

GREATER LONDON AUTHORITY

REQUEST FOR MAYORAL DECISION – MD2604

London & Partners Business Plan 2020-21

Executive Summary:

London & Partners Limited (L&P) is the international, trade, investment and promotion agency for London. Their role is to promote London internationally as a leading world city in which to visit, study, invest, grow and meet.

Under cover of MD2264 the Mayor approved the award of funding to L&P of up to £39,927,000 over three years subject to approval of each of their annual business plans. This MD seeks the Mayor's approvals of L&P's business plan for 2020-21 (the third and final year covered by its funding agreement with the GLA) triggering the availability of up to £13,136,000 in 2020-21.

In line with their 2018-21 strategy, L&P will work to deliver jobs and growth in London by attracting and retaining investment, students and visitors. Key elements of their 2020-21 business plan include:

- continuing to deliver good growth that supports the Mayor's vision and benefits Londoners;
- retaining proactive work in five key markets abroad;
- maximising L&P's business audiences across foreign direct investment, trade & growth, business tourism and major events;
- maximising L&P's focus on the financial, business services and tech, innovation & life science, creative tech, urban and tourism sectors;
- enhancing the focus of marketing in L&P's delivery model.

Decision:

That the Mayor approves London & Partners Limited's proposed business plan for 2020-21, and confirmation of the availability of up to £13,136,000 in 2020-21.

Mayor of London

I confirm that I do not have any disclosable pecuniary interests in the proposed decision and take the decision in compliance with the Code of Conduct for elected Members of the Authority.

The above request has my approval.

Signature:



Date:

18/3/21

Performance

2.10. A summary of L&P's KPIs and targets are set out below:

London & Partners Mission – Good Growth for London			
What L&P Do	Measurement	KPI	Target 2020-21
Engaging target audiences	L&P measure engagement by targeting audiences with their content. An 'engagement' is different for each channel, e.g., a share on social media, watching a video, comments, clicks.	Number of engagements with London marketing activity content. Audiences include international students, investors and leisure tourists as well as domestic tourists. Content about London's broader offer, brand and values including broadcast of major events.	63 million engagements
Improving London's global reputation	L&P measure improved perceptions of London, by comparing their targeted audience against a control group. They measure perceptions of a defined set of key messages about London.	Improvement vs control for content about specific London products or campaigns or London's broader offer, brand and values.	+6%
Convincing audiences to choose London and supporting businesses to grow in London	L&P measure the additional economic benefit of their interventions in London's economy.	Direct GVA from business growth (Foreign Direct Investment, Trade, Growth, Business Tourism and Major Events). Indirect GVA from international student engagement	Business GVA: £185 million Student GVA: £36 million
Working in partnership	L&P measure the resources they attract from the London business community, their commercial activity and other sources.	Proportion of L&P activity that is not funded by the Greater London Authority.	50%

2.11. An explanation of L&P's methodological approach is given in their business plan in Annex 1.

3. Equality comments

3.1. Under Section 149 of the Equality Act 2010, as a public authority, the Mayor of London must have 'due regard' of the need to eliminate unlawful discrimination, harassment and victimisation as well as to advance equality of opportunity and foster good relations between people who have a protected

characteristic and those who do not. This duty applies to the decisions that are the subject of this Form.

- 3.2. Much of L&P's trade and investment services are focused on supporting SMEs to set up, expand or internationalise. L&P have integrated diversity and inclusion modules into their ERDF-funded Business Growth Programme to support London-based SMEs. Their Mayor's International Business Programme focuses on under-represented groups including missions made up of female founders.
- 3.3. L&P have proactively promoted the Mayor's Good Work Standard to existing international businesses as well as running workshops with the GLA on the programme for businesses on the Business Growth Programme and Mayor's International Business Programme. The Good Work Standard is awarded to employers who can demonstrate best employment practice across a range of areas including, offering diversity and inclusion training for everyone in their workforce, addressing the gender pay gap and putting in place a zero-tolerance approach to all forms of discrimination.
- 3.4. The proposed 2020-21 business plan continues and seeks to strengthen this approach. For example, L&P will continue to maintain the strong gender and BAME balance in their trade and growth schemes, and internally through the work of their Diversity and inclusion Council.
- 3.5. Officers have considered the likely impact of this proposed decision on groups with protected characteristics and for the reasons outlined above have concluded that there are no adverse impacts and impacts are likely to be positive.

4. Other considerations

Links to Mayoral priorities

- 4.1. The business plan fully aligns with the full suite of Mayoral strategies including the Economic Development Strategy (EDS). Policy teams across City Hall attended a consultation session with L&P and have been given the opportunity to comment on the business plan and provided input where relevant. The EDS recognises the importance of promoting London internationally, to maintain London's global competitiveness, and to help drive the city's economy. The sectors that L&P will focus on are aligned with those in the EDS, as is the focus on good growth.

Key risks and issues

- 4.2. Brexit continues to affect L&P's business lines including FDI, students and tourism (including business tourism). L&P set in motion a strategic response to Brexit, as outlined in their 2019-20 business plan, which included opening offices in France and Germany, changing their approach to inward investment and a city-to-city partnership approach to their marketing. Section 2.7 to 2.9 explains how L&P are approaching the post-Brexit environment.
- 4.3. No one involved in the drafting or clearance of this decision has any conflicts of interest to declare.

5. Financial comments

- 5.1. The proposed GLA grant of £13.136m to London & Partners has been included within the GLA budget and spending plans for 2020-21. This grant forms part of London & Partners' three-year strategy previously approved via MD2264, with this specific budget provision held within the GLA's Regeneration and Economic Development Unit.
- 5.2. In line with previous arrangements, payments will be made on a quarterly basis subject to satisfactory monitoring of performance against the deliverables approved as part of the 2020-21 business plan. This requirement as well as the standard break clauses will be incorporated into the funding agreement to ensure that performance and risk is managed effectively during the duration of the grant agreement.

6. Legal comments

6.1. The preceding sections of this report indicate that:

6.1.1. the decisions requested of the Mayor fall within the GLA's:

- (a) general statutory powers to do such things considered to further or which are facilitative of, conducive or incidental to the promotion of economic development and wealth creation and social development in Greater London (section 30, GLA Act 1999); and
- (b) discharge of its duties under section 378 of the GLA Act, to promote tourism to, in and through Greater London; and

6.1.2. in formulating the proposals in respect of which a decision is sought, officers have complied with the Authority's related statutory duties to:

- (a) consider how the proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and
- (b) consult with appropriate bodies.

6.2. In taking the decisions requested, as noted in section 3 above, the Mayor must have due regard to the Public Sector Equality Duty under section 149 of the Equality Act 2010, namely the need to eliminate discrimination, harassment, victimisation and any other conduct prohibited by the Equality Act 2010, and to advance equality of opportunity foster good relations between persons who share a relevant protected characteristic (race, disability, gender, age, sexual orientation, religion or belief, pregnancy and maternity and gender reassignment) and persons who do not share it. To this end, the Mayor should have particular regard to section 3 of this report.

6.3. Given that the expenditure associated with the approval of the business plan relates to a project extending beyond the current mayoral term officers must also observe the principle that an incumbent administration should not unreasonably fetter the discretion of any future administration.

6.4. Should the Mayor be minded to make the decisions sought officers must ensure that a grant award letter is issued in accordance with the funding agreement before any commitment to fund is made.

7. Planned delivery approach and next steps

Activity	Timeline
Approval	March 2020
Business plan start date	Q1 2020
Business plan end date	Q4 2021

Appendices and supporting papers:

Appendix 1: L&P Business Plan 2020-21

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FoIA) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary. **Note:** This form (Part 1) will either be published within one working day after it has been approved or on the defer date.

Part 1 - Deferral

Is the publication of Part 1 of this approval to be deferred? NO

Part 2 – Sensitive information

Only the facts or advice that would be exempt from disclosure under FoIA should be included in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a part 2 form – NO

ORIGINATING OFFICER DECLARATION:

Drafting officer to
confirm the
following (✓)

Drafting officer:

Katherine Gee has drafted this report in accordance with GLA procedures and confirms the following:

✓

Sponsoring Director:

Philip Graham has reviewed the request and is satisfied it is correct and consistent with the Mayor's plans and priorities.

✓

Mayoral Adviser:

David Bellamy has been consulted about the proposal and agrees the recommendations.

✓

Advice:

The Finance and Legal teams have commented on this proposal.

✓

Corporate Investment Board

This decision was agreed by the Corporate Investment Board on 16 March 2020.

EXECUTIVE DIRECTOR, RESOURCES:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature

M. D. Bellamy

Date

16.3.20

CHIEF OF STAFF:

I am satisfied that this is an appropriate request to be submitted to the Mayor

Signature

D. Bellamy

Date

17/3/2020.

