

London & Partners

A London is Open sticker on the pavement with people walking around it

Key information

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Overview

London & Partners (L&P) is the organisation overseen by the Mayor of London that aims to promote London and its businesses internationally, describing itself as ‘London’s growth agency’.

It was formed in 2011 from the merger of Visit London, Think London and Study London. L&P’s work includes attracting tourists and businesses to London, and supporting London businesses to expand and reach international markets. L&P is a social enterprise, funded mainly by the GLA, with the Mayor appointing its Chair.

This paper provides key information on L&P’s governance, funding and major projects and initiatives, as well as an overview of its history of scrutiny by the London Assembly.

[Read the paper \(PDF\)](#)

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