



September 2015/16 Business Plan

Our mission is to make London the best city in the world in which to do business.

Our long term 2020 Business Plan lays out a set of guiding principles for London First's development including:

- A few big interventions at any one time
- Increasing our international awareness
- Keeping a permanent eye on a set of critical competitiveness drivers for London
- Maintaining flexibility to react fast to big changes in the external environment

It also sets out a set of ethos values by which we conduct business:

- Business like
- Influential
- Strategic
- Innovative

For the year 2015/16 our drivers remain:

- Increasing house building
- Championing the Economic Development Agenda for London
- Resolution of London's airport capacity
- Devolution of powers and resource to London
- Enhancing the built environment and planning
- Infrastructure investment
- Tax
- A competitive workforce
- Membership of the European Union

In the year ahead the primary external event is the election of a Mayor for London, combined with preparations for the European referendum. Our priorities are:

1. **A step change increase in house building:** Launch [a campaign](#) to achieve a step change in house building during the next Mayoralty
2. **An "in" vote for Europe:** Work with the "In" campaign to orchestrate London based activity
3. **Set the business agenda for the new Mayor:** Build relationships with the candidates' teams, advocate adoption of the [Economic Development Agenda](#) and recommend administrative structures which will help deliver
4. **Champion "open for business":** Keep championing London being open for business, including economically valuable migration and support for [Let Britain Fly](#)
5. **Maintain momentum on the [Global Cities Business Alliance](#):** Build from the successful first year of this new initiative so that the project is capable of being self-sustaining by 2020

We will continue to increase London First's membership, particularly through partner members who take a deep interest in our work. We will simultaneously seek to make a further improvement in our style of active account management.