living Wage accredited.</p> <p>Greater recognition will be provided in the final Economic Development Strategy on the role social enterprises play and the final strategy will be clearer that the Good Work Standard is aimed at employers of all sizes and types.</p>
3.5: Better health and less poverty: there needs to be a commitment to concerted	Clarification	The draft Economic Development Strategy cross-references the draft London Food Strategy, which provides greater detail on how

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders

Main issue	Response	Recommended change
<p>action to address child poverty, food poverty, child obesity and school holiday hunger. Proposed recommendations include retaining the commitment to a zero-hunger city and better long-term support for those at risk of food poverty; commitment to providing healthy food as part of supporting Early Years setting and consider providing free breakfasts to all schools in London; develop a child poverty action plan for London; and more detail and guidance on how food poverty action plans and healthy food retail plans will be produced. Whilst the London Healthy Workplace Charter is supported, this can place administrative burden on small businesses.</p>		<p>food poverty action plans and good food retail plans will be developed. The final Food Strategy will take the issues raised by the Economic Development Strategy consultation into account. The draft strategy also cross-references the Health Inequalities Strategy, which sets out how the issues raised regarding supporting healthy children will be addressed, and these lines will also be strengthened in the final strategy. Further consideration will be paid to helping small businesses adopt good working practices, such as the London Healthy Workplace Charter.</p>
<p>3.6: Inclusive and Safe Communities: The strategy should define how inclusive communities should be achieved, how communities can be involved in place making, and how progress can be measured. The strategy needs to coordinate with other strategies such as the Transport Strategy, Social Integration Strategy, and</p>	Clarification	<p>The strategy sets out the characteristics of inclusive communities as providing equality of opportunity, promoting social cohesion, active citizenship and collaboration at the neighbourhood level. Further detail can be found in the Mayor's Social Integration Strategy, which will be cross-referenced. Further recognition will be paid to the importance of coordination with other strategies to achieve this objective in the final strategy, alongside clarification as to how communities can be involved in place making - including through working with London boroughs and other stakeholders in developing Local Plans, town centre strategies</p>

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders

Main issue	Response	Recommended change
<p>the Police and Crime Plan to support these objectives.</p> <p>The quality of London's places should be seen as a more important part of the Mayor's strategy to drive economic growth, and within that the role of waterways and the wide ranging benefits this provides.</p> <p>The strategy should define the role of Tax Increment Finance, Business Improvement Districts and Enterprise Zones to regeneration and the role of the GLA in helping local authorities to take forward these initiatives, where appropriate.</p>		<p>and other growth plans. The final Economic Development Strategy will set out an indicator framework to show how progress will be measured overall. Greater detail on delivery will be set out in the Implementation Plan which will be published alongside the strategy.</p> <p>The final strategy will strengthen the Mayor's position on the importance of quality of place to economic growth, and within that the role of waterways.</p> <p>The strategy will set out the role of vehicles such as Tax Increment Finance and Business Improvement Districts in helping local authorities to support regeneration and growth, where appropriate. Further information on fiscal devolution and London governance can be found in the London Finance Commission report Devolution: a capital idea.</p>
P2: Creating the Conditions for Growth		
<p>4.1: Space for Business and Work: the strategy describes how industrial land can be intensified, however this should be caveated that not all industrial land can be treated in this way, such as safeguarded wharves.</p>	Clarification	<p>The draft Economic Development Strategy and the London Plan do not require all industrial sites to be intensified. Policies in the draft London Plan set out how safeguarded wharves and other specialist functions (such as waste sites) should be planned for.</p> <p>The final strategy will more clearly define affordable workspace. Further detail on affordable workspace and grow on space is provided in the London Plan, which will be cross-referenced -</p>

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders

Main issue	Response	Recommended change
<p>The strategy needs to be more explicit in terms of how low cost workspace will be protected, and how the availability of workspace can be improved, with consideration of affordability and grow-on space. The definition of 'affordable' workspace was questioned by some respondents.</p> <p>The Mayor should consider a specific campaign to ensure that high street businesses sign up to the Mayor's Good Work Standard.</p> <p>The strategy needs to include actions to ensure Town Centres are more attractive places for residents and to a wider range of businesses, and not just retailing.</p> <p>Whilst the focus on the CAZ is welcomed, it was felt that greater focus is required on achieving sustainable economic growth outside CAZ.</p>		<p>specifically polices E2 and E3 set out the actions the Mayor will take to help protect and secure a range of different workspace types to meet London's growth needs.</p> <p>The Mayor's Good Work Standard aims to support employers of all sizes and sectors, and will also support high street employers as part of this.</p> <p>The draft strategy sets out the importance of high streets and town centres to local economies. The final strategy will more clearly set out the economic value of high streets outside of central London and highlight the resource they provide to help meet London's growth challenges.</p> <p>The draft strategy supports the growth of outer London by creating the conditions for good growth, including investment in transport infrastructure, supporting better digital connectivity, planning for growth in outer London opportunity areas and supporting additional jobs in these areas, protecting industrial capacity and supporting Article 4 directions and office development in town centres, where there is a viable office market.</p>
4.2: Transport: proposed river crossings are supported, however the draft strategy	Change	Issues concerning river crossings, local bus service provision and meeting the transport needs of outer London boroughs and for

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders

Main issue	Response	Recommended change
<p>needs to state that any river crossings must be designed so that they allow the full range of river uses to continue and not have adverse impacts on river navigation.</p> <p>The promotion and encouragement of the use of the River Thames for the provision of passenger transport services and for the transportation of freight must be included as part of the main text. The importance of improving local connectivity in outer London boroughs needs to be mentioned, including bus services with a commitment to increasing provision. Consultation with users is an important part of this, including night time workers to ensure their needs are met. There is potential to use the public transport system to promote the healthy food agenda through positive advertisement and minimising junk food adverts.</p>		<p>the night-time economy are addressed in the Transport Strategy and will be cross-referenced in the final strategy.</p> <p>The final strategy will include reference to the Mayor's position on river freight and the role of the river in transporting passengers, as set out in the Transport Strategy. The final strategy will also be amended to reflect the consultation on the Mayor's proposal to ban advertising of unhealthy food on the Transport for London network. That proposal is part of the draft London Food Strategy, and is intended to help reduce child obesity.</p>
<p>4.3: Other Infrastructure: The strategy needs to be more ambitious in its plans for enhancing digital connectivity across London, including ultrafast broadband for all new development, and preparation for 5G</p>	Change	<p>The draft strategy highlights the importance of world class digital connectivity and the needs of a future 5G network. The strategy also sets out the Mayor's plans to produce a Cyber Security Strategy. The final Economic Development Strategy will highlight the threat to infrastructure from cyber-attacks.</p>

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders

Main issue	Response	Recommended change
<p>rollout. The role of the High Level Infrastructure Group was welcomed, but respondents warned that London's infrastructure must also be secure (cyber crime).</p> <p>The strategy should be pursuing 'Just Transition' principles to supporting environmental transition.</p> <p>The strategy should do more to encourage and highlight the benefits of a more integrated approach to the design of development and infrastructure in key areas of change and the importance of future proofing London's infrastructure against future change. System-of-Systems planning could be considered.</p> <p>Sustainable development should not be presented in the strategy as an additional cost. The strategy needs to strengthen the Mayor's vision of sustainable growth and increase the level of ambition. In the context of climate change, rising inequality and humanity's unsustainable use of the Earth's</p>		<p>The London Environment Strategy sets out how the Mayor will work to address the environmental challenges that London faces. This includes the development of supporting environmental infrastructure, from energy and water to waste and green infrastructure, and how the Mayor will simultaneously support London's transition to a low carbon circular economy. This will be cross-referenced in the final Economic Development Strategy.</p> <p>The Mayor is currently exploring options to address the requirement for a more integrated approach to development and infrastructure. This will be further referenced in the Implementation Plan.</p> <p>The draft strategy emphasises the importance of a more integrated approach to infrastructure and development. Further detail on this and the need for future proofing can be found in the draft London Plan, London's Strategic Infrastructure Requirements and also the London Infrastructure Plan 2050.</p> <p>The final strategy provides further detail on how the Mayor will support London's transition to a low carbon circular economy. The language of the final strategy will be reviewed to ensure sustainable development is not seen as an additional cost.</p>

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders

Main issue	Response	Recommended change
natural resources, the only way to grow in the long term – and create a better and fairer London - is within the planet's environmental limits. The strategy should emphasise the need for a fundamental shift in our approach to economic development, one that drives the development of more sustainable and inclusive business models that value and reward low carbon and environmental sustainability as well as wider social benefits and outcomes.		The Mayor's vision of sustainable growth will be strengthened in the final strategy to increase the level of ambition and highlight the contribution it makes to the Mayor's overall vision. The final strategy will strengthen lines on how environmentally sustainable growth will help drive the transition to a low carbon circular economy and will ultimately lead to more productive and inclusive growth - providing an opportunity to stimulate new innovation and job creation, including for some of London's most disadvantaged communities.
4.4: Innovation and Skills: there needs to be clearer direction on how devolved funding will support key employment sectors and enhance basic skills. Increased opportunities for work-based learning and closer links between business and education are essential. Respondents highlighted the need to target work-based learning efforts at those in precarious employment, and identified a gap in work-based learning provision for micro businesses and SMEs. Some felt the lines on the Mayor's approach to increasing employment among women and BAME	Change	<p>The final Economic Development Strategy and Implementation Plan will provide a clear read across to the Skills for Londoners Strategy to address the points raised in the consultation, including how the devolved funding will support sectoral growth.</p> <p>The final strategy will strengthen lines on increasing employment opportunities among women and BAME Londoners, and explore the feasibility of flexible and part time apprenticeships as a way to increase access and to encourage more diverse participation.</p> <p>The final strategy will strengthen lines on the role of London's universities and economic development.</p>

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders

Main issue	Response	Recommended change
<p>communities over 24 years of age needed to be strengthened, including how the current structure of apprenticeships may be a barrier to access.</p> <p>Some respondents felt that the strategy did not take into account the full potential for Universities to contribute to London's economic development.</p> <p>It was agreed that the UK needs a post study work route for international students, and the Mayor can assist through ensuring the Tier 4 Visa Pilot is extended to all universities in London. Furthermore, the dependence of particular sectors such as construction and hospitality on EU migrants is noted. There is a critical need for a fast-track visa system for skilled EU workers to address this impact. The loss of EU funding on innovation and skills is also a concern for many respondents.</p> <p>The Construction Academy Scheme was seen as an important initiative, which cuts across different Mayoral strategies. This</p>		<p>The draft Economic Development Strategy clearly sets out the Mayor's position on immigration and the Shared Prosperity Fund. Further information on the occupations and industry sectors that are heavily reliant on EU born workers can be found in the Mayor's response to the Migration Advisory Committee in December 2017.</p> <p>The final strategy will bring out the role of the construction sector as an important sector supporting London's growth, including the provision of local employment opportunities and the need to support SME growth, and relevant strategies have been cross-referenced.</p> <p>The final strategy will strengthen its position on the importance of digital inclusion to support businesses and learners.</p>

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders

Main issue	Response	Recommended change
<p>needs to be more fully referenced. There was also a call for construction to be brought out as a sector supporting London's growth and providing local employment opportunities; not just supporting skills but also supporting SME growth.</p> <p>The Economic Development Strategy should be more explicit about the promotion of digital inclusion to support businesses and learners.</p>		
<p>4.5: Enterprise and Entrepreneurship: concern over the impact of Brexit on R&D funding was raised by a number of respondents.</p> <p>A concern about the prioritisation of high growth businesses was expressed. It was felt that the focus should be on those sectors, activities and businesses in most need of increases in productivity, pay and security. It was also requested that greater emphasis is placed on the capacity of the Third sector to deliver local business support services.</p>	Clarification	<p>The draft strategy calls for Government to commit the UK to participation in European research networks, beyond the current Horizon 2020 programme. If unsuccessful, the draft strategy calls for Government to ensure equivalent research funding opportunities for our higher education institutions.</p> <p>The Mayor's support for enterprise and entrepreneurship is not sector specific and covers all business types. Consideration will be given to how business support can be enhanced to meet the challenges faced by different types of businesses who may struggle to access support. The Growth Hub will signpost firms to business support provided across different types of organisations, including social enterprises.</p>

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders

Main issue	Response	Recommended change
<p>Financial backing and intense business support is required to assist those with protected characteristics to start-up businesses as they may struggle to access finance from conventional sources. Some felt that business support also needed to be better tailored to the needs of micro and harder to reach firms, including social enterprises.</p> <p>There were requests for the Growth Hub to include sign-posting to social enterprise support in London. Social entrepreneurs often need different support than commercial entrepreneurs.</p> <p>It was also felt that managerial and leadership skills should be prioritised when making funding decisions concerning business support provision and for greater face-to-face support.</p>		<p>The final strategy will provide more information on how the Growth Hub will support those with protected characteristics to start-up and grow their businesses, including on access to finance. The final strategy will set out how the Growth Hub will support the business needs of micro firms and harder to reach members of the business community, including social enterprises, and will consider the case for the provision of managerial and leadership skills and more face-to-face business support.</p>
P3: Supporting London's Sectors		
5.1: Advanced Urban Services: respondents noted that wider policy issues,	Clarification	The draft strategy sets out the importance of providing a supportive business environment for firm growth across all

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders		
Main issue	Response	Recommended change
<p>such as a shortage of skilled workers and the affordability challenges of running a small business, could threaten the sector's future growth potential.</p> <p>Some respondents believed that London has been slow to develop smart city infrastructure. They felt that the strategy could demonstrate how smart city innovation was translating through to application on the ground.</p>		<p>sectors, including the advanced urban services or 'smart city' sector. The final strategy will set out how the devolved AEB budget will support the sectoral skill requirements in sectors such as STEM.</p> <p>The final strategy will bring out further examples of how smart city innovation is being applied across London. As set out in the strategy, the Mayor is developing a London Office of Technology and Innovation to support the scaling of smart city technology.</p>
<p>5.2: Cultural and Creative Industries: some respondents expressed concerns regarding the negative aspects of the night-time economy, such as anti-social behaviour and noise. It was felt that consideration should also be given to how the night-time economy could be enhanced through the extension of existing daytime facilities such as shops, cafes, libraries, galleries and museums.</p> <p>The critical importance of keeping creative subjects valued in schools, as essential to</p>	Clarification	<p>The final strategy will refer to the Mayor's Vision document for a 24 Hour City, which provides further detail on how the risks of expanding the night-time economy will be mitigated and the opportunities to extend the daytime functions of London's existing offer.</p> <p>The final strategy will cross reference actions to education policy to make clear the value of keeping creative subjects in schools and their importance to the future success of the industry. The final strategy will also set out how the Mayor will work with creative industry leaders to develop skills plans.</p> <p>The draft Culture Strategy sets out in further detail how the Mayor's business support programmes will support the growth of London's creative industries, including smaller businesses. The</p>

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders

Main issue	Response	Recommended change
<p>the future success of the industry, was also raised.</p> <p>It was noted that business support programmes were important for the sector, given that the creative industries were largely comprised of SMEs, with a high proportion of micro-firms and freelancers.</p> <p>It was felt by some respondents that the role of identity based cultures in contributing to the diversity of London's cultural offer was not fully considered, such as the LGBT community. The cost of travel and ticket prices of cultural activities was raised as a barrier to those on low pay.</p> <p>Some respondents mentioned that the strategy should highlight the River Thames more as an asset.</p>		<p>draft Culture Strategy also sets out how London's diversity improves the capital's wider cultural offer and contributes to the growth of the creative economy. However, the draft Culture Strategy also recognises that more must be done to ensure the creative industries are reflective of London's diverse population. The draft Culture Strategy sets out a range of programmes to increase opportunities and access to cultural activities for all Londoners as well as to shape their own local cultural offer. These include the London Borough of Culture, Culture Seeds, Love London pilot programmes and the Mayor's community festivals and support for museums, as cross-referenced in the draft Economic Development Strategy.</p> <p>The final Economic Development Strategy will reference the relationship between culture, placemaking and the river – specifically highlighting the River Thames Vision.</p>
<p>5.3: Financial and Business Services: London needs to secure its position as a leading global hub for finance and talent. Respondents felt that the growth potential of the sector was at risk given the challenges</p>	Clarification	<p>The draft strategy identifies the challenges of Brexit facing the sector and sets out how the Mayor will lobby for a Brexit deal that meets the needs of the sector and supports its competitiveness. As the detail of the UK's future relationship with the EU becomes</p>

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders

Main issue	Response	Recommended change
posed by Brexit and competition from other EU cities, such as Frankfurt and Paris. It was felt that this required further consideration in the strategy.		clearer, the Mayor will review the need for additional interventions.
5.4: Life Sciences: respondents felt that continued promotion of this sector is essential, particularly given the threat of Brexit. It was felt that stronger lines were required in the strategy on how the Mayor will support the sector to respond to the Brexit challenge, including on regulation, access to medicines, and clinical trials. Some respondents also felt that the sector needed tailored support to address wider opportunities and challenges, such as access to finance, NHS adoption of innovation, provision of affordable workspace and incubator space, and access to talent. It was felt that London should link up with national efforts on data innovation to ensure interoperability of data schemes. Some respondents also felt that the Mayor should prioritise exploring how patient capital into the sector could be improved through tapping into pension fund investment.	Clarification	<p>The draft strategy sets out the Mayor's continued commitment to promote the life sciences sector on the international stage. The final strategy will include more detail on the Mayor's calls for Government action to mitigate the impacts of Brexit. The final strategy will also reference the Mayor's evolving work on patient capital for high technology sectors, including scoping research on public sector pension fund investment.</p> <p>The final strategy will include further detail on engaging with national and local data innovation schemes, and on the support available for NHS adoption of innovation.</p> <p>The impact of Brexit and how the skills risks for particular sectors can be mitigated against are also being reviewed and developed as part of the Mayor's AEB proposals.</p>

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders

Main issue	Response	Recommended change
<p>5.5: Low Carbon and environmental goods and services: some respondents felt that the draft Economic Development Strategy needed to provide a more robust position on how it will contribute towards providing an environmentally sustainable economy. It was felt that there needed to be regular and reliable information about air quality and emissions, and opportunities presented by the circular economy which will help people and businesses make better and informed decisions. Some respondents considered it vital that the Mayor works to create the right conditions for a move towards a circular economy, and a better explanation of the principles of the circular economy model are required. They also felt that the strategy would benefit from more information as to how London will meet the Government's Clean Growth Strategy.</p> <p>The proposal to support a CleanTech Innovation Cluster was welcomed and some felt that the role of partners in supporting</p>	Change	<p>The final strategy will emphasise the importance of data to maximising innovation and realising London's sustainability objectives. The final strategy will be amended to better reflect circular economy principles and it will present a strong commitment from the Mayor to creating the right conditions to support the development of the low carbon circular economy, including ensuring the promotion of existing programmes is in place to facilitate this outcome, and cross-referencing to the Government's Clean Growth Strategy. The Implementation Plan, which will be published alongside the final strategy, will provide greater detail on how these ambitions will be delivered with partners. In addition, the final strategy will set out how the Mayor's responsible procurement policy will be used across the GLA Group to support CleanTech innovation.</p>

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders

Main issue	Response	Recommended change
this could be further enhanced. It was also felt that the strategy could include policies on the use of GLA Group purchasing power to lead the way on trialling cutting edge CleanTech innovation.		
<p>5.6: Tech and Digital: some respondents felt that it was essential that the Mayor is helping technology firms to prepare for change in this sector. Some felt that the Mayor should engage with trade unions to ensure workers rights are maintained for those jobs at risk from automation, and the Mayor should engage with businesses to encourage upskilling/reskilling of employees at risk. This should include greater promotion of work based learning targeted at professions which are unskilled and potentially the most insecure.</p> <p>Some respondents felt that there needed to be a stronger narrative on the importance of technical education and skills development in supporting growth in this sector.</p>	Change	<p>The final strategy will make additional references to engagement with trade unions to help monitor and mitigate the risks from advances in disruptive technologies.</p> <p>The final strategy will also emphasise the need for business engagement to encourage business investment in upskilling/reskilling of employees in sectors most at risk of job losses through automation and the adoption of more disruptive technologies.</p> <p>Consideration is also being given to the challenges of automation for particular sectors/occupations, which will be considered as part of the programme of activity for the AEB and set out in the final Economic Development Strategy.</p> <p>The Mayor will promote and support the establishment of Institutes of Technology (IoT) in London to deliver higher and degree-level apprenticeships and technical skills, particularly specialist IoTs such as technology and digital skills. This will be reflected in the final strategy. The strategy actions have also</p>

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders

Main issue	Response	Recommended change
Respondents also raised the need for business support cross sector to raise awareness of the potential impacts of disruptive technology on their future business and to provide support to apply some of these new technologies.		<p>been broadened to consider technical skills more widely than digital.</p> <p>The final strategy will signal the Mayor's intension to support businesses to access new technologies to raise productivity, wage levels and innovation across different sectors.</p>
<p>5.7: Tourism: Culture is a key driver for visitors coming to London. Heritage, alongside iconic landmarks, museums and theatres in the West End as well as outer London, and the city's green spaces and waterways, are all part of London's marketing proposition. As such, the strategy needs to recognise the importance of managing and maintaining the historic environment. It is the breadth and depth of this offer that appeals to visitors. The strategy should also highlight the importance of the West End as a tourism asset considering its significance to London and the UK.</p> <p>Some respondents felt that steps needed to be taken to ensure easy access for tourists. This includes visa arrangements for Asian</p>	Change	<p>The final strategy will highlight the key drivers for visiting London, including the importance of heritage assets to tourism. The final strategy will also ensure a balanced representation of key tourism assets from inner and outer London, for example through referencing the importance of the West End as well as the wider cultural offer across London boroughs.</p> <p>The importance of a flexible migration approach to benefit both visitors and access to talent is stated throughout the strategy and the Mayor has pledged to continue lobbying government for continued visa free travel to the UK for European citizens. With regards to visitors from other parts of the world, Asia particularly, the final strategy will reference ongoing work.</p> <p>The final strategy will make additional reference to the importance of maintaining mitigating action to make the West End a safer place for tourists and locals to visit.</p>

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders

Main issue	Response	Recommended change
<p>visitors as well as potential Brexit implications that could impact European visitors. It was also raised that Brexit poses a risk to workers and business travel.</p> <p>Security and personal safety, such as crime and anti-social behaviour, are important concerns for visitors. Hence, the strategy needs to ensure that London retains its reputation as a relatively safe destination.</p>		
Other Sectors and Points raised relevant to target sectors		
There was broad support for the Mayor's approach to sectors, however some felt that the strategic importance of the construction sector was not sufficiently addressed in the strategy.	Clarification	The draft strategy sets out the importance of the construction sector in helping to meet London's housing demand, and is a key theme of the London Housing Strategy. Additional cross-referencing will be made to relevant strategies, including the Housing Strategy and the London Plan to emphasise its contribution.
Some respondents felt that the strategy neglected the importance of the 'foundational and everyday' economy -	Clarification	The final strategy will strengthen lines on how the Mayor will support the foundational and everyday economy, including the construction, health and social care sector.

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders		
Main issue	Response	Recommended change
including construction, health and social care.		
Some respondents felt that the strategy needed to provide more focus on how the growth of different sectors of the economy will be more inclusive.	Change	The final strategy will reinforce the imperative to focus action, resources and support on increasing pay and productivity across all sectors. The final strategy will also strengthen the call to all businesses across London's key growth sectors to step up their efforts to diversify their workforce and ensure their workplace is attractive and accessible to women, disabled and individuals from BAME communities – such as through diversifying the take up of higher level apprenticeships across STEM sectors, while ensuring the design of apprenticeships is accessible (such as building in flexibility for part-time working).
Working Together to Achieve the Mayor's Vision		
6.1: Strengthening Partnerships: some respondents felt that further detail was required on the role of communities and civil society. The strategy needs to give recognition to the wide range of groups, organisations, networks, enterprises and alliances in developing policy. Some also felt that the strategy needed to encourage more collaboration across key sectors and business groups. Collaboration across wider geographies was noted and supported, particularly in the Wider South East, to	Clarification	<p>The draft strategy references the wide range of partnership organisations, including the strength and diversity of the voluntary, community and social enterprise sector. The Implementation Plan accompanying the final strategy will provide further detail on delivery.</p> <p>The final strategy will reference to how cross-sector business collaboration can help to meet the objectives of the strategy. The final strategy will also emphasise how stronger links will be developed between London, its neighbours and the Wider South East, in addition to cities across the UK.</p>

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders		
Main issue	Response	Recommended change
<p>unlock mutually beneficial strategic growth opportunities.</p> <p>Others felt that the strategy needs to define specific actionable plans around key issues, and that there needed to be a clearer role for other institutions in delivering the strategy (including sub-regional partnerships, boroughs, businesses and education institutions) as well as supporting active citizenship.</p>		
<p>6.2: Making the Case for Devolution: some felt that the devolution of resources to sub-regional and local levels needs to be outlined in greater detail in the strategy. The Mayor needs to take a stronger position to drive effective devolution to boroughs to improve local delivery.</p>	Clarification	The final strategy will provide greater clarity on devolution arrangements across policy areas.
<p>6.3: Leading by Example: some respondents felt that strategy should set out how the Mayor will work across the GLA Family, supply chains and work with London boroughs to ensure responsible procurement. It was also felt that the GLA</p>	Clarification	The strategy sets out the Mayor's Responsible Procurement Policy, which embeds social value in procurement. This includes how apprenticeships can be integrated into procurement policies. Social value is one of the six pillars of the GLA Group Responsible Procurement Policy and must be considered routinely in all contracts over £100,000, and below where there are opportunities to do this. The GLA Group will encourage

Table 7: Main issues raised in response to the draft strategy by a wide range of technical stakeholders

Main issue	Response	Recommended change
<p>group should look at how their apprenticeship offer can be increased, and that the provision of high quality apprenticeships should specified as tier 1 outcomes of GLA Family procurement. Others felt that public investment should be directed towards goods and services provided by those which meet the criteria of the Good Work Standard.</p>		<p>suppliers to use the Good Work Standard, to assess how they can achieve good outcomes for the people they employ as part of their contracts. The Responsible Procurement Policy includes a focus on training and employment opportunities, such as apprenticeships, and a clear commitment around paying workers at least the London Living Wage and avoiding the inappropriate and exploitative use of zero-hour contracts. The strategy and Implementation Plan will set out the Mayor's position on this, including the importance of collaboration with London boroughs.</p>

6 Conclusion

This report summarises the key issues raised during the Mayor's draft Economic Development Strategy consultation and sets out how the Mayor will respond as the final strategy is developed. In considering the issues, the GLA has been mindful of the remit of the strategy and sought to focus on the issues relevant to the policies and proposals included in it.

The Mayor's final Economic Development Strategy is intended to provide a framework of priorities for the Mayor to maximise London's economic development opportunities and address the city's challenges, and is a call to action for all organisations to work with him towards this goal. The strategy will not operate in isolation and should be read in conjunction with other documents that identify and seek to address economic development issues in London, including the wider suite of statutory strategies issued by the Mayor. Feedback collected during the public consultation on these strategies has been shared as appropriate to inform respective strategy development.

7 Next Steps

Following consideration of this report by the Mayor, the draft Economic Development Strategy will be revised to take into account the views of the public and stakeholders. The revised strategy will be laid before the Mayor for approval and debated by the London Assembly in November 2018. The Assembly has the right to veto the strategy, where a two thirds majority of Assembly Members voting support this motion. The final Economic Development Strategy will be launched in late 2018.

An Implementation Plan, which does not form part of the strategy, will be published alongside the final strategy to set out the actions of the Mayor and the GLA Group to address London's economic development needs. It will also set out how implementation of the strategy will be monitored.

The GLA will seek to use the full range of views expressed during the consultation in other plans and in future engagement with partners.

Appendices

A. Consultation Form

MAYOR OF LONDON

Have your say on the Mayor's Economic Development Strategy

We want to hear your views on the Mayor's [Economic Development Strategy \(PDF\)](#) and the [Integrated Impact Assessment \(PDF\)](#) - which reviews the impact of the strategy.

In the final section, we invite you to provide any additional comments you would like to see reflected in the consultation review.

Please note: you do not need to answer every question, only the questions you feel are relevant to you or your organisation.

Economic Development Strategy

1. Do you agree with the Mayor's vision to create a fairer, more inclusive economy?

Respond here

2. Are there any other trends and drivers of change which you feel should be addressed, and how should the Mayor be responding to these?

Respond here

3. What additional support could be offered to increase work-based learning?

Respond here

4. What more could the Mayor do to achieve his economic fairness goals?

Respond here

5. What additional business support (if any) do you think will benefit London's SMEs?

Respond here

6. How should the Mayor work with partners (businesses, universities, Londoners, communities, local authorities, other public-sector bodies, UK and international cities) to make London the most innovative global city?

Respond here

MAYOR OF LONDON

- 7. How should the Mayor lever London's tech innovation to help solve the challenges facing London and Londoners? ¶

Respond here ¶

- ¶

- 8. What should the Mayor focus on to strengthen London's attractiveness on the international stage? ¶

Respond here ¶

- ¶

- 9. How can the Mayor incentivise greater coordination when infrastructure investments are made? ¶

Respond here ¶

- ¶

- 10. What other funding options should be explored to invest in new infrastructure assets? ¶

Respond here ¶

- ¶

- 11. How can we best manage the intensification of residential and employment uses in town centres and along high streets whilst ensuring that they continue to serve existing as well as new communities, and retain their character? ¶

Respond here ¶

- ¶

- 12. How can you or your organisation contribute to the Mayor's vision for the economy and pledge to support the final strategy? ¶

Respond here ¶

- ¶

- 13. Are there additional significant objectives/aims that should be considered in the final strategy (and what evidence can you provide to support this)? ¶

Respond here ¶

The Mayor's Economic Development Strategy for London – Consultation Findings

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Table A-1: List of organisations that provided comments on the specific structured questions

[illegible]

The Mayor's Economic Development Strategy for London – Consultation Findings

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Table A-1: List of organisations that provided comments on the specific structured questions

[illegible]

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[illegible]

Other formats and languages

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