

Research.
Ideas.

Change.

Annual Report 2019

CENTRE FOR LONDON



About *us*

We are London's think tank.

Our mission is to develop new solutions to London's critical challenges and advocate for a fair and prosperous global city.

We are a politically independent charity.

We help national and London policymakers think beyond the next election and plan for the future.

We have ideas with impact.

Through research, analysis and events we generate bold and creative solutions that improve the city we share.

We believe in the power of collaboration.

We bring together people from different parts of the city – with a range of experience and expertise – to develop new ideas and implement them.

As a charity we rely on the support of our funders.

Our work is funded by a mixture of organisations and individuals who share our vision for a better London.



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Foreword

London is an old and resilient city, but we now find ourselves in uncharted waters.

The coronavirus will have profound repercussions for almost every aspect of our lives. It is laying bare hidden problems and revealing the fragility and interdependence of much of the infrastructure that supports us. But it is also unlocking new ways of working, new partnerships and new forms of social organisation, all of which should be harnessed to help London during the recovery.

There has never been a greater need for research to help us understand the impact that the pandemic will have on Londoners' lives and the future of the city. And as we begin to emerge from the current state of crisis, policymakers will require new ideas. They will need an organisation able to bring different parts of the city together to share experiences, develop collective solutions and generate independent, long term thinking – an organisation like Centre for London.

This annual report gives a snapshot of some of the ways we've helped the capital over the past year. It also sets out how we hope to respond to coronavirus and its knock-on effects over the coming months.

Centre for London is committed to being part of London's recovery story.

But we need your help. We are a small charity lacking a long-term, secure source of funding and we urgently need help to allow us to continue our vital work. If you want to invest in the capital's future, then please support our projects and activities.

Ben Rogers

Founding Director, Centre for London

Liz Peace CBE

Chair of Trustees, Centre for London



Supporting London through the *coronavirus* *crisis and recovery*

Centre for London is committed to helping the city through the coronavirus crisis and as it meets the challenges of recovery. We have developed a new programme of work to provide short - and medium - term responses to the crisis.

1 Perspectives on the crisis

A series of digital events providing insights on London's practical and policy responses to the coronavirus crisis. Featuring interviews with sector leaders and frontline workers, we'll hear people's personal experiences, professional responses and share examples of good news, resilience and adaptability.

2 The New London Intelligence

Digital reports produced in partnership with King's College London and Savanta that bring together the latest data to understand and analyse how London's economy and society are being affected by, and are recovering from, the coronavirus crisis.

3 Programme for recovery

A research and events series to produce new ideas and policy proposals that can aid London's recovery and adaptation to a post-crisis world. The findings will be disseminated through short reports, The London Conference, a 'manifesto for recovery' and through our London 2050 programme.

→ If you value what we do, please consider supporting this work. Contact Richard Brown, richard.brown@centreforlondon.org

2019 in numbers

Shaping policymaking

Our experts spoke at over **65** external events, including private roundtables, conference presentations and panel discussions.

We submitted written evidence and consultation responses to **10** policy consultations and inquiries.

“Centre for London is making a real impact. Not only in terms of influencing the debate, but in shaping the approach taken by policymakers to the challenges facing our city.

Sadiq Khan, Mayor of London, speaking at The London Conference 2019

Research that captures headlines

Over **15 million** people read about our work in the media.

Our team wrote **44** comment pieces for external media outlets in 2019.

Our work was covered over **310** times by the press. We had coverage in *The Times*, *The Daily Telegraph*, *BBC Sunday Politics* and *The Guardian*.

Evening
Standard

The
Guardian

THE  TIMES

Commentary on London issues

47 blog posts with **20,000** views.

Most popular blog post

Six graphs showing how London has changed since 2000 (**3,469** views)

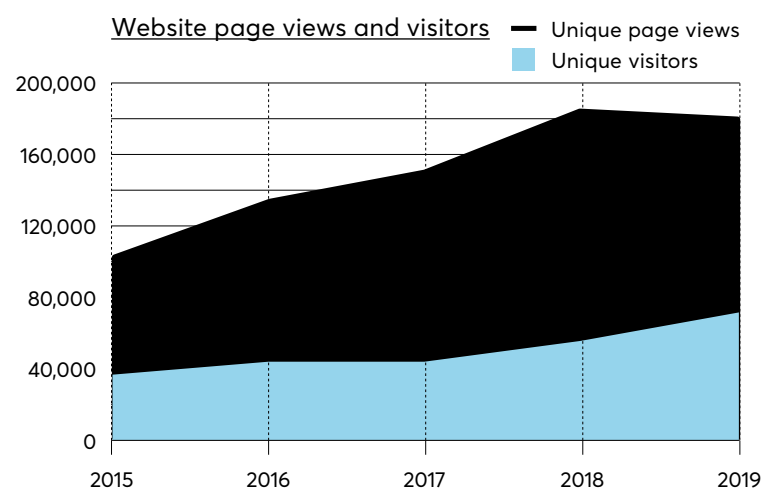
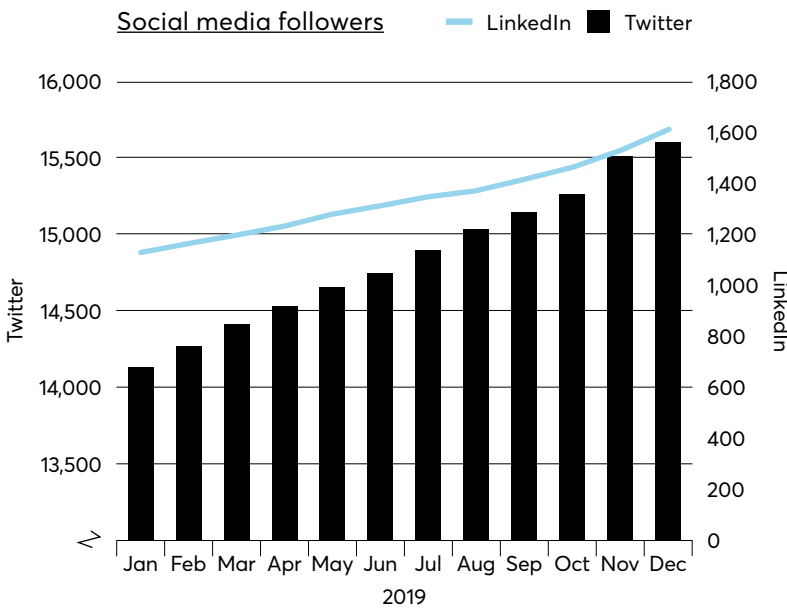
Convening London's experts

1,474 event attendees. **232** roundtable attendees.



↑ Lord Heseltine and Linda Yueh speaking at The London Conference 2019

A growing audience



Over **160** speakers at our conferences, roundtables and public events including the Mayor of London, former Deputy Prime Minister Lord Heseltine and economist, broadcaster and writer Linda Yueh.

3,300+ people subscribe to our newsletter and are sent monthly updates with new insights and research on London's challenges.

59,000+ people received a printed copy or downloaded our reports online.

Most read reports

- Green Light: Next generation road user charging for a healthier, more liveable, London*
- Culture Club: Social mobility in the creative and cultural industries*
- London, UK: Strengthening ties between capital and country*





1. Responding to coronavirus: *support for freelancers*

As the coronavirus crisis hit London's workers, Centre for London worked closely with the Greater London Authority to host an emergency roundtable to discuss the government's lack of support for creative freelancers. A three-point action plan emerged from the discussion and resulted in the Greater London Authority writing to the Chancellor to advocate for additional support for self-employed workers. Later that week, the Chancellor announced a comprehensive relief package for self-employed people during the coronavirus pandemic.

Influencing highlights

- Over **30** roundtable attendees including Shadow Culture Secretary Tracy Brabin MP, Justine Simons, Deputy Mayor, Culture and the Creative Industries and Amy Lamé, Night Czar, creative industry freelancers and unions.
- We published a blog outlining the action plan that was read by over **300** people and generated **20,000** impressions on Twitter.

“ At a very worrying time for all, a really positive meeting both on the immediate need of workers in the sector, but also how we can help the wider community in the short term and come back stronger and fairer.

Sam Gurney, TUC Regional Secretary - London, East & South East England

“ Working with Centre for London on setting up an emergency virtual roundtable was excellent. Not only were they extremely swift at getting it organised, sending out invites and bringing really key people together, but they managed to really effectively chair what had the potential to be a difficult discussion to manage, with over 30 stakeholders all dialling in from home.

Will Holmes, Senior Cultural Policy Officer, Greater London Authority



2. Working with *policymakers*

There isn't a one-size-fits-all approach when it comes to building influence and impacting policy. We work hard to identify the routes to change and to ensure that our reports and ideas don't sit on a shelf gathering dust. We have established relationships with elected officials and local government advisers, and meet with them regularly to brief them on our findings. We are also proactive: last year we responded to over 20 government consultations and inquiries, built relationships with the 2020 mayoral candidates and regularly met with civil servants from the Ministry of Housing, Communities and Local Government, Department for Transport and other government agencies.

Influencing highlights

- Centre for London's work was mentioned in the final reports from the Housing, Communities and Local Government Select Committee inquiries into Modern Methods of Construction and Local Government Finance.
- The Mayor of London published *London and the UK: A Declaration of Interdependence*, calling on the government to devolve more power to the capital and other cities. The government announced that they would be bringing forward a White Paper on English devolution. Both reflect recommendations we made in *London, UK* (2019).

“ I welcome this research – it's very good. Some of the specific recommendations such as rotating civil servants in and out of town halls are a very good idea. This would improve the connectivity between central and local government.

Greg Hands, MP for Chelsea and Fulham responding to our report *London, UK: Strengthening ties between capital and country*

Silviya Barrett, Centre for London was a speaker at the London Walking and Cycling Conference 2019, alongside other speakers including Sadiq Khan, Mayor of London, Judith Bokhove, Vice Mayor for Mobility Rotterdam and Philip Glanville, Mayor of Hackney →



3. Preparing for the *London mayoral election*

Before the mayoral election was postponed until May 2021, Centre for London had been working hard to ensure it was at the heart of the debate. We developed relationships with the candidates' teams, getting to understand their policy positions and motivations. We met with five candidates, briefed them on our ideas for the city and submitted recommendations to formal policy consultations. The leading candidates spoke at The London Conference 2019 and were also due to speak at a major political hustings, hosted by Centre for London and partners, in early 2020. We hope to reschedule this event for 2021 and will be maintaining relationships with the candidates during this pause in the campaign.

Influencing highlights

- Rory Stewart, Shaun Bailey, Siân Berry and Siobhan Benita, all spoke at The London Conference alongside the current Mayor of London, Sadiq Khan.
- In the lead up to the 2019 general election, Siân Berry, Siobhan Benita and Rory Stewart all signed a joint letter coordinated by Centre for London calling on all the parties running for office to commit to redoubling investment and devolving powers from Whitehall. Other cosignatories included Catherine McGuinness, Chair, Policy & Resources Committee, City of London Corporation and Jasmine Whitbread, Chief Executive, London First.
- We launched a blog series on 'Power in London' that has been viewed over **1,500** times.



Mayoral candidates Shaun Bailey, Siobhan Benita, Siân Berry, Sadiq Khan and Rory Stewart interviewed by Pippa Crerar, Political Editor, *Daily Mirror* at The London Conference 2019 →

4. Partnerships and collaborations

Over the past 12 months, we've partnered and collaborated with over 10 organisations to host events, undertake research and provide fresh insight into London's challenges. We've coordinated open letters, cohosted roundtables and organised major conferences. Through these collaborations we've investigated how automation will transform the labour market, impact women and advance gender equity. We've discussed how the devolution of power could play a vital role in addressing the UK's regional imbalances. And we partnered with the Connected World Summit to discuss the future of smart cities.

Impact highlights

- Our roundtable series with McKinsey & Company was attended by over **30** experts, with speakers including Cllr Carole Williams, Councillor and Cabinet Member for Employment, Skills and Human Resources, Hackney Council.
- We established a working group on devolution with senior representatives from London Councils, Greater London Authority, London First, Trust for London, the All Party Parliamentary Group for London (MPs) and LSE London.
- We attended the Labour and Conservative Party Conferences and cohosted a roundtable on devolution in partnership with the Northern Powerhouse Partnership. Speakers included Abi Brown, Leader, Stoke-on-Trent, and Lord Kerslake, Chair UK 2050 Commission.
- Central Saint Martins hosted our report launch on employment barriers in the creative industries. The event was attended by **120** people representing organisations who employ **55,000** people.
- Our *London ideas* publication on the future of central London, supported by Capco, included essays by Geerte Udo, CEO, amsterdam&partners and Adam McVey, Leader of City of Edinburgh Council.



↑ Ben Rogers, Founding Director as a panellist and speaker at a Committee for Sydney event, Growing well: Making new places fit for the future

ARUP
capco

McKinsey
& Company

THE
NORTHERN
POWERHOUSE
PARTNERSHIP

ual: university
of the arts
london

5. Working with local government and mayoral agencies

Local authorities across London continue to value our insights and ideas. In 2019, **11** boroughs supported the Centre by co-funding our research. We also partnered with the Greater London Authority, Transport for London and London Councils. Their interests spanned a range of topics from making London's transport system more equitable to rebuilding relationships between the capital and the rest of the country.

We have continued to build relationships with City Hall. The Mayor of London spoke at The London Conference 2019 and we also hosted four Deputy Mayors at our events, including Heidi Alexander, Deputy Mayor for Transport at one of our Partner Forum events.

A number of our recommendations have been adopted by City Hall. For example, the Mayor of London introduced polluting vehicle scrappage schemes for low-income and disabled Londoners, as recommended in our Streets Smarts report and subsequently advocated for during mayoral engagement.

Influencing highlights

- Eleven of London's local authorities in London supported our work in 2019.



SUPPORTED BY
MAYOR OF LONDON



“ This is excellent research and I will try to build some of it into the strategy I am currently writing at Transport for London.

Frances McAndrew, Diversity and Inclusion Lead, Transport for London, responding to our report *Fair Access: Towards a transport system for everyone*

“ Centre for London's report makes a welcome contribution to the debate on road user charging, which can have a positive impact on a city but also needs to keep pace with the changing needs of our residents.

Cllr Julian Bell, Chair of London Councils' Transport and Environment committee responding to our report *Green Light: Next generation of road user charging for a healthier, more liveable, London*

- Our Founding Director, Ben Rogers, was invited to become a Commissioner of Brent Council's Poverty Commission and a Member of Hammersmith & Fulham's Industrial Strategy Board.

Jules Pipe, Deputy Mayor, Planning, Regeneration and Skills speaking at Developing Trust: Strengthening public participation in London's planning system →



6. Supporting London's communities

Through public events, conferences and research we have supported London's communities and provided them with a platform to raise their concerns about the development of the city.

We explored how community engagement in the planning system could be strengthened and highlighted areas for action by national and local government. We brought together communities and campaigners with private and public sector leaders to discuss how we can address concerns about new developments, promote better practice by planners and developers, and foster more constructive relations. We held two workshops with disabled and older Londoners as part of our research on barriers to accessing London's transport system. And we hosted a roundtable with civil society organisations to discuss what civic and third sector leaders need from the next phase of devolution.

Impact highlights

- Our Developing Trust conference was a highly participatory event which encouraged honest, open discussion. It attracted over **235** delegates and **25** speakers, including Jules Pipe, Deputy Mayor for Planning, Regeneration and Skills, Eileen Conn, Founder and Co-ordinator, Peckham Vision, Cllr Ravi Govindia, Leader, London Borough of Wandsworth, and Toby Lloyd, Special Adviser, Prime Minister's Office, 10 Downing Street.
- A quarter of the attendees at the launch of *Act Local* were from national and local government, including representatives from the Department for Digital, Culture, Media & Sport and Ministry of Housing, Communities & Local Government, six London boroughs and the Greater London Authority.
- *Act Local* was covered by the *Evening Standard*, *The MJ*, *Local Government Chronicle* and *Estates Gazette* and the research was endorsed by organisations including Locality, Local Trust and the National Association of Local Councils.



↑ Jules Pipe, Toby Lloyd and Raji Hunjan, at Developing Trust: Strengthening public participation in London's planning system

“ This report highlights the crucial changes needed to create an environment in which local people are given the opportunity to deliver long term, sustainable change for themselves.

Matt Leach, CEO, Local Trust responding to our report *Act Local: Empowering London's neighbourhoods*



← Daisy Froud, Leslie Barson, Michael Ball, Eileen Conn and Raja Miah on a community voices panel at our planning conference



The London Conference

The London Conference 2019 brought together influential speakers with London's politicians, public sector, business and civic leaders to explore what Londoners want and need from their Mayor. With over **500** attendees and **41** speakers, this was the most successful Centre for London conference to date.

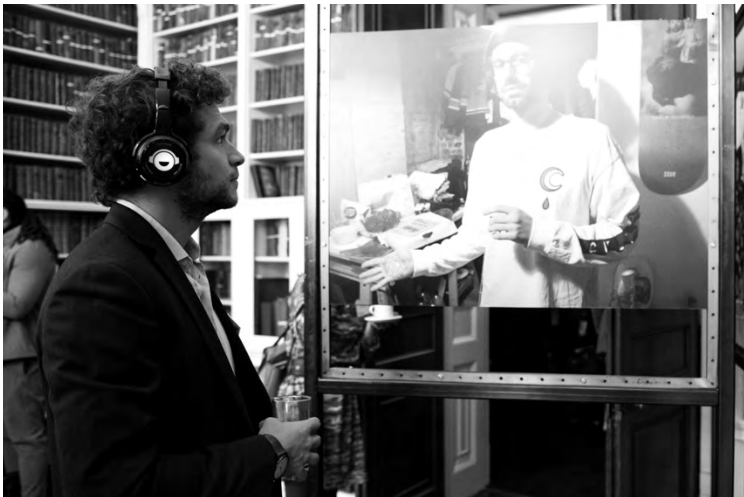


“The London Conference is integral to London’s policy landscape, offering insights into employment, transport, housing infrastructure, all delivered by senior figures who are shaping the city for the 21st century.”

Cllr Carole Williams, Cabinet Member, Employment, Skills & Human Resources, London Borough of Hackney

Lord Heseltine reflects on London’s place in his career in government, the capital’s future in the face of Brexit, a general election, and the prospects for devolution →

87 per cent of respondents rated the onstage content as excellent or very good.
81 per cent of respondents rated the networking opportunities as excellent or very good.



← Imam Mohammed Mahmoud, Senior Imam, East London Mosque reflecting on London’s faith communities on the frontlines of violent crime



← Jenna Goldberg and Robert Gordon Clark, London Communications Agency take the audience on a tour of key political trends



← Professor Tony Travers talks to Marisa Lago, Director of the New York City Department of City Planning and Chair of the City Planning Commission about creating more equitable cities through planning

About our *funding*

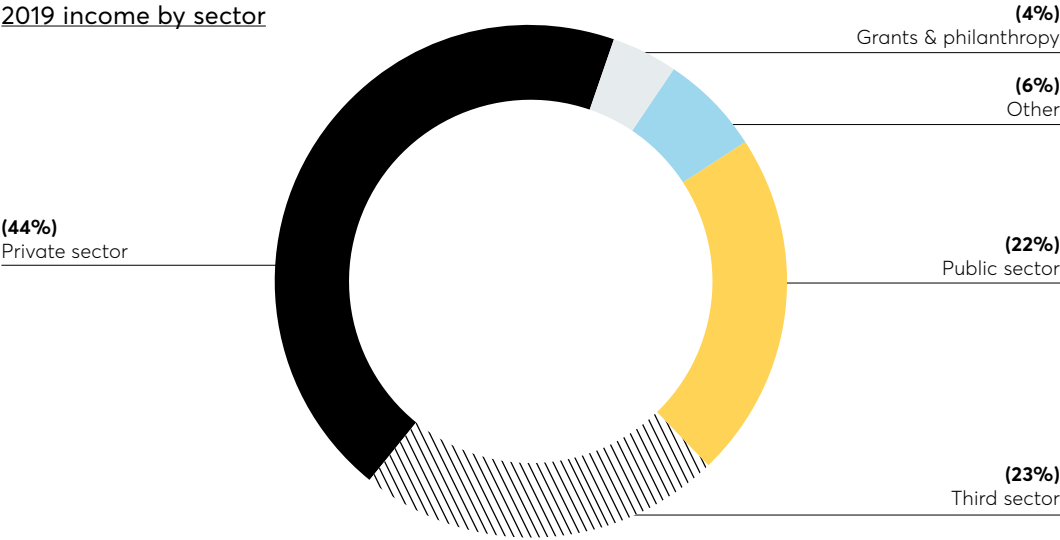
As a charity, we rely on our supporters to make our work possible. Our work is supported by a mixture of organisations and individuals who share our vision for a better London. Supporters can help fund research, events or contribute towards our core funding.

Last year our funders included public sector organisations, businesses and trusts and foundations. We also focused on expanding and diversifying our income to give us greater flexibility to work on the issues that matter. We launched a new Partner Forum for organisations and an Investor Forum for individuals. These two high-level networks benefit from receiving the latest research on London and contribute to our core funding.

We are hugely grateful to all the individuals and organisations who have supported our work over the past 12 months. We are committed to being fully transparent about our funding and each year we publish a full list of our funders. In the period to 31 December 2019, Centre for London received an income of £1,170,043 (2018: £1,123, 844). Approximately 48 per cent of all funding secured during 2019 was research funding, 29 per cent event funding, and 17 per cent unrestricted core funding.

If you value what we do, please consider supporting our work in these turbulent times. Contact Max Goldman, Development Manager max.goldman@centreforlondon.org

2019 income by sector



Funders

£1,000 - £10,000	The Mark Leonard Trust	£20,001 - £30,000
Allies and Morrison LLP	The Royal Borough of Greenwich	Bosch
AppyWay		Kusuma Trust
Argent Property Development (Services) LLP	The Royal Borough of Kingston Upon Thames	London Borough of Hounslow
Assael	The Stanley Foundation	London Borough of Southwark
Bee Midtown	Tideway	London Councils
Claridge's	U+I	The Rothschild Foundation
Commonplace	Victoria Business Improvement District	
Cross River Partnership	VU.CITY	
David Blood		£30,001 - £40,000
Gerald Eve LLP	£10,001 - £20,000	Lendlease Europe
Hackney Council	Enfield Council	Transport for London
Herbert Smith Freehills	Grosvenor Britain & Ireland	Trust for London
King's College London	Heathrow Airport	Van and Eva DuBose
London Borough of Camden	JLL	
London Borough of Lewisham	Kohn Pedersen Fox	£40,001 - £50,000
London Communications Agency	Landsec	British Land
London Property Alliance (CPA and WPA)	London Borough of Barnet	McKinsey & Company
Power to Change	London Borough of Waltham Forest	£50,001+
Sir Trevor Chinn	The Northbank BID	Capital & Counties Properties PLC
Soho House & Co	Therme Group UK Ltd	City of London Corporation
Stanhope Plc	Westminster City Council	Greater London Authority
Steer	Willmott Dixon	L&Q

Governance

Centre for London is led by Director Ben Rogers and Chair Liz Peace, who are supported by a core team and a Board of Trustees.

The Board of Trustees



Liz Peace CBE
(Chair of Trustees)
Chairman of the Old Oak Park Royal Development Corporation



Ben Page
Chief Executive,
IPSOS Mori



Shashi Verma
Director of Strategy
and Chief Technology
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London



Paul King
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Trustees) Managing
Director, Sustainability
& Social Impact -
Europe, Lendlease



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Strategic Philanthropy
Manager, University
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David Slater
(Chair of the Finance
Committee) Director,
Trade, KPMG, UK



Fiona Fletcher-Smith
Group Director for
Development and
Sales, L&Q



Peter Lewis
CEO, Institute
of Fundraising



Andrew Travers
Chief Executive,
London Borough
of Lambeth



Supporting London through the *crisis* *and recovery*

Despite changes to the way we work, our focus remains resolute. We must continue to discuss, debate and promote analysis and ideas that will help Londoners in the immediate, medium and long term.

Centre for London will do everything it can to help policymakers navigate through the unprecedented coronavirus crisis. As other major cities battle with the virus – and some start to emerge from it – we have much to learn.

Centre for London is a small charity and unfortunately lacks a stable source of funding in these turbulent times. If you value what we do, please consider supporting this new programme of work.

Ben Rogers

Founding Director, Centre for London

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Research.
Ideas. *Change.*