

LONDON™ & PARTNERS

London & Partners, 6th Floor, 2 More London Riverside, London SE1 2RR
T +44 (0)20 7234 5800 F +44 (0)20 7378 6525
londonandpartners.com

Mr Nick Bodger
Head of Cultural and Visitor Development
City of London Corporation
PO Box 270
London
EC2P 2EJ

17 February 2015

Dear Mr Bodger,

I am writing to express my support for the proposed festival to commemorate the anniversary of the Great Fire of London in 2016.

London constantly reinvents itself as the global capital of art, culture, music, architecture, dining and fashion but it is our heritage which sets us apart acting as a draw for visitors.

Whether an event comes to us independently or via a valued partner such as yourself we are always keen to support high-profile initiatives that help maintain London's reputation as a world-class visitor destination and allow us to tell London's story brilliantly.

The capital boasts an impressive annual calendar of major events but it is the one-offs which enhance our offer and allow us to raise our profile with a new and exciting narrative around reasons to visit the best big city on earth. As well as having a positive impact on the capital's attractiveness and global standing major events also deliver significant economic benefit, jobs and growth.

I have no doubt that a festival which would see our historic centre so transformed would be of interest to visitors and generate significant coverage. Julie Chappell, our Chief Digital Officer is already a member of the Project Board and, as the concept evolves, I'm sure that there will be other ways to work together across our organisations to ensure that we capitalise on the opportunities the festival presents.

Yours sincerely



Andrew Cooke
Chief Operating Officer