

# LONDON FIRST PARTNERS

BAA

Bank of America Merrill Lynch

Berwin Leighton Paisner

BT

Canary Wharf

CB Richard Ellis

CH2M Hill

Deloitte

EDF Energy

Gensler

Grosvenor

HSBC

Invensys Plc

KPMG

Land Securities

Lend Lease

London Gatwick Airport

London Higher

PricewaterhouseCoopers

Qatari Diar

Quintain Estates & Development

The Crown Estate

Thales

UK Power Networks



London First  
3 Whitcomb Street  
London WC2H 7HA  
+44 (0)20 7665 1500  
www.londonfirst.co.uk

# LONDON FIRST PARTNER OPPORTUNITIES

## MISSION

London First is a business-led membership organisation which works to ensure London has the policies and investment necessary to strengthen its world-wide competitiveness.

Our Partners have a shared interest in London First's mission – to make London the best city in the world in which to do business. We work closely together in pursuit of this mission.

## STRATEGY

We mobilise the experience, expertise and enthusiasm of the private sector to develop practical solutions to the challenges facing London.

We deliver our activities with the support of the capital's major businesses in key sectors such as finance, professional services, property, planning, healthcare, hospitality and retail. Membership also includes London's universities and education institutions. London First members represent over a quarter of London's GDP.

## BENEFITS

As Partners we work with you to develop and implement a bespoke annual delivery plan designed to **help you achieve objectives from your business plan** in alignment with London First's objectives.

These can draw from the following benefits:

<b>Policy Partner</b>	Regular opportunities to shape the development of our work to ensure that regional and national government policy meets the needs of business and strengthens London's competitiveness.  Early opportunities to provide thought leadership around new campaigns.
<b>Business Insight</b>	Share in our knowledge and expertise of London issues including commissionable personal briefings on areas where we can add value to your business.
<b>Campaign</b>	Engage more of your people more closely in London First campaigns, including major infrastructure projects, to help London retain its world city status.
<b>Network</b>	Meet other senior members and stakeholders and engage in our programme of exclusive Partner events with business and political leaders who have a major influence on the capital's development. Priority invitations to all relevant London First events.
<b>Enhanced Profile</b>	The opportunity to represent your sector amongst key influencers and raise your corporate and personal profile in London.  Partners are offered first refusal of hosting and speaking opportunities at our key events. Our website and events feature Partner branding.
<b>Advocacy</b>	Where you identify an issue affecting a business sector in the capital which aligns to our mission we will work to help provide a solution and influence the relevant groups.

## ACCOUNT MANAGEMENT

To ensure engagement and value partners are supported by an Account Director, from our Executive Team who will meet regularly to review your membership objectives and review progress.



**MARTIN STANLEY**

**GLOBAL HEAD OF MACQUARIE INFRASTRUCTURE AND REAL ASSETS, CHAIRED LONDON FIRST'S INFRASTRUCTURE COMMISSION**

“Macquarie, and our managed companies, work to help improve the fabric of London. Our partnership with London First has enabled us to take this commitment a step further, by helping to shape the environment we work in. Being involved in the Infrastructure Commission gave us the opportunity to not only identify London’s long term infrastructure needs but also to recommend policy solutions by which they might be met.”



**ROY HILL**

**EUROPEAN MANAGING DIRECTOR OF CH2M HILL**

“CH2M Hill works with the public and private sectors to develop and deliver high profile programmes from the Olympic Park to Crossrail. London First events have provided us with a platform in which to engage with senior stakeholders and promote our brand to wider audiences’ across the city, whilst its extensive analysis of public policy continues to play a key role shaping the city’s future growth.”



**IAN POWELL**

**CHAIRMAN AND SENIOR PARTNER AT PwC, CO-CHAIRING THE LONDON FIRST COMPETITIVENESS STEERING GROUP.**

“PwC and London First have campaigned on strategic issues that impact on London and the UK. Our involvement in the development of Supporting UK growth while balancing the budget, illustrates London First’s role perfectly – deploying business expertise to design and pursue pragmatic approaches to the challenges facing London. The report had a tangible impact on Government and Opposition and strengthens the case for supporting the future success of the UK capital.”



**DUNCAN INGRAM**

**GROUP DIRECTOR AT BT GROUP**

“London First brings together business leaders from many sectors with leading London stakeholders providing a useful forum to engage with peers and policy makers. London First’s programme of events and consultations, gives us additional insight into business technology requirements and face-to-face contact with the decision makers helping us to respond to and anticipate trends.”



**EMMA GILTHORPE**

**DIRECTOR OF REGULATION AT BAA**

“London First knows London, its influencers, and how and where decisions are made, like no other organisation. BAA’s partnership with London First has enabled us to tap into that intimate knowledge and better understand the needs of business and their customers.”



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