

MAYOR OF LONDON

Back to Life



**Let's Do London programme 2021 – 2022
evaluation report**

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Greater London Authority
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Foreword



The last two years have been tough for all of us, with the pandemic taking a heavy toll not only on our health and wellbeing, but on our economy and livelihoods too. This has been especially true for central London as shops and businesses were forced to shut while Londoners and visitors followed the rules and stayed away.

When restrictions finally started to ease, we knew we had to do something to bring life back to the city. We knew that people would want to get out and reconnect

with each other and with our capital's incredible culture, hospitality and retail offer. We also wanted to bring central London's economy back to life, and that meant bringing the visitors back.

That's why we launched 'Let's Do London', our city's biggest ever domestic tourism campaign, commissioned by the London Tourism Recovery Board and delivered together by London & Partners and the Greater London Authority (GLA). Now, almost a year later, it's clear to see it's already had a hugely positive impact.

Together, we've generated £81m towards London's economy, attracted 330,000 additional visitors and supported over 700 businesses. We've also helped more than 1,735 organisations and creative freelancers.

Over the last 10 months, we delivered over 500 individual events, to bring fresh colour, light, and energy to our city.

We brought the Northern Lights into the Square Mile and showed free films in Trafalgar Square and we placed outdoor pop-up theatre, circus, dance and music performances all over central London. We've also brightened up road crossings and shone a new light on the City of London with five amazing installations.

We couldn't have done this without support from our principal programme sponsor Bloomberg Philanthropies. As we progress with the next phase of the campaign to welcome back visitors from around the world, we want to say thank you to you all – Let's DO London!

A handwritten signature in blue ink, appearing to read "Sadiq Khan".

Sadiq Khan
Mayor of London

A handwritten signature in black ink, appearing to read "Justine Simons".

Justine Simons OBE
Deputy Mayor for
Culture and the
Creative Industries

Key Findings

USE ARTS AND CULTURE TO IGNITE ECONOMIC RECOVERY

Culture is a huge driver for tourism to London. Four out of five visitors cite the city's culture and heritage as their main reason for travelling here. There are lots of examples of how culture can develop the local economy and placemaking of a city. However, what is clear from the Let's Do London events programme is that arts and culture can be used as a central plank for economic recovery; to increase footfall and spend back into an area as well as supporting social recovery by building confidence to get back to life in London. However, curatorial expertise is absolutely critical to this kind of programming to ensure it is dynamic, diverse, delightful and delivers to these objectives. The activation programme was designed to express London's values of inclusivity, vibrancy and diversity through its artistic content and curation.

Positioning creative works by artists including [Es Devlin](#), [Anya Hindmarch](#), [Yinka Ilori](#) and [Hetain Patel](#) put these values front and centre of the marketing and media communications. [Pop Up London](#) for example provided an effective model to help support and celebrate jobs during this most challenging time. It delivered paid work for more than 200 creative freelancers after months of unemployment and income instability. The [City Lights](#) light installation event delivered an average spend of £46 per person into the Square Mile, adding an estimated £1.16m to London's economy over the winter period.

CULTURE IS A POWERFUL MARKETING TOOL

David Hockney's playful 'Hockney Circus' redesign of TfL's iconic roundel alone generated 83 pieces of global media coverage in the USA (New York Times), France, Japan, Italy, Korea, India and

Australia. As well as countless social memes. Rankin's photography project to celebrate the reopening of London's theatres also generated huge media coverage, in the UK and internationally. [Performance by Rankin](#) attracted over 142 pieces of coverage, from The Washington Post to the Bangkok Post. Promoting the programme as a series of seasonal themes with a mix of activities and events, across many different art forms, was a valuable tool to gain broad marketing and press reach. It also enabled us to reinforce the objectives of Let's Do London, expanded the offer to support hospitality and retail content and helped to sustain a drumbeat of interest in London throughout the year.

CREATE ICONIC, FREE, OPEN AIR AND SAFE FEELING EVENTS

By prioritising free outdoor activities that occupied and animated public places, squares and pop-up spaces, we minimised the risk of events being cancelled if COVID-19 guidance changed. This also ensured that events were inclusive to people who weren't yet confident to return to indoor venues. The '[Eyeconic London Art Trail](#)' across 14 central London sites inspired the strongest performing content overall on the Visit London app during last summer. Outdoor hero events like [Back to the Big Screen](#) in Trafalgar Square sold 9,000 tickets in 24 hours and 48 per cent of attendees agreed they felt more confident going to the cinema or other events afterwards.

USE REAL TIME DATA TO INFORM TACTICAL PROGRAMMING

Working closely with the GLA's City Intelligence Unit provided valuable access to live footfall traffic and spend from across London's Central Activities Zone, the vibrant centre of the city that is known worldwide for its shopping, culture and heritage. This offered a new model of programming events to be able to respond to economic 'cold spot' sites. Positioning both [Borealis](#) and [City Lights](#) in the City of London helped to draw over 50,000 people, spending an average of £46 per person, to part of London that has suffered considerably from the loss of office workers as well as visitors, with few local residents to support local businesses alone. Developing the programme in an agile way meant that we could respond quickly to the change in COVID-19 restrictions and guidelines. This meant we were able to quickly pivot [Pop Up London](#) performances to Central Activities Zone locations that were worst effected to stimulate audience attendance and spend.

9,000 tickets

Outdoor hero events like [Back to the Big Screen](#) in Trafalgar Square sold 9,000 tickets in 24 hours.



50,000 people

Positioning both [Borealis](#) and [City Lights](#) in the City of London helped to draw over 50,000 people, spending an average of £46 per person, to part of London that has suffered considerably.

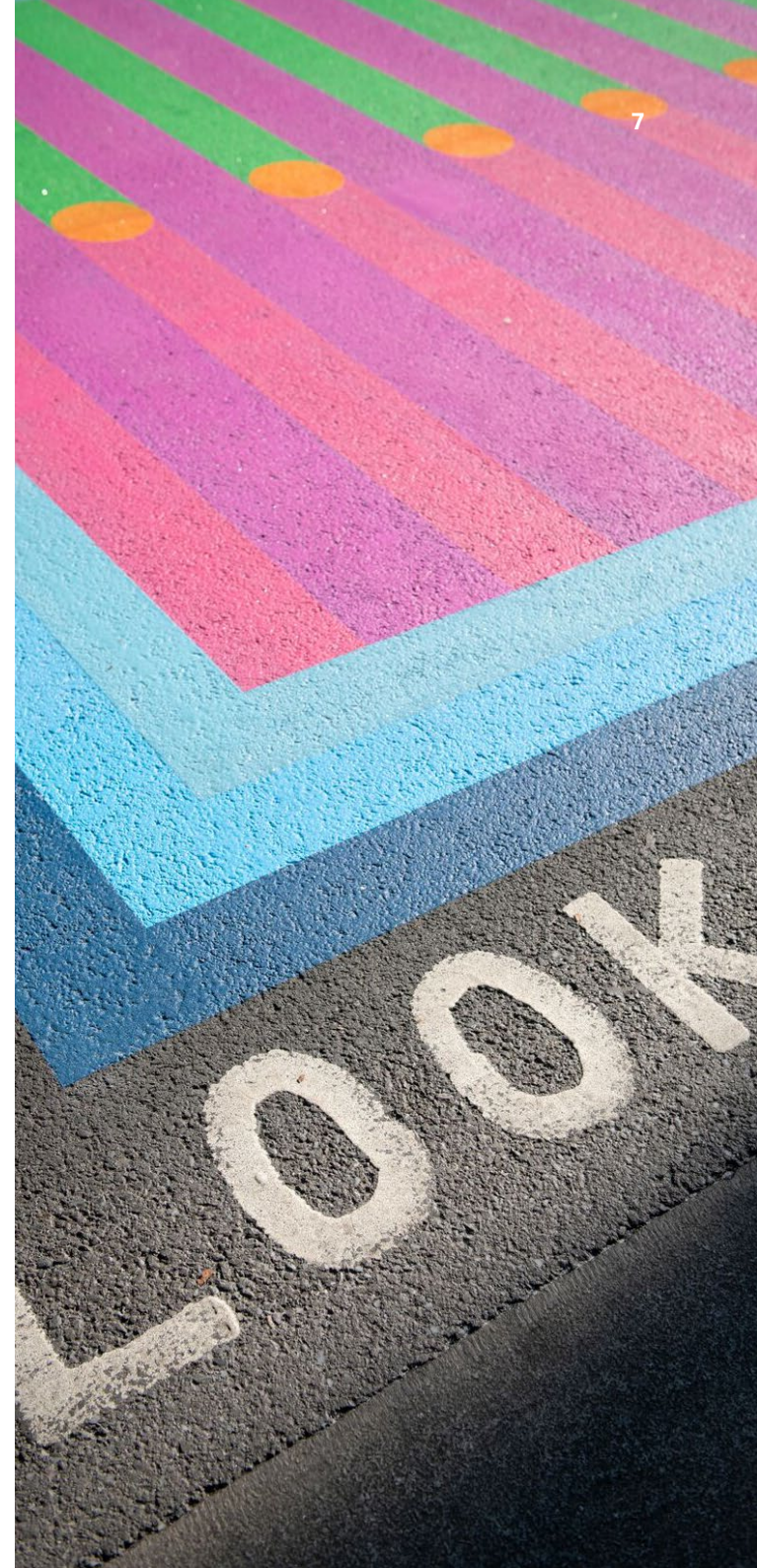


WE'RE ALL IN THIS TOGETHER

Never before has London's culture, nightlife, hospitality and retail businesses worked together as they did for Let's Do London. It created a new public and private sector model that was committed, flexible and responsive to work collaboratively for the benefit of London's recovery. As demonstrated by the formation of the London Tourism Recovery Board which commissioned the Let's Do London domestic tourism campaign. From big name brands and institutions to individual artists, community organisations and creative freelancers, the Let's Do London events programme brought together partners of all shapes and sizes from across the capital's creative, cultural, hospitality, retail and tourism businesses. It established not only new opportunities but new ways of working and collaborating that continue to blossom. Let's Do London would not have been a success without this extraordinary collective effort, and it showed the world that, in tough times and adversity, London comes together.

BUILDING BACK BETTER

Following on from the success of the Let's Do London domestic tourism campaign, the Mayor has reaffirmed his commitment to get London back on its feet by investing £10m to attract more Londoners, domestic and international visitors back in 2022. A recent Mastercard Economics Institute report shows that there are green shots of recovery sprouting up as the UK is becoming the top haunt for European travelers. However, London's tourism economy is still heavily dependent on tourists from overseas with 84 per cent of overnight tourism spend in London coming from international visitors. As well as continuing to support London's continued recovery, as a global city with a target of being net-zero by 2030, more needs to be done to ensure that London's culture, hospitality and retail can become more resilient and sustainable – both economically and environmentally – to tackle the climate crisis.



Let's Do London in numbers



Economic recovery

£81m

additional visitor
spend

1,735

organisations and creative
freelancers supported

330k

additional visitors



Partnership

731

partner
businesses
supported



Value in
Kind
reached

£4.6m



£2.3m

from partner
programme
activities



Organisations benefited
from increased publicity

55%

Organisations benefited from
additional opportunities

45%

Organisations agreed that
Let's Do London provided additional
value to the wider local economy

90%



Audience reach

93%

campaign audience
reached

1,908

Press and media articles

£4.5bn

media reach

198

Press and
media articles
(partner-led)

10,000,000

10m

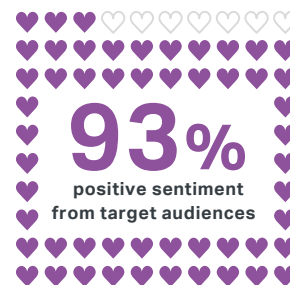
#LetsDoLondon
engagement on
social media



Audience engagement

1:3

of the audience targeted
recall the campaign



500

programme events and
activations delivered



The Challenge

Before the pandemic, London was riding high. It was the third most visited city on the planet. London's economy accounts for a quarter of the UK's total economic output. In 2019, West End and St James's wards produced £50bn gross value added. That is more than any other local authority area, including the City of London.

The Covid-19 pandemic was a perfect storm for central London's economy by:

- threatening people's physical health and forcing them to be socially distanced
- closing all restaurants, nightclubs, bars, cinemas, music venues, theatres, museums, galleries, shops and everything in between

- making people work from home where possible
- stopping international tourists from coming
- creating job insecurity, furloughing and unemployment
- having no clear date when it would end.

London's economy has always relied on huge levels of both domestic and international tourism. This is driven in large part by the city's world-leading cultural and visitor attractions. One in seven jobs are in tourism or hospitality, and one in five jobs in retail. As such getting tourists back to London is vital for our economic revival and protecting the city's jobs.





The pandemic has created huge challenges for central London's economy, reducing footfall from office workers, UK domestic tourists and international visitors. With visitor numbers down, London's culture, hospitality and tourism sector have been amongst the hardest hit.

London's Central Activities Zone faces a bigger challenge than its counterparts in major cities such as New York and Paris. This is due to lower numbers of people living in the heart of the city and a greater reliance on visitors, including tourists and workers. Recent Centre for Cities data reveals that in 2021, London's footfall was only at 53 per cent of pre-pandemic levels, compared to 79 per cent in Birmingham, 73 per cent in Manchester and 64 per cent in Glasgow due to the drop in tourist numbers.



The Response

On 10 May 2021, Mayor of London, Sadiq Khan, launched Let's Do London. It was the biggest ever domestic tourism campaign to support the reopening of central London, protect jobs and kickstart growth. Let's Do London had the following objectives:

- **Signal confidence**
- **Drive footfall**
- **Increase spend**

The marketing campaign was commissioned by the London Tourism Recovery Board and delivered by London & Partners and the Greater London Authority (GLA). It was also supported by Transport for London and key stakeholders across central London. The aim was to increase consumer spend and footfall in the leisure, hospitality, retail and cultural sectors to help drive London's recovery.

Alongside the marketing campaign, we created and led a year-long programme of events and activations across central London with partners. This series of curated seasons showcased the best of London's culture, events, public realm, retail and hospitality across key visitor themes.

Alfresco

May – July 2021

Family Fun

July – October 2021

Autumn

September – October 2021

Winter Lights

November 2021 – January 2022

Spring Into London

February – March 2022

It created an opportunity to discover and experience the city like never before.

Let's do London Launch, Shakespeares Globe
image by © GLA





Audiences

The Let's Do London campaign targeted visitors, leisure, and culture-going audiences. The aim was to increase visits and consumer spend across our key groups: Londoners, domestic day-trippers and overnight stays.

The campaign featured inspirational messaging and visuals which encouraged audiences to discover and enjoy London's unique visitor offer. At the same time it also reassured them that London was safe to visit, in line with the UK government's then Covid guidelines.

Let's Do London Tourism Campaign

We wanted to showcase London's unique and diverse offering to visitors. This included featuring different destinations and experiences, while emotionally connecting with those keen to enjoy time out with friends and family again. Audiences know, or can easily find out, functional information about a trip to London. That's why we focused instead on connecting with their hearts.

We wanted to inspire and motivate people in London and beyond, to come and discover all the amazing things the city has to offer.

We invited all London tourism businesses from across the leisure, culture, nightlife and hospitality sectors to use the campaign or support it. This offer included free downloadable materials, toolkits and other assets. #LetsDoLondon helped us appeal to our nation's sense of pride.

"This is about getting the message out to Londoners and people across the country that our capital stands ready to entertain, inspire and enthral once again."

Sadiq Khan, Mayor of London

£81m

The campaign helped to attract an additional 330,000 visitors and £81m spend igniting London's embattled economy.



Image by © London & Partners



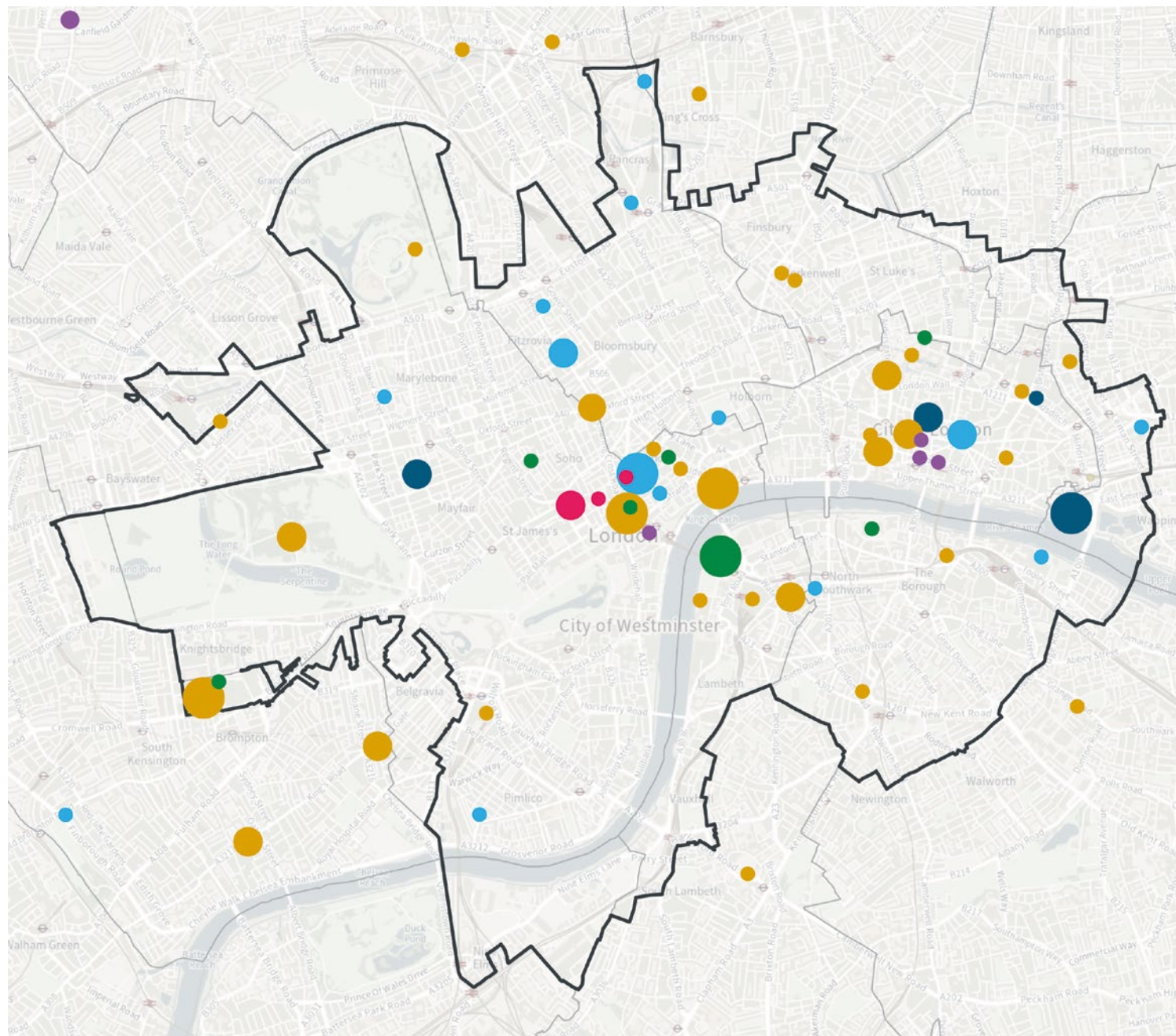


Let's Do London programme

Alongside the tourism campaign, a year-long programme of events and activations which brought together the capital's world-leading hospitality, culture, nightlife and retail partners to build confidence, drive footfall and increase spend back into central London.

Overview of Let's Do London Programme





LET'S DO LONDON Programme 2021 — 22

Alfresco

10 May – 17 July

Family Fun

14 July – 17 October

Lates & Back to the Big Screen

12 August – 24 November

Autumn

16 September – 31 October

Winter Lights

1 November – 9 January

Spring into London

2 February – 31 March

Number of Events

- 1 – 10
- 11 – 30
- 31 – 131

○ Central Activities Zone

○ London borough



Alfresco Season

10 May – 17 July 2021

To kick off Let's Do London, the first programme season included events championing London's global food offer and new world-class public art installations.

David Hockney Piccadilly Circus Logo 2021 ipad painting
image by © Ben Broomfield



HOCKNEY CIRCUS

David Hockney, one of the UK's most influential living artists, redesigned TfL's iconic roundel. 'Hockney Circus' was part of the takeover of Piccadilly Circus Station and the Circa public art project on Piccadilly Lights. It celebrated the arrival of spring in the run up to Hockney's exhibition at the Royal Academy.

Hockney Circus attracted 83 pieces of media coverage, this included both the UK and internationally, in the USA (New York Times), France, Japan, Italy, Korea, India and Australia.

FOREST OF CHANGE

Award-winning artist and designer Es Devlin was the artistic director of the 2021 London Design Biennale. This included planting a living forest at Somerset House for her Forest of Change project.



INSIDE OUT PROJECT, TOWER BRIDGE

On Sunday 13 June 2021, award-winning French artist JR transformed Tower Bridge into an outdoor gallery to celebrate UEFA EURO 2020 coming to London. It featured portraits of more than 1,200 Londoners, including keyworkers, volunteers, community champions, schoolchildren and staff, grassroots and England footballers.

Inside Out project Tower Bridge image by
© Inside Out/Celine Fortenbacher

LONDON EATS

London Eats celebrated the reopening of the city's world-leading food and drink offer. Before the pandemic, the hospitality sector employed nearly 3.2 million people across the UK. Almost 18 per cent of these jobs were based in the capital, providing work for 568,000 Londoners.

The campaign launched on 17 May 2021, and united London's famous chefs and foodies to create a buzz around eating out again. It invited visitors and Londoners to explore the city's restaurants, bars and must-taste events as England began to emerge from Covid restrictions.

The offering included exclusive interviews, food trails, and surprise celebrity tannoy announcements across the Tube network. There were also restaurant and street food market openings and events.

The launch was featured on three TV broadcasts including the Mayor's foodie crawl on BBC Lunchtime and an interview with Angela Hartnett on The One Show. Viewing figures reached over 9 million, and generated 24 pieces of coverage, with a total estimated reach of 65 million.

"After a year of crisis in hospitality, London Eats is just the boost we need, to remind people that it's safe to come to London and enjoy the best gastronomy that the planet has to offer."

Kate Nicholls, CEO, UKHospitality & Co-chair, London Tourism Recovery Board



Family Fun Season

July – October 2021

After more than 18 months of restrictions, we wanted to create a season of events that created new shared experiences for families. Our aim was to make it easy and safe for them to return to central London and enjoy quality leisure time together.



INFLATABLE EYES OVER LONDON

11 – 31 AUGUST 2021

Look out! The 'Eyeconic London Art Trail' saw giant inflatable eyes, designed by artist, Filthy Luker, appear in trees in 'eye-conic' spots across central London.

Fourteen pairs of eyes appeared in locations in strategic cold spots of low footfall across central London including sites near St Paul's Cathedral, Sloane Square, Portobello Market, Old Vic theatre and Tottenham Court Road.

The trail inspired the strongest performing content overall on the Visit London app during the summer. Press coverage reached 44 million people and included a 'Best photograph of the day' in The Guardian and page 3 of the Daily Telegraph.

ART OF LONDON

21 JULY – SEPTEMBER

Part of the Heart of London Business Alliance's Art of London programme turned London's West End into a 'gallery without walls' with works from five Royal Academy artists. There were also an Augmented Gallery trail, pop-up exhibitions showcasing up-and-coming London-based artists and digital art takeovers of the iconic Piccadilly Lights daily at 20:21, led by the Circa public art project.

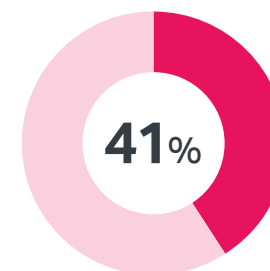
The activations helped boost footfall in the area by 41 per cent between July and September 2021. Furthermore, 170 jobs were created, including artists, event production, photographers, videographers, and cleaning staff.

44 million

Press coverage of The Eyeconic London Art Trail reached 44 million people and included a 'Best photograph of the day' in The Guardian.



The activations of Art of London helped boost footfall in the area by 41 per cent between July and September 2021.





FORMULA FUN FORTNIGHT 21 AUGUST – 5 SEPTEMBER

The Formula Fun fortnight saw a series of 19 pop up go-kart build and race events being staged across locations in central London. Over 360 children took part on streets and in adventure playgrounds and built their own go-karts from scratch. Let's Do London programme funding meant that the organisers, London Play, were able to put on six times more events than they do normally in a year. In addition, six roles and three apprenticeships were created for the duration of the project.

DODGE

15 JULY – 22 AUGUST

Somerset House's new Dodge courtyard commission featured 23 artists. More than 100 freelancers were hired for the programme, including Yinka Ilori who designed the courtyard staging and seating pods.

Let's Do London programme support allowed 600 children under 12 to ride the dodgems for free every Tuesday and Wednesday from 12pm – 3pm. Over 22,500 tickets sold for Dodge events and provided work for 20 DJs and creatives. For many, this was their first paid gig since before the pandemic.

"We were delighted to be part of the campaign and the Mayor's support enabled us to enhance the overall visitor experience, especially in terms of appealing to families over the school holidays."

Diana Spiegelberg

Deputy Director, Somerset House



LET'S DO LONDON LIVE AT...

16 SEPTEMBER – 9 OCTOBER

Buskers welcomed visitors and Londoners with musicians and high energy entertainers.

'Let's Do London Live At...' was a four-week tour which took 39 live performers to some of London's busiest Network Rail stations. These included Waterloo (16-18 September), Victoria (23 – 25 September), Liverpool Street (29 September – 1 October) and Paddington (7 – 9 October).

The events, led by Found In Music, supported 52 creatives and performers and ran alongside the Network Rail 'It's Good To Be Back' recovery campaign.

"Having live music in the station again makes me feel like we are getting back to some sort of normality."

London passenger at Liverpool Street

SKETCH ON THE SQUARE

3 AUGUST – 2 SEPTEMBER

The National Gallery delivered a month of free, daily alfresco art events on the North Terrace of Trafalgar Square. More than 10,000 people of all abilities took part in the 60 live Sketch on the Square sessions throughout the summer.

There was also The Nation's Favourites. This outdoor exhibition of 20 life-sized replicas and digitally augmented art featured some of the most popular and treasured paintings in the collection. It also linked with the Art of London Augmented Gallery trail, bringing audiences into the space from across the West End.

Sketch on the Square, National Gallery image by © GLA





KIDS WEEK SUMMER OUTDOOR EXPERIENCES 23 – 27 AUGUST

This event, led by Society of London Theatre (SOLT), revolved around a special bandstand, featuring family-friendly fun with theatre, storytelling, singalongs, dance demos, puppet workshops and more.

Over 1,300 people attended five days of outdoor theatre, storytelling, puppet workshops, dance and music workshops for families, hosted on a stage in the heart of Leicester Square Gardens. Seventeen freelance artists and creatives delivered 13 free workshops for children, giving them a thrilling experience of live theatre. Over 60 per cent of people who attended said the Kids Week activity was the main reason for their visit.



DISCOVER DAYS

3 AUGUST – 26 AUGUST

Royal Parks enabled over 1,500 children and adults to enjoy twelve free Discovery Days of outdoor learning and play experiences which connected families with London's nature and heritage.

Discover Days gave young families of all backgrounds the opportunity to spend quality time together in an outdoor setting; 72 per cent of people who attended said they hadn't attended a Royal Parks event previously.

BREAKIN' CONVENTION – OPEN LONDON!

8 AUGUST AND 30/31 OCTOBER

Breakin' Convention, the hip hop theatre powerhouse, delivered 'King and Queen of the Cobblestones', a live freestyle dance battle at Covent Garden Piazza in August. Another highlight was OPEN London! This takeover weekend with MC battles, spoken word, DJs, and bespoke street art took place at the City's Leadenhall Market in October. For around 40 per cent of the Covent Garden audience, it was their first time at a Breakin' Convention event.

Image by © Mike Clewley/Kings and Queens of the cobblestones

SOUTH KENSINGTON GREEN TRAIL

23 JULY – 17 OCTOBER

Discover South Kensington led this event which featured a series of free-to-visit family-friendly installations and activities promoting urban biodiversity. These were connected by a downloadable walking trail map which encouraged visitors to explore and discover London's hidden natural spaces.

During the trail, one and a half million visitors saw the three installation commissions and seven pop-up nature hubs and displays. Through a series of visually stunning, inspirational workshops and activities, the event showed how greenery, and biodiversity can be embedded into public space.





MAYORS OF PLAY

Last summer saw a special initiative. As London reopened, the Mayor invited young Londoners aged 8 – 11 to apply to become a Mayor of Play.

The young Mayors worked with Sadiq and the Let's Do London team providing 'expert' guidance to create a unique summer of fun.

They even reimaged London's Tube map for young Londoners with their recommendations on the city's most family-friendly and accessible activities. The kids' Tube map included everything from sports to outdoor spots, nature events, art exhibitions and the best places to eat and drink. The Mayor and Mayors of Play launched the map at ZSL London Zoo on 10 August.



London Lates

26 – 29 August 2021

The London Lates season celebrated the reopening of the city's renowned nightlife. It brought together best-in-class actors, DJs, musicians, and artists to create unforgettable experiences for all to enjoy. The Lates season supported the city's nightlife industries that were so badly hit by covid restrictions in 2020. It funded experienced cultural partners to put on a range of exciting new events, tempting visitors back into London to enjoy the city's night-time offer.

BACK TO THE BIG SCREEN AUGUST 2021

The pandemic hit cinemas hard with many forced to endure months of closures. To remind people of the pleasures of cinema, the Mayor launched his Back to the Big Screen campaign in August 2021. It launched alongside a special trailer advertised online. The campaign was supported by BAFTA, BFI, Film London and the UK Cinema Alliance and backed by some of the biggest names in British cinema, including Judi Dench, Richard Curtis, Mike Leigh, and Simon Pegg. The Mayor also hosted six free-of-charge, open-air cinema screenings, delivered by Luna Cinema, in Trafalgar Square over the August bank holiday weekend. The films were curated by the Barbican Cinema and chosen to represent London's unique place in the industry. Screenings included classics and family favourites with a London connection, such as Mary Poppins, James Bond, and Paddington. There were special introductions from the likes of Naomie Harris, Mark Hamill, and the directors of Rocks and Bend It Like Beckham.

- Over 9,000 free tickets sold in 24 hours – showing a clear demand for free events in central London. Almost 6,000 people attended the screenings in total.
- 48 per cent of survey respondents agreed they felt more confident going to the cinema or other events after attending the screenings.
- The same number said they planned to go to the cinema or other events more often after attending the screenings.

"I'm really delighted to hear about this movie plan by the Mayor of London. Many of my happiest memories in London are to do with going to the cinema and then going on to enjoy all the other wonders of the city."

Simon Pegg, Actor

SUMMER REUNION JUNE – AUGUST 2021

Southbank Centre delivered a free summer festival of music, spoken word, comedy, and dance events on a purpose-built stage on their Riverside Terrace. The 'Summer Reunion' ran across 10 weekends and included evening events on Friday and Saturday nights. The diverse programme was themed around the concept of 'coming together'. It targeted a broad public audience, particularly younger people who do not normally attend Southbank Centre events. Over 124,737 visitors were recorded on-site in total during the events. This footfall helped support local economic activity including pop-up traders, restaurants, and stalls to over 83 per cent of pre-pandemic levels. Over 200 artists received paid work opportunities as part of these events.

SPACE LATES

24 NOVEMBER 2021

On the last Wednesday of every month, the Science Museum hosts adults-only, after hours theme nights. Each Lates programme event offers around 25 activities including Q&As and themed workshops. The events encourage people to visit the museum after dark when it would normally be closed. Funding from the Mayor helped the programme to restart, with 2,450 people attending Space Lates on 24 November.

SUMMER STAGE AND CRYPT LATES, ST MARTIN-IN-THE-FIELDS AUGUST – NOVEMBER 2021

St Martin-in-the-Fields was given grant funding to help support their outdoor Summer Stage, in July and August and their new Crypt Lates jazz series, which runs between September and November. The funding helped to kickstart these arts activities and encourage visitors to return to the site. The idea was to open-up St Martins to new audiences and to present surprising cultural events to returning visitors. Crypt Lates sold out all five events (800 tickets), with 58 per cent of visitors new to the venue.

5,000

people enjoyed the Summer Stage which featured 120 band sessions over 32 days of performances

TATE MODERN LATES SEPTEMBER 2021

September's Tate Late, supported by Let's Do London, explored the work of artist Sophie Taeuber-Arp and the Dada art movement. It included a mix of art, music, food, film, and workshops. More than 4,000 event tickets were sold, and it received widespread press coverage.

Tate Modern Lates image by © Tate/Sophie Shaw





GISELLE: REMIX **SEPTEMBER 2021**

For one night only, the Paul Hamlyn Hall hosted Giselle: Remix - an extravagant evening of drag, cabaret, DJ sets, and dance. The event was co-curated by Royal Ballet First Artist Hannah Grennell and former Roundhouse Resident Artist and cabaret performer Jack Sears. It encouraged a new audience to visit the Royal Opera House. Over half of the 592 attendees to the sold-out event were first time visitors.

"Thanks to Let's Do London we have welcomed new audiences to our Covent Garden home, have celebrated the richness and diversity of queer culture, and have forged a number of diverse and exciting new collaborations and partnerships."

Ben Oliver,
Communications Manager, ROH

BARBICAN OUTDOOR CINEMA

24 – 29 AUGUST 2021

This programme of six outdoor screenings in the Barbican Centre Sculpture Court encouraged visitors to the City of London, which was hit hard by the pandemic. The screenings had 2,400 attendees, with five sold-out events. Before the events, around 41 per cent of attendees accessed other businesses or leisure facilities, including food and drink and other tourist sites.

MUSEUM OF YOUTH CULTURE: CARNABY LATES

19 & 26 AUGUST, 2 SEPTEMBER 2021

The museum hosted free weekly Lates with talks from key London youth culture photographers and live scrapbooking workshops, alongside free drinks, and curated music. The project funded 10 creative freelancers with many artists and contributors saying it was their first visit to central London following the pandemic.

Barbican Outdoor Cinema courtesy of Barbican
Centre image by © Justin Piperger





Autumn Season

September – October 2021

Autumn 2021 saw many of London's exciting arts, culture and fashion festivals return including London Fashion Week, Frieze Art Fair and London Design Festival. The campaign's autumn season celebrated this alongside various exciting projects and events supporting artists, theatres, retail and hospitality.

The Mayor launched the season on 16 September at Tottenham Court Road with artist Yinka Ilori, photographer Rankin and the Mayor of Camden. The autumn season also included Pop-Up London, the Mayor's free festival of performance in October.



POP-UP LONDON

OCTOBER 2021

This family-friendly arts festival was curated by Battersea Arts Centre and managed by Found in Music. It featured circus, puppetry, flash mob, dance, live music, children's theatre, storytelling, drag, craft, magic and variety, audio installation, improvisation, and musicals. In total, there were 139 performances across 22 locations.

Pop-Up London gave over 200 creative freelancers a unique platform to perform to live audiences, after months of unemployment and income instability. It also provided over £185,000 in grants to support this work. Every artist who took part said they could not have done the performance without this funding.

Across the week, more than 100,000 people attended a Pop-Up London performance. Two thirds of those surveyed about Pop-Up London events said they'd visit central London more often if there were more similar events put on. Almost two thirds went to a cafe/pub/restaurant, while around half went shopping before or after the event.

The Lips, Puppets with Guts, Pop Up London © 2021 GLA.





BRING LONDON TOGETHER SEPTEMBER 2021 ONWARDS

This project, led by London-based artist Yinka Ilori, transformed several pedestrian crossings across London with distinctive playful designs. It was part of the London Design Festival, supported by Bloomberg Philanthropies, as part of their Asphalt Art Initiative to improve street safety and revitalise public space. Bright colours and forms were used to reimagine eleven pedestrian crossings on Tottenham Court Road, six in the City and the Queen Street pedestrian plaza. Art students from the University of the Arts London and the local community were also involved in the project.

The crossing attracted media coverage from around the world, including the Financial Times, CNN Style, Euronews, Londonist, and Evening Standard.

Public reaction was positive with 79 per cent of those surveyed saying the crossings improved the locale, while over half said they felt safer on the new colourful crossings. Almost 90 per cent agreed that public art is a good way to encourage visitors.

PERFORMANCE BY RANKIN SEPTEMBER 2021 – MARCH 2022

To celebrate the reopening of London's theatres, Rankin photographed the cast and backstage crews of nearly 60 top West End productions.

This included key producers and theatre owners like Andrew Lloyd Webber, Cameron Mackintosh and Sonia Friedman. The project was a collaboration between Rankin and Society of London Theatre (SOLT).

Featuring 150 subjects, the project was also a chance to celebrate those both on and off stage, whose livelihoods depended on London theatre. The photoshoots took place over the course of a month at the FUJIFILM House of Photography. It included some live shoots where the public were invited to watch Rankin in action. The project culminated in an exhibition at the House of Photography in Covent Garden. From 3 November to 12 March, it attracted more than 13,000 visitors. A book of the portraits was produced to be sold at the House of Photography and bookshops, with profits going to charities, including Sam Mendes' Theatre Artists Fund.

The project attracted huge media attention and public interest. There were over 142 pieces of coverage which led to estimated views of over 6.5 million and an online readership of 2.97 billion. Highlights included articles in UK outlets such as The Telegraph, The Times and the Guardian and international press like The Washington Post and Bangkok Post. Together, these helped achieve the project's aim of renewing public confidence in London's theatre sector.

A film of Rankin's images was created which was shown on the famous Piccadilly Lights on 7 December. This launched Official London Theatre's New Year Sale, with the Mayor attending the photoshoot. The portraits helped promote the New Year's Sale to encourage ticket sales for theatre shows over the quiet months of January and February. This included being used on posters across the National Rail network. As a result, the launch of the New Year's Sale on 23 November led to a record-breaking 24,120 ticket sales.

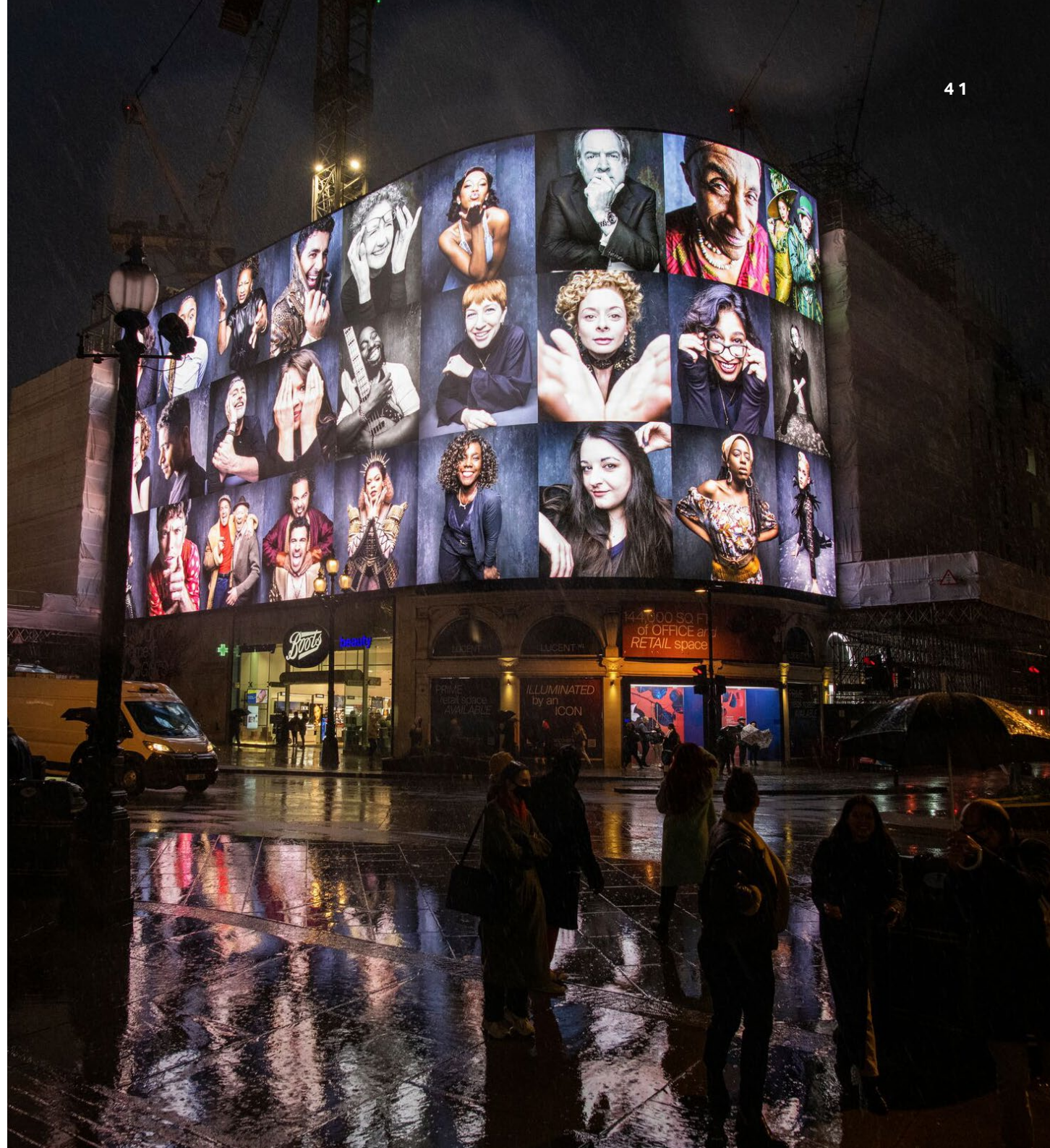
2.97 billion

There were over 142 pieces of coverage which led to estimated views of over 6.5 million and an online readership of 2.97 billion.



"I'm thrilled; not only to be part of the 'Let's Do London' campaign but also to get the opportunity to photograph and showcase some of the finest talent in London theatre - from the stars on the stage to the heroes behind the scenes who make it all happen. It's an ambitious project and probably the first time there has ever been a complete portrait of a West End season. But after the last year, it feels like we need to go big and really take the opportunity to celebrate the amazing community of people who make up the cultural jewel in the crown that is London's West End theatreland."

Rankin, Artist



LIMITED EDITION LONDON, SEPTEMBER TO NOVEMBER 2021

We wanted to encourage visitors back to central London and unite shoppers in a festival of creativity and innovation. Londoners and visitors were offered exclusive events, activities and clothing items, curated by British Fashion Council, that could only be accessed in person. Limited Edition London ran alongside and extended beyond London Fashion Week. It included events and activations in partnership with key retailers, cultural institutions and hospitality businesses, opening London to new audiences and communities. The programme featured over 113 brands, 350 plus event and a separate marketing campaign, including a promotional video which received almost 80,000 views.

AFRICA FASHION WEEK 9 OCTOBER 2021

The one-day event at Freemasons' Hall, Covent Garden included live catwalk shows, in-person shopping experiences, livestreamed panel talks, university

presentations and workshops. Mayoral funding helped the show go ahead after Covid threatened its viability. It attracted over 1,250 visitors and supported almost 100 additional jobs. Those attending were generally (23 per cent) high income individuals, helping encourage spend in central London.

"The help we received from the GLA was invaluable to the success of our event, Africa Fashion Week London 2021. Our guests and participants had a much richer and close to pre-pandemic experience. We are very grateful we were able to include Africa Fashion Week London in the Let's Do London campaign."

Anna Marie Benedict, Creative Director,
Africa Fashion Week London





LITTLE AMAL, THE WALK OCTOBER 2021

This festival of theatre and art was led by a 3.5m tall giant puppet of a young refugee girl called Little Amal. As part of Let's Do London, Little Amal, The Walk was welcomed by over 25,500 spectators at 12 events across the capital, celebrating London's diverse and welcoming

communities. The Walk was produced in association with Good Chance and Handspring Puppet Company. The project employed over 450 people as part of the technical, artistic and creative team in England. It also improved partnerships between cultural organisations including Royal Opera House, The Roundhouse and National Theatre.

25,500+

Little Amal was welcomed by over 25,500 people at 12 events across the capital.



Winter Lights Season

November 2021 – January 2022

Winter Lights invited Londoners and visitors to celebrate the city's most magical time of year. It included a range of dazzling outdoor festive events and light shows to amaze and inspire audiences of all ages. The Golden Quarter is the most important time of year for the hospitality, retail, culture and tourism sectors. In December 2021, it was more important than ever after 18 months of closures and uncertainty. However, the rise of the Omicron variant and introduction of Plan B measures threatened businesses and jobs. Funded by the Mayor, Winter Lights offered Londoners a safe and fun way to enjoy the city over the festive period.

Borealis, Winter lights image by
© City of London/Ben Broomfield

BOREALIS

11 – 22 DECEMBER 2021

Borealis, was a free Northern Lights inspired spectacular by artist Dan Acher, produced in partnership with FESTIVAL.ORG and the City of London Corporation. It illuminated the skies over the Guildhall Yard, dazzling thousands of visitors. Audiences were captivated by the multicoloured lights above them, mimicking the movement of the natural Aurora Borealis phenomenon. Borealis attracted 36 pieces of media coverage with a combined reach of 178 million. This included articles in the Metro, BBC News, Time Out, Londonist, Evening Standard and an interview on ITV London.

The 21,000 free tickets were snapped up in 24 hours, with more than 30,000 attending over 12 evenings. 84 per cent of respondents visited the City on the day because of Borealis.

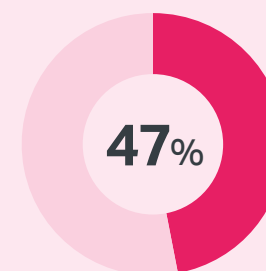
Almost half (47 per cent) went to a cafe, bar or restaurant before or after visiting Borealis, while 19 per cent went to a bar/pub/other late-night venue.

Borealis added an estimated £1.16m to London's economy over the winter period.

"There is energy flowing back through the centre of our capital, and cultural spectacles like Borealis are key to creating that feeling. London is coming together, with the arts playing a leading role in our recovery from the pandemic."

Wendy Hyde, Chair of the City of London Corporation's Culture, Heritage and Libraries Committee

47 per cent went to a café, pub or restaurant before or after visiting, with £46 average spend

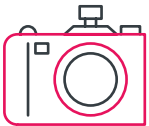


WINTER LIGHTS AT THE SOUTHBANK 4 NOVEMBER 2021 – 2 JANUARY 2022

This free outdoor programme of installations and video art projections themed around light and colour, illuminated Southbank Centre's 11-acre site throughout winter. Ten artists were supported, including creatives from Finland, Denmark and Germany. There was a clear economic boost on and around the site. In November 2021, turnover of restaurants/shops on site reached 96 per cent of the 2019/20 figure.

1.5 – 2 million

people attended nine free
sound and light installations
over 56 days (8 weeks).



"We would like to extend our sincere thanks to the Greater London Authority for their support on this project and hope to continue maintaining a connection with you on future projects. The Site Design team are keen to run this project annually and are constantly looking for ways to expand on its development and delivery."

Leke Celaj, Trusts & Foundations Officer,
Southbank Centre





BAAS HOUSE

1 – 30 NOVEMBER 2021

British artist, Hetain Patel, used the Piccadilly Lights to explore themes of immigration and identity bringing visibility to an under-represented community. This public artwork, led by the Circa public art project, was broadcast every evening at 20.21 across the world in London, Milan, New York, Seoul and Tokyo. There was 15 million global footfall, 2.7 media impressions, 800,000 circa.art visits, 260,000 social media Impressions, and 11 freelance job roles from the funding.

"After a hard year for artists, it has been an incredible opportunity for me to have my work shining on such a London landmark as part of the CIRCA art program.

Hetain Patel, Artist

Baas House by Hetain Patel, Piccadilly Lights image by
© Daniel Adhami/CIRCA.arts

EVER AFTER GARDEN

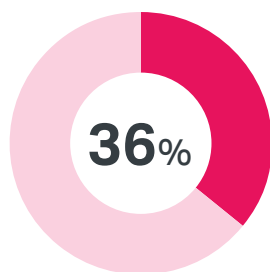
1 – 23 DECEMBER 2021

The Ever After Garden is a reflective, tranquil haven created in the heart of Mayfair every December. This stunning installation by fashion designer Anya Hindmarch, lit up Grosvenor Square in December with 25,000 illuminated roses. Members of the public were invited to walk around the garden and dedicate an illuminated rose to pay tribute to loved ones. Proceeds went to the Royal Marsden Cancer Charity. The event took place over 23 days, from 12 – 8pm daily, and attracted 111,285 visitors. Twelve jobs were created and over £150,000 raised for the Royal Marsden Cancer Charity. It generated 34 pieces of press coverage with a potential reach of 12,828,871.

"Let's do London provided the balance of funding that allowed the 'Ever After Garden' to happen. which in turn brought footfall to Mayfair and over £150k donations to the Royal Marsden Cancer Charity."

Anya Hindmarch, Fashion Designer

The Ever After Garden was the main reason stated by 36 per cent of people travelling to London. Of these, 64 per cent planned to do other activities whilst in London.





DAWAAT

10 DECEMBER 2021

Dawaat is an immersive play exploring the history, culture and food of Bangladeshi communities, led by Tara Arts. Audiences sat around a giant outdoor communal table to enjoy an intergenerational story of a mother and daughter. This was told against the backdrop of the 50th anniversary of Bangladesh's independence. There were three events celebrating Bangladeshi food, poetry, drama, and culture. A third of audience attendees were new to the organisation. The event attracted four pieces of press coverage including BBC Asian Network, and generated twenty creative jobs.

"Thank you for supporting this project and helping us make it happen. It was so well received especially yesterday in Queens Market where we had lots of people stop and watch and engage."

Abdul Shayek, Tara Theatre

Image by © Rishi Rai Photography/DAWAAT

CHRISTMAS AT THE TOWER OF LONDON

1 DECEMBER 2021 – 2 JANUARY 2022

This event was inspired by the Tower Menagerie – a collection of rare and strange animals, exchanged by medieval monarchs since the 13th century. Using lions, zebras, polar bears, elephants and monkeys as inspiration, London florists, Lavender Green Flowers, created beautiful and playful installations with flora and lighting.

The eleven outdoor installations attracted 54,603 visitors. Half of these visitors lived in London. Most wanted to see Christmas at the Tower (24 per cent), with almost nine out of ten visitors mentioning it.

"We are very grateful to Let's Do London for the grant funding that enabled us to light Christmas at the Tower, adding the magic to our decorative scheme that helped to drive thousands of visitors."

Aileen Peirce, Head of Interpretation & Design, Historic Royal Places.

Spring into London

February – March 2022

Over December and Christmas 2021, the Omicron variant spread rapidly. This had a devastating impact on London's culture, retail and hospitality sectors. Following the start of the work from home period, worker footfall in central London dropped to 60 per cent of November 2021 levels. 'Spring into London' was launched as a direct response to Omicron's impact. Our aim was to encourage visitors and Londoners back into central London.



CITY LIGHTS

11 – 20 FEBRUARY 2022

With support from Bloomberg Philanthropies, Let's Do London hosted five family-friendly immersive sound and light installations in the City. This fun illuminated trail drew inspiration from the hugely successful Borealis. We knew it would draw crowds as it could be seen safely outside in groups. The event also helped to increase dwell time and spend in the surrounding area.

City Lights installations took visitors on a tour of the City of London's most iconic and historical settings, including St Paul's and Guildhall yard. We chose the City of London as footfall had been especially low there and businesses had struggled due to the loss of office workers.

To further bring in visitors we worked with the City and Southbank Centre to produce 'City Lights and Bites'. This walking tour took families from the South Bank, past restaurants, to City Lights to help increase dwell time and spend.

- 79 per cent of survey respondents who attended said they went to a pub, bar or restaurant before, or were planning to go to one after the event, spending average of £46 as a result of their visit.
- 65 per cent stated that the installation influenced their decision to visit the area on the day.
- 81 per cent said they would visit Central London more often if more events like City Lights were put on.
- 97 per cent agreed that putting on events like City Lights is a good way to encourage people to visit central London.

22,500

people travelled into the City of London to visit City Lights. This was despite the UK being hit by three storms that week, causing the installations to close for three nights.





“City Lights will illuminate the Square Mile – the creative heart of a world-leading city of culture. The arts are bringing Londoners together as we recover from Covid and people return to the office. Events like these enrich us all - unlocking London’s imagination, creativity, and innovation”

Wendy Hyde, Chair of the City of London Corporation’s Culture, Heritage and Libraries Committee

POP-UP LONDON 2

17 – 20 FEBRUARY 2022

'Spring into London' saw the return of Pop-Up London, an exciting free festival of outdoor theatre, dance, music, puppetry, and more. It was a quick, easy and cost-effective way to produce content we knew would attract families back to central London.

Pop-Up London 2 supported 72 freelancers and creatives after a difficult period. When surveyed about their involvement in Pop Up London, all participating artists said they would have been unable to perform without Mayoral funding. including helping them to engage with new audiences and establishing new relationships that will support future work.

16,000+

people came to see Pop-Up London 2 over four days.



- 74 per cent of respondents, who were influenced to visit the location because of the performance, went to a cafe/pub/ restaurant before or after. They spent on average £46 as a result.
- 44 per cent of survey respondents knew about the Pop-Up London performance beforehand. Ninety-nine per cent who were aware of the performance said it influenced their decision to visit the area on the day.
- 44 per cent of survey respondents agreed that putting on events like the one they saw can encourage people to visit central London.

"Let's Do London was not just a boost for London, it was a boost for...Scanner's Inc...and each artist involved. Pandemic living was tough for the creative industries especially the freelance artist and producer. Many of us have lost our confidence after two years of limited work. To have confidence is a huge part of your success as an artist or producer. Let's Do London has breathed life into the event and to our collaboration."

Scanners Inc.

"With support from the Mayor of London and Found In Music we have been able to animate our city once again, revealing the theatre magic our community have missed."

Traceworks Dance

"Hot Dinners put together a raft of activities, as part of its involvement in the Let's Do London campaign, which shone a light on the great variety of restaurants, bars, and cafes we have in London with particular emphasis on restoring footfall to businesses in areas that have been slower to recover, post lockdown."

Catherine Hanley, Editor and Co-Founder, Hot Dinners

"The 'Spring into London' schedule has something for everyone, just like the capital's world-class hospitality offer. Better still, the partnership with Hot Dinners means that exclusive dining deals will benefit diners and venues alike."

Kate Nicholls, CEO, UKHospitality and co-chair of the London Tourism Recovery Board

HOT DINNERS

1 FEBRUARY – 2 MARCH 2022

To support the hospitality industry, the Mayor partnered with Hot Dinners, London's biggest independent restaurant website. This brought our world-class restaurants, bars and cafes to visitors and Londoners through curated content and exclusive dining out deals in central London.

Hot Dinners 'Spring into London' content targeted 'cold spots' in central London and key audiences who were being slow to return - for example, office workers and families. The Mayor also funded the London Restaurant Deals Hub. It gave hospitality businesses in central London the chance to advertise deals and offers on the Hot Dinners website for free (usually a paid-for option). The campaign reached over 165k on social sites and over 40k on the Hot Dinners website.

369

In total, Spring into London content on Hot Dinners supported 369 central London hospitality businesses.

SHOWTIME

9 – 27 FEBRUARY 2022

ShowTime was an extension and rebranding of Society of London Theatre's (SOLT) New Year's Sale campaign, which offered tickets to over 40 West End shows for just £10 until 31 March 2022. Over 115,000 tickets were sold during the period with 95 per cent of purchases from the UK. Of these, 40 per cent of these from London, showing the importance of domestic market and 42 per cent of purchasers were new to SOLT. Let's Do London also supported theatre pop-ups inside Network Rail stations and saw retail and footfall in the stations increase. At Waterloo, retail jumped by 8 per cent on the week before activation.

FABRIC AT THE OPERA

9 MARCH 2022

For the first time ever, Fabric nightclub and the English National Opera collaborated for a sold-out evening of live electronic music. 'Fabric at the Opera' included performances from Frank Wiedemann, Rival Consoles, LCY and Josh Caffé. The event took place at the London Coliseum, with 1,804 revellers in attendance with 56.5 per cent of attendees had never been to the venue before. The event was aimed to be fully inclusive with a diverse line up. The more traditional theatre seating also assisted in creating a more inclusive and accessible space whereby we had a neurodiverse patron in need of her own space which is difficult to achieve in a 'nightclub' environment.

1,804

**revellers attended the event
at London Coliseum**




"A big thank you all of you for making it possible for me to have a night out in London seeing Fabric at the Opera. Without your understanding and consideration for people with neurodiversity it would not have happened. Having a box for me and my partner was just the icing on the cake.

It provided me with a secluded safe haven to take in the show which helped me to manage my sensory overload and reduce my levels of anxiety without feeling trapped and confused. It was a great experience and has allowed me to move a step forward in my recovery."

Fabric at the Opera attendee



Legacy projects



INVEST IN THE FUTURE
OF ART AND CULTURE

Legacy projects

ASPHALT ART

Following the success of Bring London Together in London, Bloomberg Philanthropies has announced they are expanding the Asphalt Art Initiative in Europe, supporting cities to transform streets and public spaces with art. As many as 20 cities can apply for grants of \$25,000 for projects that use art and design to improve street safety, revitalise public spaces, and engage community residents. A new Asphalt Art Safety Study released also shows that projects spurred a reduction in traffic crashes, particularly those involving pedestrians and bikers, and encouraged safer driver behaviour.

"Over 40 cities have proved the power of the Asphalt Art Initiative, using creativity to rally residents around making their public spaces brighter and safer. With this new round of grants, we're ready to help cities across Europe foster community spirit by uniting artists and residents – and empowering them to bring new life to their streets."

Michael R. Bloomberg, founder of Bloomberg Philanthropies and 108th mayor of New York City



FABRIC AT THE OPERA

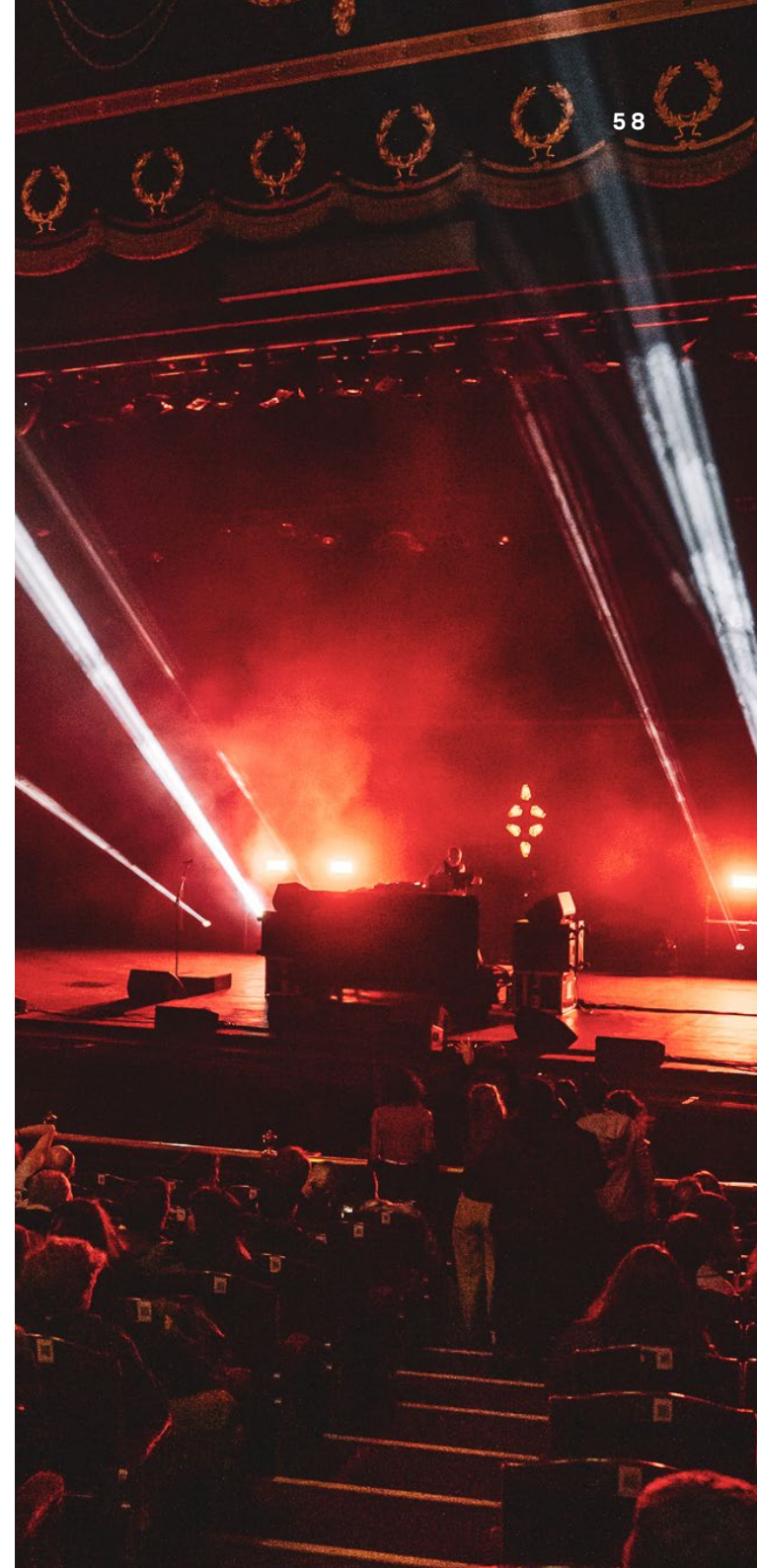
During lockdown an experiment (London: Unlocked) was undertaken bringing Electronic Music Artists into spaces traditionally not associated with that genre – including the London Coliseum. The Fabric at the Opera event allowed both parties to collaborate towards realising their ambitions for a specially curated evening for a live audience. The two organisations have agreed to continue to work together to deepen this collaboration and achieve fusion between the opera and electronic worlds, bringing new audiences into London.

“Thanks to the programme funding, ENO has embarked upon the creation of a new exciting kind of artistic event for a fresh audience and Fabric has brought their unique brand of electronic music into a venue usually associated with classical music. Both companies are more confident in taking risks with new types of event.”

Hugh de la Bedoyere, Commercial Producer, ENO and London Coliseum

“This will be the beginning of a long-term collaboration with the aim of blending different artistic expressions in unique spaces and showcasing electronic music to new audiences.”

Jorge Nieto, Creative Director, Fabric





CIRCA X GOLDSMITHS #CIRCAECONOMY SCHOLARSHIP PROGRAMME

In January 2022, Circa launched a partnership with Goldsmiths, University of London. The aim was to open the door for students with non-traditional educational backgrounds to participate in a postgraduate arts education alongside those with undergraduate degrees. Two new scholarships worth a total of £30,000 will be awarded to students

to complete the MA Art & Ecology and MFA Curating degree programmes. The scholarship fund is generated entirely from #CIRCAECONOMY sold prints over the last 18 months by artists including, David Hockney, Ai Weiwei, Patti Smith and Vivienne Westwood amongst others.

#Circaeconomy Scholarship Programme Announcement,
Piccadilly Lights © GLA

"Our new scholarship programme defines everything that CIRCA set out to achieve as a platform with purpose. This ongoing partnership with Goldsmiths will support the next generation at this difficult time and we're especially grateful to Goldsmiths for supporting our mission in making the arts more accessible to everyone."

Josef O'Connor, Founder and Artistic Director, CIRCA

Next Steps



Superbloom at the Tower of London image by
© Historic Royal Palaces

Next Steps

On 9 May 2022 , the Mayor of London, Sadiq Khan, launched London's biggest ever tourism campaign in New York City. Investing £10m to attract more Londoners, domestic and international visitors back in 2022.

INTERNATIONAL VISITOR CAMPAIGN

The recovery of international tourism is central to London's economic recovery. Tourism accounts for as many as one in seven jobs in London and contributes almost 12 per cent of the city's GDP. London, and specifically its Central Activities Zone, the main destination for many international visitors, has an essential part to play in recovery. This includes providing jobs and delivering growth. London's recovery will rely on getting international tourists to return to central hospitality, retail, and cultural districts as restrictions ease.

London & Partners is working with the London Tourism Recovery Board and the city's wider tourism industry to deliver a recovery campaign. The aim is to support the reopening of London to international audiences from France, Germany and the US.

"Tourism benefits everyone, every day, everywhere in London. It's been hit hard over the last 2 years and the unprecedented level of support for it shown by the Mayor is reflective of just how important our visitor economy is, not just to our economic prosperity but to our enjoyment of the city, our health and wellbeing. Our hugely successful domestic marketing campaign, 'Let's Do London', has been driven by

the private sector and been fully supported and given even greater amplification by the Mayor and we are delighted that it will now be launched internationally. We miss our visitors, we need them and we are ready to welcome them back."

Bernard Donoghue, Director,
Association of Leading Visitor
Attractions and Co-Chair, London
Tourism Recovery Board

"We are excited to welcome back visitors from all over the world to London. With travel restrictions lifting, our city is now one of the most accessible major travel destinations. We've seen a big pent-up demand for global travel and our Let's Do London international tourism campaign will inspire travellers to make London their destination of choice this year. With the Queen's Platinum Jubilee celebrations, the return of major sporting events and cultural festivals and several new theatre shows, exhibitions and restaurants, there has never been a better time to visit London."

Laura Citron, CEO, London & Partners

DOMESTIC VISITOR CAMPAIGN

Alongside the international campaign, London & Partners will also be building on the legacy of the Let's Do London domestic tourism campaign used to attract more domestic tourists back to the capital. It will drive confidence in the capital as a destination and promote cultural and sporting activities happening in London this year.

Building on this, the Mayor has pledged a further £2m investment in Let's Do London.

To find out more about the international and domestic visitor campaigns, go to: www.londonandpartners.com/about-us/london-recovery

"Nearly two years on from the start of the pandemic and the road ahead for the West End looks promising. Whilst it is heartening to see domestic customers filling our high streets with optimism once again and travel restrictions gradually disappearing, we can speed up the nation's recovery by incentivising high spending tourists to return to our shores."

Jace Tyrrell, Chief Executive,
New West End Company

LONDONERS AND DAYTRIPPERS CAMPAIGN

Alongside the international and domestic campaign led by L&P, the GLA are leading on a £1m complimentary campaign aimed at driving confidence targeting Londoners, daytrippers from home counties as well as domestic and international tourists already in London. This will promote everything that makes London unique, including existing events, cultural and sporting moment in summer / autumn 2022.

The campaign is still in its planning phase with more to be announced soon.

In the meantime, you can contact the team at **Reopening@London.gov.uk** for more information.

THINGS TO LOOK FORWARD TO IN 2022:

London Borough of Culture – Lewisham

An ambitious year long programme of cultural and creative events celebrating the neighbourhoods, communities, and stories of Lewisham.

UNBOXED: Creativity in the UK (May to October 2022)

One of the most ambitious showcases of creative collaboration ever staged in the UK with three landmark projects taking place London.

Superbloom (1 June to 18 September 2022)

To celebrate the Platinum Jubilee of Her Majesty The Queen, the Tower of London's moat will be flooded with flowers as a permanent legacy. There's even a slide to get in!

50th anniversary of Pride in London (July 2022)

The parade will take place on 2 July and will mark 50 years since the first ever UK Pride march in 1972.

Women's Euros (6 – 31 July 2022)

England will host the 16 team finals from 6 to the 31 July 2022, with 15 other nations joining the hosts.

London 2012 10-year Anniversary (23 July 2022)

Mayor of London Sadiq Khan will join Londoners and Game Makers in igniting an 'anniversary legacy flame' at the Queen Elizabeth Olympic Park.

London Design Festival (17 - 25 September 2022)

This 20th anniversary of the festival will see over 200 events celebrating and promoting London as the design capital of the world.

Thank You

Africa Fashion Week London

Artichoke

Association of Leading Visitor Attractions (ALVA)

BAFTA

Barbican

Battersea Arts Centre

BFI

Bloomberg Philanthropies

Breakin' Convention

British Fashion Council

British Museum

Camden Council

Capital & Counties

Central London Alliance

CIRCA

City of London Corporation

Design in Air

Discover South Kensington

English National Opera

Exhibition Road Cultural Group

Fabric

Festival.Org

Film London

Found in Music

Frieze London

Good Chance

Grosvenor Estates

Heart of London Business Alliance

Heathrow Airport

Hilton Hotels & Resorts

Historic Royal Palaces

Hot Dinners

London & Partners

London Councils

London Design Festival

London First

London Fashion Week

London Symphony Orchestra

London Tourism Cooperative

London Tourism Recovery Board

Luna Cinema

Merlin Entertainments

Museum of London

Museum of Youth Culture

National Gallery

National Theatre

Natural History Museum

New West End Company

Photo London

Play London

Rankin

Roundhouse

Royal Academy of Arts

Royal Albert Hall

Royal Opera House

Royal Parks

Sadler's Wells

Science Museum

Shaftesbury Estates

Shakespeare's Globe

Society of London Theatre

Somerset House

South Bank BID

Southbank Centre

St. Martin-in-the-Fields Ltd

Tara Arts

Tate

The Crown Estate

UKHospitality

V&A

Visit Britain

Visit Greenwich

Westminster City Council

ZSL London Zoo

And a huge THANK YOU to our expert and brilliant programme curators: Louise Jeffreys and Ruth Mackenzie.

MAYOR OF LONDON

100% of the Mayor's Office

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