



2008 Priorities

Has the UK and its Government become complacent about the success of London?

After six or seven years of continuous and strong growth, led by financial services but mirrored in business services, property, creative and other sectors, London's seemingly inexorable rise to the top of the premier league of world cities is well documented.

Rising cost of credit and slower growth present a new set of challenges which make retaining London's edge both more difficult and more vital to the long term prospects of the UK economy. As advertisements for financial products remind us: past performance offers no guarantee of future returns. London's past performance has been built on sustaining a competitive business environment. Future success depends on constant vigilance and action to stay ahead of the pack. London First will be quick to remind national and London government and their agencies when they jeopardise London's success through their actions or inaction. None of us can take London's success for granted.

Competitiveness is the core of London First's mission: to make London the best city in the world in which to do business.

Our objectives for the year ahead are tested against their potential contribution to this mission and by the relevance to our members – London's leading businesses, representing over a quarter of the capital's GDP. They include our pursuit of sustained investment in London's infrastructure, beyond the long-awaited but nevertheless welcome Heathrow Terminal 5 and, in a few years, Crossrail. They also include shaping skills provision to better match the needs of London's employers and making London a safer place in which to live, work and do business.

“Future success depends on constant vigilance and action to stay ahead of the pack.”

Our top public campaigns for the year will be: putting the passenger at the heart of airports policy and regulation, seizing the Olympic opportunity to transform East London and making the West End a better environment for leisure, retail and tourism business, before 2012.

Issues can arise beyond London First's business plan, which demand urgent and effective response on behalf of London's business community. The year brought, for instance, ill-considered proposals on taxation of non-domiciles and the collapse in quality of the passenger experience at Heathrow after the 2006 security tightening. In both cases, our competitiveness test gave us a clear mandate to campaign forcefully for change. It will continue to be the case that, alongside our published priorities, we will respond assiduously to new and emerging threats to London's competitive position.

Our objectives for the coming year are set out overleaf. I look forward to working with members, stakeholders and partners to achieve these goals.

Baroness Jo Valentine
Chief Executive, London First



What London First will do this year



1. Transport

Improve London's transport systems to increase capacity and reliability

Last year we:

Helped to secure funding for Crossrail after a campaign lasting over a decade.



Prime Minister Gordon Brown: "thank you and all of your members for their invaluable support for Crossrail"

This year we will:

- Press for more responsive customer service, passenger-centred regulation and economic incentives to reduce local

environmental and global climate impact, to begin to restore London's airports to world class

- Protect the investment in the Tube modernisation programme and ensure that post-Metronet arrangements deliver good value for the taxpayer and commuter
- Ensure that the Crossrail project is set up in a business-like way, so that it can be built on time and on budget
- Reduce congestion in central London by securing better management of roadworks and rationalisation of bus services
- Develop a proposal for the next road user charging scheme



2. Employment and Skills

Ensure that London's workforce is appropriately skilled and that unemployment in the capital is significantly reduced

Last year we:

Commissioned the *Voice of London Employers* study to capture 2,000 employers' views on skills and employment issues

This year we will:

- Deliver a successful Skills London 2008 event, introducing 50,000 teenagers to a wide range of career and training opportunities, at ExCeL in November
- Ensure that the London Skills and Employment Board remains business-led, business-like and responsive to the needs and views of London's business community



- Achieve pooled funding and aligned skills and employment targets for the key public sector agencies
- Work with universities and colleges to build better commercial relationships and make courses more clearly match business needs



3. Policing and Security

Increase London's resilience, reassurance and safety by ensuring a productive partnership between business, police and government

Last year we:

Published business priorities for the modernisation of the Metropolitan Police and secured commitment to action

This year we will:

- Ensure there is an effective structure and process in place for real-time communication with business in the event of a disaster and that this has been rehearsed

- Further develop the Leadership Exchange programme between senior police personnel and their business peers to achieve 100 current partnerships
- Work with police services to develop more tailored and effective reassurance policing in business areas
- Identify and promote comparative data on crime and security to verify and enhance the image of London as the safest international city in the world



4. Olympic Legacy

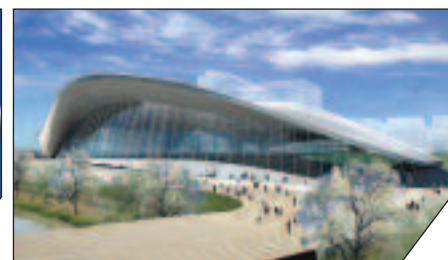
Ensure that the Olympics leave a positive legacy for London

Last year we:

Managed the creation and launch of the London Business Network and acted as an effective customer for the associated on-line brokerage system for Olympic contracts

This year we will:

- Raise perceptions of East London as an opportunity location for development, pressing for governance arrangements which allow clear decision making and effective delivery of infrastructure
- Propose and win support for a common understanding of what can be achieved in a regenerated East London as part of and beyond Olympic legacy



- Identify ten priority projects for West End streets to improve attractiveness to visitors, shoppers and theatre-goers – and therefore business – by 2012 and secure their implementation
- Bring 30,000 businesses into the London Business Network, enabling them to bid for contracts associated with the 2012 Games
- Review London's progress against identified legacy priorities, including running another major annual business event

5. London's Competitiveness

Ensure that national and local policy decision-making supports London's growth

Last year we:

Negotiated and secured a workable planning system for strategically important London developments in the new GLA Act

This year we will:

- Continue to make the case for investment in London, while encouraging English regional cities to compete for business and investment with their European peers

- Make the case for carbon pricing and regulation to be applied across all users, with hypothecation of 'green taxes' towards environmental improvement
- Continue pressure on planning policy to retain fundamental principles to accommodate growth and review where policy can better support development
- Advise the Mayor on how to achieve 25% decentralised energy generation, while avoiding damage to competitiveness
- Ensure that London has access to the global talent it needs, in the implementation of the new migration points system



London First would like to acknowledge the kind support of its Principal Sponsors

Accenture	HSBC
Association of Colleges (London region)	KPMG
Argent	Land Securities
Avanta	Lend Lease
BAA	London Higher
Berwin Leighton Paisner	MWB Business Exchange
The Bloomsbury Consortium	National Grid
British Airways	PricewaterhouseCoopers
BT	Quintain Estates and Development plc
Canary Wharf	Stanhope
CB Richard Ellis	Tesco
Deloitte	Thames Water
EDF Energy	Thistle Hotels
Ernst & Young	Westfield