
Subject: Rising to the Challenge Conference and follow-up
Report No: Public Information Only Item 10.2
Meeting date: 16.09.09
Report to: Board
Report of: Lurene Joseph, Group Director, Communications & Marketing
Key Theme: Corporate

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Confidentiality Status: This document will not be treated as confidential.

1. Purpose

- 1.1. This reports the issues raised at the Conference and how these are being taken forward; and summarises the lessons learned and how these are being taken forward.
- 1.2. The Conference's objectives were to:
 - communicate the Mayor and GLA Group's leadership role in London's economic development;
 - enhance LDA's reputation with the business sector by demonstrating leadership and relevance;
 - provide a forum for strategic conversations about London's economic future.

2. Recommendations

The LDA Board is asked:

- 2.1. **Note** that the Conference was extremely well-received by the Mayor's Office, high-level stakeholders and delegates
 - o most (94%) found it useful or better and (80%) agreed that it had helped them understand more about the Mayor's Economic Development Strategy (EDS);
 - o most (88%) agreed that the seminars focused on the key issues facing London businesses and London's economy, though there were mixed views on the plenary panel;
 - o some suggestions that any future conference should give greater prominence to SME issues, infrastructure and transport issues.
- 2.2. **Note** that the Conference identified:

- various issues relevant to LDA's investment themes, which will be taken into account - alongside other input - in our work on the 2010-2014 Investment Strategy, including programme and project design and our work to finalise the EDS, and in our work to influence the policies, plans and priorities of GLA partners and affiliates, e.g. the LSEB, HCA-London Board and the Promote London Council, and business;
- various wider economic issues, which will be taken into account in shaping our input to the Mayor's Transport Strategy (MTS) and the London Plan (LP), and our work alongside the Mayor's Office to influence central government and the boroughs.

2.3. These issues are summarised in the table at **Appendix 1**, which summarises the context in which they are being taken forward.

3. Summary

3.1. This reports on the 2009 Conference, held on 9 July, and follow-up action.

4. Background

4.1. LDA has sponsored and organised three major business-focused conferences in recent years:

- London's Economy to 2012 (April 2007);
- The Global Capital: Keeping London Ahead (February 2008);
- Rising to the Challenge: London's Economic Future (July 2009).

4.2. Their format has been broadly similar: an opening session facilitated by the LDA's Chair or CEO and comprising keynote speeches by the incumbent Mayor and one or two guest speakers from business or across the political divide; workshop sessions for delegates with expert speakers; and a Q&A 'brains trust'.

4.3. The final cost for the 2009 Conference was £88,956 ex VAT. There were 421 delegates, including speakers and LDA/GLA staff.

5. Consultation & Communication

5.1. This report summarises detailed feedback sought from individual delegates, and provided in unsolicited congratulatory messages, and the notes of the different seminar sessions at the Conference. Officers are now working with the GLA on options for a further conference, possibly in early 2011 (to avoid a clash with the General Election and other London events including the Mayor's planned Small Business Summit although this will not be on the same scale as the Conference).

Mayoral Advice & Direction

5.2. None.

6. Equality, Sustainability, Health & Community Safety implications

6.1. Sustainability was a key focus of the Conference and is likely to remain a major issue. We did not identify Equalities, Health or Community Safety as a crucial issue for this Conference and feedback from the sessions and individual delegates confirms that this was correct. Nonetheless, these issues are of course being taken into account in the development of the Investment Strategy and the EDS.

7. Implications for Our People

7.1. None, although it is worth noting that the Conference attracted significant interest within the Agency and, through the very positive television and print media publicity on the day and after, was an opportunity to make our reputation count with staff as well as with business and wider stakeholders.

8. Risk implications

8.1. None at this stage.

9. Financial implications

9.1. None.

10. Comments of the Director of Law & Governance

10.1. No immediate legal implications arise from the contents of this report.

11. Appendices

- Appendix 1 - Issues raised (Strengthening Local Democracy)

12. Background documents

- None

Report approval checklist

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Approved by nominee for Director of Law and Governance: Caroline McMann, Senior Associate,	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Approved by Group Director: Lurene Joseph, Group Director, Communications & Marketing	<input checked="" type="checkbox"/>	<input type="checkbox"/>