

LDA Events

June

African-Caribbean Business Network (ACBN) launch **18 June**

Launch of the LDA funded ACBN, an organisation that aims to attract membership and help London's 18,000 African-Caribbean businesses to develop, advance and prosper.

Contact: Leslie Maruziva 020 7954 4663

West London Meet the Buyers **24 June**

Opportunity for suppliers to meet and present products & services to buyers.

Contact: Aiden O'Neill 020 7954 4631

Focus on London launch **25 June**

Launch of the new edition of Focus on London, a comprehensive statistical picture of the capital covering a wide range of demographic, social, industrial and economic data.

Contact: Keith Blakemore 020 7954 4690

July

London Day **3 July**

London Day is the day the Mayor pays tribute to ordinary Londoners who have made a difference to life in the capital. The LDA is sponsoring the Regeneration and Innovation Award.

Contact: Greater London Authority
020 7983 4100

CBI Summer Lunch **3 July**

The LDA is supporting this annual event which brings together the business community and government to engage in constructive dialogue. This year's theme is 'London as a place in which to do business'.

Contact: Katherine Waters 020 7954 4636

The New Regionalism Conference **11 July**

A conference organised by the LGIU, with sponsorship from the LDA. Experts from the three regions: London, East of England and South East of England will consider the shared agenda for growth in the 'greater south east'.

Contact: Lucy Dowsett 020 7954 4603

LDA Board Meeting **16 July**

Contact: Simone Zawadski 020 7954 4525

2003 Respect Festival **19 July**

A festival designed to oppose racism and celebrate London's diversity with an exhibition area funded by the LDA. Free to everybody.

Contact: Teresa Askew, GLA 020 7983 4965

August

Launch of the East London Childcare Institute **27 August**

The LDA is the main funder of the East London Childcare Institute, a major learning resource centre for local people in Stratford. The project will provide training and support for people to get into work, while offering a state-of-the-art childcare centre.

Contact: Lucy Webster 020 7954 4766

The public are welcome to attend LDA Board meetings from 9.30 am.

Going for gold
London's Olympic bid

Turning vision into reality

Over the last three years, my predecessor George Barlow OBE did an excellent job in helping to devise the new structures and identify the priorities for the LDA. His hard work also enabled the Agency to deliver significant achievements – such as helping 13,000 people into jobs and giving training opportunities to another 40,000 people in the last year alone. I hope to build on George's work to help the LDA deal effectively with the current challenges and opportunities it faces in the future growth of London.

We are now heavily involved in the campaign to bring the 2012 Olympics to London. The LDA will help fund the bid and, if it is successful, will provide substantial sums towards delivering the Games. We believe that the Games would be a massive prize – not just for the proposed Lower Lea Valley area in east London, but also to the capital and the UK as a whole.

We are keen that the Olympics should bring long-lasting benefits to the local area in the form of jobs, homes and better leisure facilities, while also helping to stimulate the development of the rest of the Thames Gateway.

We are now seeking a team of leading experts to put together a vision for the Lower Lea Valley, with or without the Games. Even if the Olympic bid was not successful, our work to transform this area of outstanding potential will continue. More details are on the opposite page.

Our other main priority over the next few months is to boost tourism in London, which has been affected by the impact of the Iraq war and other international events. Tourism, which is so important to London's economy, needs to make a rapid return to normal and to help do this, the LDA funded Totally London month, the largest-ever promotional campaign for the capital. As part of the campaign, visitors benefitted from generous special offers on travel, shopping, theatre, restaurants and other tourist attractions. This issue of Vision carries more details.

Honor Chapman
Acting Chair
London Development Agency



What is the London Development Agency?

The LDA is London's job-creation agency. Working for the Mayor, and in conjunction with business and a wide range of other organisations, the LDA actively pursues economic opportunities for London and all Londoners. It uses its financial resources, property and land assets, and its influence to:

- support business, industry and the economy.
- attract investment.
- develop skills and knowledge.
- revitalise the city.
- promote equality and diversity.
- unite London.

The LDA promotes London as a vibrant world city, as the national capital, and as the gateway to the UK. The LDA seeks to influence how London grows, so that everyone can benefit, bringing cohesion to economic development.

To achieve this, the Agency has identified ways to strengthen and grow London's economy by making strategic interventions in specific geographical areas and business sectors and setting clear regional priorities.

We welcome any feedback you may have about Vision. If you have any comments, please write to:

Vincent Burke, Editor
Vision
London Development Agency
58-60 St Katharine's Way
London E1W 1JX

or email: vincentburke@lda.gov.uk

Additional reporting in this issue of Vision was by Emma Lynch

Cover
London's Olympic bid



From left to right: Sir Steve Redgrave, Tessa Jowell, Secretary of State for Culture, Media and Sport; and Mayor Ken Livingstone announce London's decision to bid

Going for gold!

LDA Chief Executive, Michael Ward has welcomed the government's decision to back the campaign to bring the 2012 Olympics to London, saying that a successful bid would transform a run-down part of east London and kick-start regeneration of the wider Thames Gateway.

The LDA is backing the bid since it meets the Agency's key strategic objectives of economic growth, diversity, inclusion, renewal and sustainable development.

The Agency will now be looking to buy and remediate brownfield land around the Lower Lea Valley, which is the proposed venue for the Games. The LDA has

already bought the site of Hackney Stadium as part of its regeneration plans for the area. The LDA will soon be appointing masterplanners to draw up two sets of plans for the Lower Lea Valley – one taking account of infrastructure needed for an Olympics and one without.

The LDA will contribute up to £15 million to help prepare the London bid and, if the Games go ahead, would contribute several hundred million pounds.

If the bid is not successful, the sites will be used by the LDA to create new homes, workspaces and other facilities.

For more information, contact Vincent Burke on 020 7954 4682

Top scorers

An LDA backed initiative that helps young disadvantaged people get into work or return to education has been praised by England manager, Sven-Goran Eriksson and England goalkeeper David James.

Both attended recent graduation ceremonies to congratulate the latest youngsters who have successfully completed the unique football inspired 'Goals Project' course.

The six week programme helps unemployed 18-24 year olds from west London develop their self-confidence and communication skills and set realistic goals for the future. Already 80 youngsters have successfully graduated from the Goals Project since it began in 2001. Most of them are now in full-time work or education.

For further information, contact Aiden O'Neill on 020 7954 4631 or email aidenoneill@lda.gov.uk



Sven-Goran Eriksson congratulates recent Goals project graduate Emiliano Gronzi

Selling London

Efforts to promote London as an international business location have been boosted by the LDA's appointment of London First Centre to deliver London's inward investment service for 2003-2006.

Under the new arrangements, the LDA has significantly increased the funds for inward investment in London to create a bigger, better-resourced agency to enable London to compete more effectively for international business.

Over the next three years, LDA spending on inward investment for London will rise from £900,000 a year to an average of £1.6m annually. An extra £1 million will be provided by the business community, through London First and the Corporation of London.

London First Centre will now work more closely with sub-regional agencies around the capital promoting specific areas such as Thames Gateway and south London.

The new arrangements are part of the Mayor's strategy to ensure that the benefits of inward investment are felt across the whole capital as well as the central business areas.

For further information, contact Rob Lewtas on 020 7954 4658 or email roblewtas@lda.gov.uk

Totally committed to London

The LDA is at the heart of the largest-ever marketing campaign for London, called Totally London. The initial month-long campaign targeted domestic visitors with innovative new advertising and a range of special offers for theatres, hotels and other tourist attractions.

A number of £1 tickets for unlimited one-day bus travel at weekends were made available during the campaign. The Totally London campaign will be rolled out to Europe, USA and other key long-haul destinations later this year.

The campaign has been designed to offset the effects of the Iraq war on London's tourist industry. It reflects the full diversity of London, with the campaign logo being widely used by London Tourist Board and other key players on promotional material for the many contrasting areas, attractions and experiences around the capital. A new website has also been launched, containing details of all the available offers – www.visitlondon.com.

For further information, please contact Elizabeth Pratt on 020 7954 4530 or email elizabethpratt@lda.gov.uk

Tamara Ingram, LTB Chair and LDA Board Member launches Totally London



Stepping out in Deptford

Mayor Ken Livingstone met staff and students during his recent visit to the Laban Centre, a new state-of-the-art cultural landmark in London, which opened earlier this year.

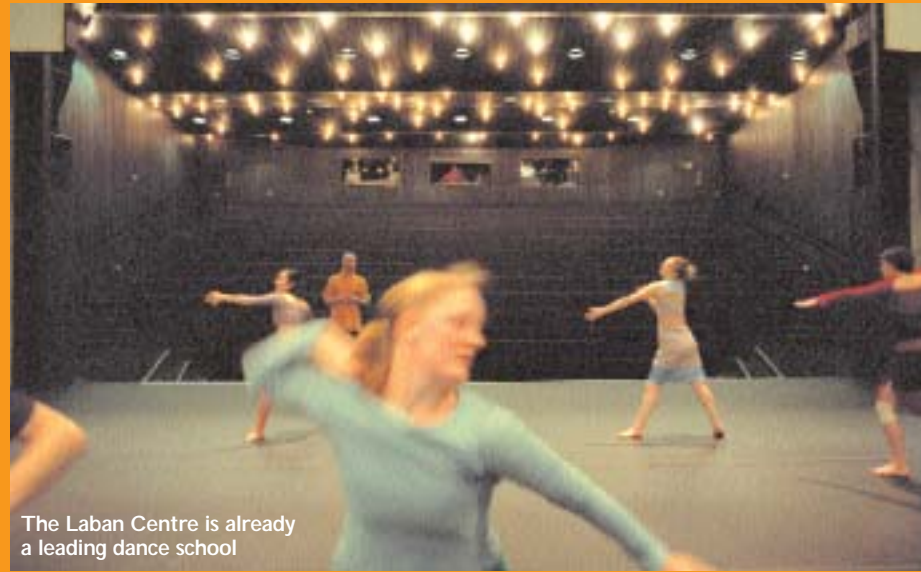
The Laban Centre, situated on Deptford Creekside in Lewisham, is Europe's largest purpose built space for contemporary dance training and dance-related studies. It is home to some of the world's most creative choreographers and trainers who are renowned for their pioneering dance techniques.

The LDA has given substantial funds to the stunning new £22m building. It has been designed by the world-renowned

architects Herzog & de Meuron and includes a 300-seat theatre, 13 dance studios and a public garden. The building will create a powerful focus for the ongoing physical and social regeneration of Deptford and the surrounding Thames Gateway area.

During his tour, the Mayor unveiled a plaque to mark the LDA's role in the project and met up with many of the people closely involved in its development, including the Centre's Director, Marion North.

For further information, contact Jane Ball on 020 7954 4552 or email janeball@lda.gov.uk



The Laban Centre is already a leading dance school

London's box office hit

Nearly 80,000 people took advantage of the Mayor's recent drive to get more Londoners into the theatre – more than double the number that organisers had predicted at the start of the promotion.

The 'Get into London Theatre' campaign was launched by Ken Livingstone and supported by £350,000 from the LDA, with additional funding provided by the theatre industry. Under the scheme, which ran from January to March, thousands of reduced price tickets to

plays, musicals, dance and opera were available to the public – some for as little as £10. Many of London's most popular shows were involved, including Bombay Dreams and Les Miserables, as well as productions at venues outside the West End such as the Hackney Empire and the Tricycle Theatre in Kilburn.

The promotion was part of the theatre industry's efforts to counter the effect of the drop in tourists coming to London by encouraging first time theatre-goers in the



From left to right: Ken Coello of the London Skills Commission; Maxine Jones of the LDA; Ivan Lewis, Minister for Adult Learning and Skills; and Digby Jones, Director General of CBI

Action for skills

The Director General of the CBI, Digby Jones and the Minister for Adult Learning and Skills, Ivan Lewis, have welcomed a new initiative designed to tackle London's chronic skills shortages.

Both attended the recent launch of the London Framework for Regional Employment and Skills Action, a project led by the London Skills Commission, which is jointly chaired by the LDA and the London Learning & Skills Councils.

The London FRESA aims to address the severe shortage of skilled workers, particularly in the health and construction sectors, by ensuring that skills and employment programmes better serve the needs of Londoners and

businesses in the capital. It includes four flagship schemes:

- A programme to address the urgent need for more teachers of basic skills
- A new skills partnership with the NHS aimed at recruiting and retaining more health service workers to cope with the rising demand for health care in the capital
- A basic building skills programme to tackle the acute shortage of construction staff in London's building industry
- A job brokerage and skills transfer scheme to help London's estimated 280,000 refugees

For further information about FRESA, please call Catherine Prisk on 020 7954 4723 or email catherineprisk@lda.gov.uk



Ken Livingstone and actor Michael Greco launch 'Get into London Theatre'

Innovate to accumulate

Some of Britain's most brilliant business innovators, entrepreneurs and academics took part in the first London Innovation Conference. The event was organised by the LDA to show how innovation can be a key driver for sustained business competitiveness.

Lord Sainsbury, Minister for Science and Innovation, Sir Richard Sykes, Rector of Imperial College London and Simon Woodroffe, the creative genius behind the YO! Sushi restaurant chain, were among a line-up of eminent speakers who shared the secrets of their success with London's business community. For the 400 delegates who attended, it was also an opportunity to network, gather intelligence and pick up practical tips from the experts.

The event is part of a wider campaign to encourage and facilitate business innovation in London. The LDA has just published a 3-year London Innovation Strategy, detailing an ambitious programme of activity aimed at positioning London as the world's leading 'knowledge' economy.

The conference was sponsored by QinetiQ and supported by Business Link, London First and the London Chamber of Commerce.

For further information about the London Innovation Strategy, contact Lincoln Lewis on 020 7954 4668 or email lincolnlewis@lda.gov.uk

Simon Woodroffe sharing the secrets of his success at the London Innovation Conference





Fashioning a
bright future!

Fashion is big business in London. The capital is a world centre for fashion and design, making a significant contribution to London's economy and its place as a leading international business location. As a result the Mayor and the LDA are committed to supporting this vital sector. Over the last three years, the LDA has provided more than £1.5 million to the industry to support new initiatives – including funds for new technology for London-based clothing firms to improve their designs, better information services for the sector and new job opportunities through skills development schemes.

Fashion is also one of the sectors being looked at by the Mayor's Creative Industries Commission, established by the LDA last year. Other sectors include advertising, architecture, arts, crafts, design, film and video. The industry-led Commission was set up to look at ways of increasing the competitiveness of this key growth area in London's economy.

Creative Industries is London's fastest growing sector, contributing around £21bn to the capital's economy, employing more than half a million people and creating one in five of all new jobs in London.

The Commission brings together leading industry players to look at ways of building on this success. It is looking at key issues affecting the industry such as how to develop talent, customer chains, finance and affordable premises. The Commission will publish its final report in the autumn.

Left and right: Models at the launch of the Centre for Fashion Enterprise
Below: Student and her tutor at the London College of Fashion



LDA-funded fashion projects include:

The Centre for Fashion Enterprise

The LDA has given £100,000 to fund a business support pilot at the recently launched Centre for Fashion Enterprise. The Centre aims to help create more fashion start-ups based in the capital and develop market intelligence for the fashion industry and academia.

Two fashion start-up businesses have been funded by the new pilot. The funding helped them develop, research, design and produce new collections, which were recently launched at a stunning "cat walk" show.

www.FashionCapital.co.uk

A new online business service for textile and clothing firms in London has been launched, helped by funds from the LDA. FashionCapital.co.uk is the UK's first-ever website connecting everyone involved in the fashion trade – from designers and retailers to textile suppliers and clothing manufacturers. The site contains market intelligence, business advice and information about opportunities for business development.

Reviewing London fashion

To develop a more coherent support strategy across London, the LDA has commissioned a review of its support for the fashion and clothing sector in London. The work is intended to draw together two of the LDA's key sector strategies: Creative Industries and Production Industries.

This review will examine a number of factors that are likely to influence the competitiveness of the sector including the industry's existing structure, main drivers for change and how business support organisations such as the LDA can best help the industry.

London Apparel Resource Centre

The LDA is looking to increase the links between manufacturing and the creative industries. The LDA Production Industries Commission will investigate and foster these links by building on existing clothing and textile projects such as the London Apparel Centre. The Centre, which is supported by the LDA, is based at Florentia Clothing Village in Haringey. It aims to help clothing companies in the high-value fashion design sector. The Centre has dedicated resources to help fast turn-around, small volume companies make samples and small-scale runs for market.

To find out more about the LDA's support for London's fashion sector, contact Graham Hitchen on 020 7954 4616 or email grahamhitchen@lda.gov.uk





1. Mayor and Judith Mayhew LDA Vice-Chair promoting London at MIPIM



2. Roya's Business Park will be the largest in London



3. Royal Quay is soon to become a stunning new development



4. Regeneration Minister Lord Rooker inspecting the latest developments



5. Environment Minister Nick Raynsford MP and Susan Fernandez, the first tenant to move into the affordable accommodation at Royal Arsenal, Woolwich

The vision of bringing new homes, jobs and opportunities to the Thames Gateway is moving towards reality thanks to the work of the LDA and its partners in the private and public sector – that was the message of Mayor Livingstone at MIPIM, the major international property conference, recently. The Mayor was joined at MIPIM by LDA Vice-Chair, Judith Mayhew, and other senior London figures to promote London to a key international business audience.

Major milestones have recently been reached in the Thames Gateway that will re-affirm London's place as the leading world city and make Thames Gateway Europe's best development opportunity.

The LDA is in the process of appointing a team of leading experts to masterplan the Lower Lea Valley. The area is crucial to the development of the Thames Gateway since it includes the site for any proposed Olympics.

The masterplan will incorporate previous work carried out in the area and support the Mayor's vision for high quality architecture and good design to create socially-balanced, sustainable communities.

Significant progress has been made at other sites including:

Royal Quay

Construction work on this £100m regeneration project has just begun to transform the site into a stunning new waterside residential, commercial and leisure haven.

Laban Centre

The Centre is one of Europe's leading institutions for contemporary dance training and dance-related studies. The stunning new £22m building, which includes a 300-seat theatre and 13 dance studios will create a powerful focus for the ongoing physical and social regeneration of Deptford and the surrounding area.

White Hart Triangle

Construction will soon begin on the 25-hectare site on which the LDA is driving a new £17million regeneration initiative to turn derelict wasteland in south London into an attractive new business park, creating office space for 2,000 workers.

Woolwich Arsenal

The first phase of the affordable housing units for key workers at Royal Arsenal, Woolwich was recently launched by Rt Hon Nick Raynsford MP, the Minister for Local Government and the Regions. When complete, the 30-hectare site will see the creation of 1,200 homes.

Roya's Business Park

The first phase of the development is now under construction and is due to open in 2004. When complete, it will be the largest business park in London.

A good deal of work remains to be done. As the largest landowner in the Thames Gateway with a total of over 250 hectares, the LDA is at the heart of plans to create attractive new communities where people want to live and work.

Thames Gateway taking shape



News in Brief

Better service for SMEs

London's 330,000 small & medium sized firms can look forward to improved services from business advisers following the launch of the London Business Support Network.

The new network is managed by Business Link for London with LDA support, and links around 250 key providers of business advice across the capital. It will enable firms using business advice services to access tailored information more easily. The introduction of a new 'kite mark' standard will also guarantee professional standards of service for the first time.

The development is expected to help raise the level of business advisory services available to small firms who make a significant contribution to London's economy.

For further information, contact
Jody Chatterjee on 020 7954 4660
or email jodychatterjee@lda.gov.uk

Capital access for deaf and hard of hearing people

The lives of one million Londoners affected by hearing loss will be made safer and fairer, thanks to a new LDA backed initiative called 'Access to the Capital'.

In partnership with the charity RNID, the LDA is raising awareness of the improvements to safety, transport, access and employment opportunities across London for people who are deaf and hard of hearing. A new information pack and video demonstrates how all Greater London Authority functional bodies are working to improve life for deaf people and highlights the services and equipment currently available in London.

For further information, contact
Marie Humphries on 020 7954 4678
or email mariehumphries@lda.gov.uk

Inner City Entrepreneurs Fund

The LDA has launched a £1m fund to give entrepreneurs working in the most deprived areas of London the chance to access up to £10,000 towards the costs of developing their business talents and management skills.

The Inner City Entrepreneurs Fund will help inner city firms build competitiveness by financing the costs of activities such as mentoring, networking and training for staff. It is operated by Inner City 100, part of the leading regeneration think tank, the New Economics Foundation.

Firms wishing to apply to the Fund can find full eligibility and application details online at www.theinnercity100.org

For further information, contact
David Adam on 020 7954 4059
or email davidadam@lda.gov.uk

LDA Board member Tamara Ingram talks about promoting London to the world



"I've been an LDA Board member since the Agency was set up three years ago. I agreed to get involved as I think that London is a fantastic place and I wanted to be part of making it even better.

"London is one of the few real World Cities – a genuine 'melting pot' of cultures and nationalities. We need to harness that diversity and range of talents to ensure London remains a great place for business and pleasure.

"I, along with other Board members, also believe in the Mayor's vision of creating a prosperous city which benefits all Londoners.

"For that to happen, London needs to improve the way it goes about promoting itself as a destination for businesses, tourists, learning and major events. That's why we created a group last year called Team London, made up of around 20 organisations from business, the arts, education and other sectors around the capital.

"Team London is designed to bring more co-ordination to promoting London overseas. To this end, we have recently appointed Interbrand, the leading international marketing firm, to help us devise clear, common language and imagery for 'selling' London abroad.

"Interbrand will be working closely with all the members of Team London over coming months and we eagerly await the results of their work.

"Team London's work will provide significant support for promoting London as a tourist destination, which is obviously crucial to the success of the capital's economy. Tourism in London is forecast to lose around £1bn due to the impact of the Iraq war.

"To help combat this, the Mayor launched the first phase of the Totally London campaign, with shops, hotels, restaurants and tourist attractions offering special deals. There was also discounted travel including unlimited bus travel for £1 at the weekends.

"The idea behind it is to encourage more Londoners to make more use of all the wonderful attractions and facilities that we have in the capital. We would obviously like them to spend more time and money so we can help boost businesses and safeguard jobs in this crucial sector.

"The campaign will be rolled out to encourage visitors from the rest of the UK, Europe and further afield. By doing this, we hope to re-establish London as one of the world's leading tourist destinations.

"I'm pleased to say that the LDA gave nearly £4m for the first phase of the campaign as part of a LDA package this year for the recovery of tourism. Our central role in Totally London month, like our close involvement in the London Olympic bid and the work to transform the Thames Gateway, is a further example of the crucial role that the LDA plays in the big issues affecting life in London and the UK as a whole. Long may it continue!"

Tamara Ingram has nearly 20 years experience in the advertising industry. She was Executive Chairman of Saatchi and Saatchi before moving to become Chair and Chief Executive of leading agency McCann Erickson. She was appointed Interim Chair of London Tourist Board and Convention Bureau in July 2002 to bring a strong private sector ethos to the marketing of London.

An LDA backed scheme, *talent London*, enabled Sandra Hamilton, (far right) to begin a new career teaching adults how to read and write. Here she talks about why she feels she's found her vocation in life.



"For many years I had a job in the travel industry, but I never really felt fulfilled or that I was achieving my real potential. I was stuck in a rut but it took me a long time to gain the confidence to do anything about it.

"Eventually, I began studying for a degree and I gained some teaching experience in a variety of situations including teaching literacy and IT to adults in the community as a tutor at Hackney Community College. Through the college I met two experienced tutors, Judy Gawn and Nora Hughes who inspired me to pursue further qualifications in teaching literacy to adults."

It's estimated that around 750,000 adults in London would benefit from basic literacy, language and numeracy support to help them carry out day to day tasks like writing a letter, reading a newspaper or checking their change in a shop. There have been some good information campaigns telling people about the free courses that are now widely available for adults around London. But as a consequence, there is an urgent need for more specialist basic skills teachers.

"I recently completed the second stage of a new Literacy Teaching Training course at Hackney Community College and now have a City and Guilds Certificate in teaching adult literacy in FE and Adult Education. Because it was part-time for a year – just one day a week – it meant I could continue my work teaching at the college. I'm now about half way through my professional training and am looking forward to continuing my studies for another year and becoming a fully qualified specialist literacy teacher.

"The main difference between teaching adults and children is that adults really want to be here! They also bring an experience of life which helps with the learning process. I try to keep the lessons lively and we focus on everyday topics like gardening, cooking or politics. The thing you quickly realise is that a beginner reader isn't a beginner in life. But it can also be much tougher learning new skills as an adult. The students I teach often have very low self-esteem and some are also dealing with traumatic situations in their lives outside the classroom.

"People of all ages, backgrounds and skill levels attend the classes. One woman I taught is nearly 70. For years she ran a successful business but had always had problems with her writing and spelling. She had no confidence in herself when she started her lessons, but gradually she has discovered a new sense of self-belief and is making wonderful progress.

"You don't need to have a teaching background to become an adult literacy teacher as it's far more important to have the right personal qualities. Patience, open-mindedness and an appreciation of the richness and diversity of the English language are essential. You also have to be a good listener and communicator, have plenty of energy and know how to treat people with respect.

"The best thing about the job is that every day I know I'm making a positive difference to people's lives. One student in her thirties began the course only able to write her name. She recently showed me a form she'd completed for the first time without help from anyone. She was so proud that it made me feel on top of the world."

talent London is an LDA funded project which contributes to Skills for Life – the government strategy designed to empower adults and improve productivity in the workplace to enable 750,000 adults to achieve stronger literacy, language and numeracy skills and national certificates by 2004, and a further 1.5 million by 2007. The project provides funding and curriculum support for teacher training courses in adult literacy, English for speakers of other languages (ESOL) and numeracy. It offers part-time routes to fully-qualified teacher status.

For further information, see www.talent.ac.uk or phone Sally Bird on 020 7510 7799 or email sbird@tower.ac.uk