

Committee(s)	Dated:
Public Relations & Economic Development Sub-Committee – For Information	11/06/2019
Subject: Promoting London and the UK’s position as a leading global centre for financial and professional services: update on progress	Public
Report of: Director of Economic Development Director of Communications	For Information
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Summary

City stakeholders have long pointed to the need to positively promote and showcase London and the UK’s strengths as a leading global centre for financial and professional services (FPS). Members agreed in July 2018 to the creation of a promotional standalone platform to deliver this, so that the City had a digital tool for its long-term campaign in promoting London and the UK’s world-leading offer in FPS to global businesses and investors.

Building on the ‘Future of London’ messaging work presented by London & Partners in January 2019, this report updates Members on progress regarding the new promotional platform and accompanying collateral, due to launch on June 20.

Recommendation(s)

Members are asked to note the report.

Main Report

Background

1. In the context of Brexit uncertainty and the campaigns by other financial services centres to attract parts of the City’s FPS sector, there is a need for increased promotional efforts on behalf of London and the UK as a location for FPS.
2. In December 2017, Members endorsed key message testing undertaken in conjunction with London and Partners, and the GLA. “London: City of Creative Energy” was deemed the strongest message, while “London: City of Opportunity” was well received by business audiences.

3. In January 2019, Members received a presentation by London & Partners (L&P) on their 'Future of London' messaging, building on the above message testing, during which L&P put forward three core messaging pillars, and invited City Corporation teams to work with them to develop this work for their audiences.
4. Senior City stakeholders have called for stronger messaging and collateral for FPS. Members agreed in July 2018 to the creation of a promotional standalone platform and supporting collateral, to act as a key channel in a long-term campaigning approach to promoting London and the UK's world-leading offer to FPS businesses and investors globally.
5. To frame and populate the website, we have developed a range of collateral. This includes, but is not limited to, industry fact sheets, case studies, and a promotional video. Building on L&P's invitation to work with them, an underpinning messaging framework has also been developed. L&P have been consulted in developing this messaging and are supportive.

Current Position

6. The promotional platform *TheGlobalCity* has been developed to provide a central resource bringing together a range and depth of detailed evidence on core competitiveness factors currently not available in one place online, with a close focus on the financial and professional services sector. It will form a central marketing channel in a long-term campaigning approach to promoting London.
7. The platform is scheduled for launch in June 2019, with an announcement at the Bankers and Merchants Dinner.
8. Content is organised to reflect key competitiveness factors (for example – connectivity, talent, depth and breadth of the offer), and by key industry sub-sectors. Content includes a promotional video, a series of case studies and testimonials from firms locating in the UK and factsheets for industry subsectors. The platform is City Corporation branded, and will link extensively to other corporate sites, as well as the sites of relevant partner agencies.
9. Building on the three pillars of the L&P 'Future of London' messaging, a core messaging approach provides a framework, for the FPS-focused audience of the site, to ensure we're consistently aligned in marketing communications messages for this audiences.
10. The overarching messaging proposition is:

Opportunity, creativity, innovation: the UK's offer for financial and professional services.

Key message pillars:

- *We have a global outlook which means we understand you:*
- *The depth and breadth of our offer mean unparalleled opportunities to grow*
- *Innovation is what we do: creating an inspirational ecosystem where you can thrive*

11. The same messaging is intended to be rolled out across other supporting collateral, such as brochures and PowerPoint slide decks.

Corporate & Strategic Implications

This work helps to achieve the Corporate priority of supporting a thriving economy. In particular by:

- promoting the City as a world leading global centre for financial and professional services; and
- promoting London for its creative energy and competitive strengths and attract and retain investment.

It will do this by providing a clear, audience-focused resource. This will support delivery of a clear evidence base to support case making for the UK as a location for FPS business and investment, and implementing coherent message discipline across City Corporation marketing collateral for FPS audiences. It will also ensure that that City Corporation messaging is well aligned with partner messaging, so that key FPS stakeholders receive a coherent and convincing story about London's competitive strengths.

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