

MAYOR OF LONDON



The Mayor's Economic Development Strategy for London

DRAFT FOR CONSULTATION

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Contents

Page



Economic Development Strategy
for London

3



A fair chance for everyone

6



Helping businesses to grow

13



Helping different types of business

17



How he will do it

24



For more information

27

Economic Development Strategy for London



Economic development is about how we all work and make money.



A **strategy** is a plan over a long time.



London is one of the best places in the world to work and make money.

Many people want to come and work here because:



- London has great arts, history and culture



- London welcomes all different people



- London has good transport



- We have laws that are fair



But some Londoners do not have the chance to get a good job.



Almost 2 in every 5 people are poor.



The Mayor wants Londoners to be able to have a good job and make enough money.



He wants everybody to have a decent standard of living.

A fair chance for everyone



The Mayor, Sadiq Khan wants the way we all work and make money to be:

- Fair to everyone
- Be open to and involve everyone



The Mayor will work in many different ways to help everyone to have a fair chance.

A good education

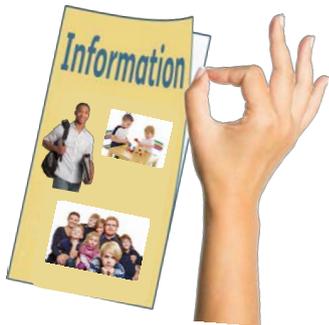
The Mayor will help to:



- Improve education from early years, to school and college for all children and young people



- Make sure education is fair to everyone



- Make sure everyone has access to the right information to progress



- Ask the Government to give more money for education



- Make it easier to for parents to find out about early years and childcare

Training

Training helps people to get new skills.



The Mayor will help:

- Make training more affordable



- Everyone to get the training they need and to get a good job



- Everyone to speak and understand English



- Everyone to be able to use computers



Cost of living

London is expensive. The Mayor will help to:



- Build new homes that people can afford



- Make transport easier and cheaper



- Make it easier to get childcare



- Help people understand how to look after their money better

Fair pay

The Mayor will:



- Encourage businesses to pay their workers well and treat them right



- Help places of work to be healthier and happier



- Help disabled people to do well in their work



- Help older people to have a good job

Better health less poverty

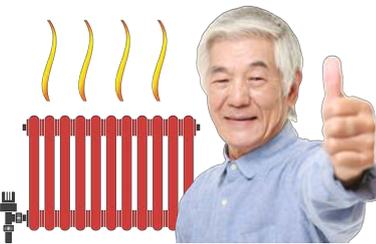


The Mayor plans to:

- Ask the Government to make sure benefits help all people



- Help make sure people eat healthy food



- Help people to have a warm home



- Train more people to help those with mental health problems



Keeping people safe

Communities are safer and happier when everyone feels involved in the local community.



The Mayor will help to:

- Make sure new buildings are built in a way that helps communities work well together



- Get people involved in their local communities



- Support the police in their work



- Work towards no deaths or injuries on the roads and rail

Helping businesses grow



Brexit

Brexit is going to affect businesses in London.



The Mayor is pressing the Government to make sure businesses can carry on working with Europe.

Space for business and work



The Mayor will help to:

- Make sure there are enough of the right type of places for different businesses to work
- Encourage markets, shopping areas and other business uses in all the different parts of London



Transport



London has too much traffic and too much pollution.



We need to have less traffic and better air to breathe.



The Mayor will help to:

- Make it easier for people to walk, cycle and use public transport



- Make it easier for people not to have to use a car



- Spend money so there are more buses and trains



The things we need

We all need water, sewers, gas, electricity, telephone lines, green space and the internet.



As London grows, we will need more of these things in the future.



The Mayor will work to make sure we have the right amount of these things in the future.

Inventions and new skills

London has some of the best universities and companies in the world for:

- Thinking up new inventions
- Learning new ways to do things





The Mayor will:

- Help people around the world to know about the way we invent new things
- Help businesses and universities to work together
- Help people to learn things that will help them in their work
- Help to improve the training for young people



New businesses

London is a great place to start a new business.

The Mayor will:

- Help people find the money they need to start a new business
- Help existing businesses to grow and help new ones to come here
- Help new businesses to sell to other countries



Helping different types of business



The Mayor can do a lot to help companies and organisations in different types of business.

Designing how we live

London has some of the best companies in the world for:

- Designing new buildings
- Designing streets and neighbourhoods
- Ways of building that is good for the environment



The Mayor will:

- Help London to be the best city in the world for using new **technology** and data to deliver better services
- Work with technology companies and local authorities to help government to use **technology** and data to deliver better services



Culture and creative



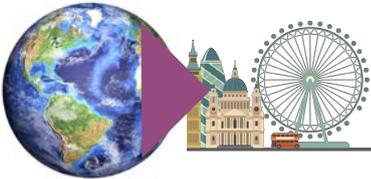
Culture includes art galleries, museums, music, theatre, shows

Creative businesses include designers, film makers, TV, musicians



London is well known around the world for its culture and creative businesses.

Many tourists come to visit London and spend money in the capital.



The Mayor will:

- Help people around the world to know what London has to offer
- Help more Londoners to get involved in culture
- Help existing art galleries, theatres, pubs, etc to:
 - stay in the city and
 - new ones to grow





- Help to set up festivals which show off different types of culture



- Help to make sure that it is safe to enjoy yourself in London at night



Banks

London is one of the most important cities in the world for banking and investing money in business.



This will be harder after Brexit.



The Mayor will:

- Ask the Government to make sure that the banks are not harmed by Brexit
- Help to make sure that businesses have the things they need to do well





Life sciences

There are lots of new developments in **life sciences**.



Life Sciences are new ways of doing medicine.



These are leading to many new medicines and treatments.



The new work is being done together by:

- Universities
- NHS Hospitals
- Charities
- Private companies



The Mayor will make London into a good place for these organisations to work well, and so we can be healthy.



Clean and green

The Mayor wants to show how being clean and green is good for business.



The Mayor wants London to:

- Be a clean and healthy place to live and work



- Cut the pollution that is causing the world to get warmer



The Mayor will encourage businesses that are helping to make London clean and green.

New technology



Technology is about machines and gadgets.

There is a lot of **new technology** linked to television, computers, phones and the internet.



The Mayor will:

- Help businesses in London to find new ways to use technology



- Help workers to understand more about new technology



- Help use new technology in a way that helps all Londoners



Tourism

More people visit London than most other cities in the world.



Tourists spend a lot of money in London.



Tourism gives jobs to many people.



The Mayor will help by:

- Encouraging more people to come and visit London
- Making it easier for tourists to have a good time in London



The Mayor will work with the government to help London to carry on getting the workers and visitors it needs after Brexit.



The Mayor will work with businesses to help workers to get good pay and conditions.



How he will do it



Working together

The Mayor will work closely with:

- Public organisations like councils, health services, universities, schools and further education colleges
- Businesses
- Community and voluntary organisations



He will help people to work together in groups and committees to make London a better city.



And he will work with business leaders.



More power for London

The government controls many things that affect London, like:



- The schools



- The benefits people get



- The health services



- Rules about housing



The Mayor thinks it would be better if London had greater control of some of these things.

For more information



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