

Ideas
with
Impact

Contents

4

About Centre
for London

6

Director's
introduction

8

A message from our
Chair of Trustees

12

At a glance - Highlights
from 2017-18

14

Impact

16

Working with
London government

20

Collaborations
and partnerships

22

Understanding how
London is changing

24

Tackling London's
housing crisis

28

Tackling congestion and
improving air quality

32

Convening leaders to debate
the future of the capital

36

London ideas

40

2018-19
strategic priorities

42

Overview of finances
and funders

44

Governance



About Centre for London

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.



We want a fair and prosperous London: a city that offers everyone a great start in life and makes a positive contribution to both the UK and the wider world.



Director's introduction

Now seven years old and with a staff of 18, Centre for London is no longer a new or a small think tank. But as we lose our youth, so we have gained in reputation and influence. Our work continues to prove influential – as highlighted in the pages that follow – in terms of policy impact, headline grabbing research and a growing audience.

As this report sets out, the last 18 months have been busy ones for Centre for London. We responded to the EU referendum with two papers and series of events on London's relation to the EU and making the best of Brexit. In the summer of 2017 we launched our new priorities to address what we see as London's critical challenges: housing and transport; skills, opportunity and good work; London's position as a global city; and community and public services.

We've published research on affordable housing. We've investigated the impact that automation and migration might have on London's economy. We've held roundtables on gender parity, developing London's opportunity areas and large sites. And we've run a major conference which explored how we can make London a fairer city.

As London's only dedicated think tank, we also need to keep our eye on the bigger picture. To that end, we have established two new cross-cutting initiatives: first, *The London Intelligence*, a quarterly analysis of economic, demographic, and quality of life data on London; second, *London ideas*, an event series and associated magazine which creates a space for new urban innovations to be developed, discussed and tested.

But this work would not have been possible without the ongoing support of our funders and supporters. Over the past year we have expanded our circle of funders and deepened our relations with many of our existing partners, including the Mayor of London, boroughs and trusts and foundations.

I'd like to take this opportunity to thank our staff, trustees and our supporters for their support and commitment.

Ben Rogers,
Director, Centre for London



A core belief lies at the heart of everything we do: London does best when different people from diverse parts of the city come together to solve the city's challenges.



A message from our Chair of Trustees

In the face of challenges that span the entire city - and have implications beyond it - Centre for London's work is more relevant than ever before. No borough in the city is immune from a shortage of affordable housing, air pollution, overcrowded transport, and unequal employment opportunities. Many of these issues are discussed in the pages that follow, as we outline some highlights of our work.

The last 18 months have seen a step change in the Centre's influencing and advocacy work. The team fed into the development of the new London Plan, submitted formal submissions to a number of the mayoral strategies and hosted all the Deputy Mayors at one or more of our events. Our recommendations have been endorsed by borough Chief Executives, London MPs and Lords and adopted by national government and the Mayor of London.

The Centre has continued to build partnerships with other research organisations, charities and universities to share expertise and collectively increase impact. These partnerships saw Centre for London work with London Youth, The Brookings Institution and The Southern Policy Centre in 2017. The work the Centre carried out with its partners reflects a core belief which lies at the heart of everything we do; that London does best when different people from diverse parts of the city come together to solve the city's challenges. As you will see in this report, this collaborative approach produces results.

On behalf of the Trustees, I want to thank all staff members for their impressive work over the past year. Credit is due in particular to Ben Rogers and Richard Brown, whose expertise on London is deep and rich. I would also like to thank Stephen Bediako, who has stood down as a Trustee, for his support and invaluable service over the past three years. Stephen, you will be greatly missed.

I look forward to the year ahead, as we continue to build the Centre's reach and impact.

Liz Peace CBE,
Chair of Trustees, Centre for London



**We have led thinking
on London since 2011**

At a glance

Highlights from 2017-18

2017

March

Report: Strength in numbers: Funding and building more affordable housing in London

Event: Thinking outside the box: A debate on the role of microhousing

April

Report in partnership with London Youth: Young people's capital of the world?

May

Essay collection: London Essays Issue 7 - Work

Manifesto and event: Better Brexit, better city

June

Report in partnership with The Institute for Policy Research at the University of Bath: Open city: London after Brexit

July

Report: The London Intelligence - Issue 1

September

Report: Ideas above your station: Exploring the potential for development at London's stations

Short paper: Growing well: Making London's new places fit for the future

Roundtable: Gender parity and productivity

October

Report: Streets Smarts: Report of the Commission on the future of London's roads and streets

Multi-day seminar, held in partnership with The Brookings Institution and Project for Public Spaces: Open places: Innovation and the public realm

November

Conference: The London Conference 2017: Fair city



Heidi Alexander, Deputy Mayor for Transport, Greater London Authority giving a keynote speech at Under Pressure, Centre for London's Roads and Streets Conference

Lord Peter Mandelson and Pippa Crerar at The London Conference 2017



Centre for London

2018

January

Report: Next-door neighbours — collaborative working across the London boundary

Roundtable: Collaborative working across the southern superhub

February

Roundtable: Industrial land and The London Plan

April

Report: Human capital: Disruption, opportunity and resilience in London's workforce

Event: Borough elections guide with Dave Hill & Lewis Baston

June

Report: Hot spots, cold spots: What's happening to London's local charities?

June (contd.)

Conference: Under pressure: The way ahead for London's roads and streets

July

Urban innovation magazine: Launch of London ideas

Report: Borough builders: Delivering more housing across London

Event: Meanwhile use, a discussion on how can we unlock the potential of London's unused spaces



Feargus O'Sullivan, Europe Correspondent, CityLab at the launch event of *London ideas*

Impact



Upskilling panel at The London Conference 2017 with Vivian Hunt, DBE, Managing Partner, McKinsey & Company



London ideas roundtable with opening address from Carlo Ratti, Director, Professor of the Practice, MIT Senseable City Lab



Arya Taware, Founder and Managing Director, FutureBricks, presenting at our first London ideas event, May 2018



James Murray, Deputy Mayor for Housing and Residential Development, Greater London Authority at our Borough Builders report launch in July



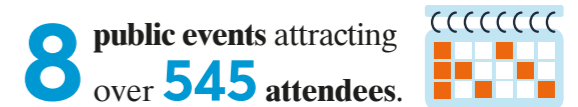
Richard Brown, Research Director, Centre for London discussing The London Intelligence on BBC News



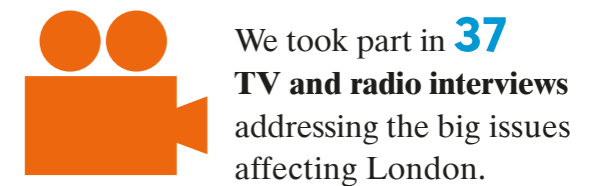
Record numbers of attendees at The London Conference.



We hosted **11** high-level roundtables.



Our website traffic was up in 2017, with **143,545 unique page views**, up from 132,649 in 2016.



Working with London government

With the London Plan being developed alongside a number of mayoral strategies, 2017 saw significant policy development. Acting as a critical friend, we fed in evidence and ideas while pressing City Hall and boroughs to be more ambitious.

We continue to work closely with all levels of London government. Over the past year our recommendations for policy and practice have been endorsed by the London Assembly, supported by London boroughs and adopted by the Mayor of London.

Over the last twelve months, we've lobbied the Mayor on issues ranging from affordable housing to air quality. We responded to the draft mayoral strategies on housing, transport and the economy and fed into the development of the draft new London Plan. We have also engaged members of the London Assembly, Chief Executives and senior representatives from inner and outer London boroughs through roundtable discussions, briefings and advisory groups. Crucially, we've advocated for London at a national level as well, raising awareness of its unique policy challenges and putting forward solutions.

Policymakers value our research and ideas

In 2017 alone, nine boroughs funded our research, while the Mayor of London supported several projects, including The London Conference and new research on Food Skills.

Our events continue to attract speakers from all levels of London government. We've hosted MPs, including Stella Creasy (Walthamstow) and Stephen Hammond (Wimbledon). Nearly all of London's Deputy Mayors have spoken at our events, with James Murray, Deputy Mayor for Housing and Residential Development, delivering a keynote speech at the launch of *Strength in Numbers*, and Rajesh Agrawal, Deputy Mayor for Business addressing The London Conference audience on how London can encourage and grow its reputation as a start-up city.

Claire Kober, former Leader of Haringey and Chair of London Councils speaking with Stephen Hammond MP, former Vice Chairman of the Conservative Party in London and Tony Travers, Director of LSE London at The London Conference





Centre for London has made a major contribution to policy development and is an important champion for the city and all Londoners. We look forward at City Hall to continuing our partnership with the Centre – working together to create a fairer and more prosperous capital.

Sadiq Khan, Mayor of London



Collaborations and partnerships

Over 2017-18 we partnered with other think tanks, research institutes and charities to share our expertise, expand our networks and increase our impact.

We've developed partnerships with research institutes including The Brookings Institution and Project for Public Spaces, LSE Cities, The Institute for Public Policy at Bath University and The Southern Policy Centre. We've also collaborated with London Youth, a charity with a mission to improve the lives of young Londoners.

Through these partnerships, we've investigated the impact that Brexit might have on London's economy, population and identity. We've explored the connections between innovation and placemaking. We've looked at the need for greater collaboration across London and the Wider South East to tackle shared challenges. And we've set out ways for the Mayor and London Councils to improve the life chances of young Londoners.

Our partners in 2017 included:

BROOKINGS

IPR
Institute for
Policy Research

UNIVERSITY OF
BATH

LSE Cities

LY London
Youth

PROJECT FOR
PUBLIC
SPACES

Southern
Policy Centre



Richard Florida, Director of Cities, Martin Prosperity Institute spoke at a joint event held by Centre for London and LSE Cities, for the UK launch of his new book The New Urban Crisis



POLICY

Our **open letter on Brexit** with The Institute for Public Policy at Bath University, was **signed by over 30 cosignatories**, including Lord Andrew Adonis and The Baroness Altmann CBE.



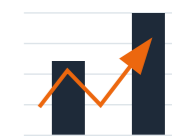
EVENT

Over 200 people attended our events with LSE Cities & The Brookings Institution.



MEDIA

Our work with partners was **covered over 45 times by the media.**



Our reports with partners have been **downloaded over 10,000 times.**

Understanding how London is changing



In 2017 we launched *The London Intelligence*, a quarterly review of the state of the city. The publication analyses the most up-to-date data on the city and keeps London's leaders informed about emerging trends.

As the implications of the EU referendum unfold and the Mayor implements his policies, city leaders need a regular, rounded picture of the 'state of London'. *The London Intelligence* aims to fill that gap. Featuring a wide-range of data including population figures, migration, unemployment, tube ridership, housing and air quality, *The London Intelligence* has been warmly received by decision makers across the capital.

Centre for London would like to thank founding partner and Principal Sponsor, Lendlease, without whose support this publication would not have been possible.



The London Intelligence analyses public data and puts it together in one place. It makes me look at stats I wouldn't normally look at – like health and demography. It helps me to build a deeper understanding of the issues facing the capital.

Dianna Neal, Head of Economy, Tourism and Culture, London Councils



4,350 regular subscribers including heads of departments at **London Councils** and the **Greater London Authority**, leads from the Ministry of Housing, Communities & Local Government, and **councillors from 20 London boroughs**.



The research has generated over **90 pieces of coverage** in London, trade and international outlets. With coverage in *The Evening Standard*, *Huffington Post*, *The Independent*, *Sky News*, over **4.6 million readers** have been reached.



The London Intelligence has been widely shared on Twitter, including by Karen Buck MP, Westminster North; Caroline Russell, London Assembly Member and Pippa Crerar, Political Editor at *The Guardian*.

Tweets about the findings have earned over **500,000 impressions**.



I love Centre for London's work and keep a close eye on everything they do. I am a particular fan of *The London Intelligence* which captures the vital changes in the capital in an easy and stylish bulletin – it's a model for other cities.

Richard Florida, Co-founder & Editor at Large CityLab, author of *The Rise of the Creative Class*

Tackling London's housing crisis

Housing remains a top concern for Londoners and as such, it is a priority for Centre for London.

Over the last twelve months, we have published four in-depth research reports looking at ways to push up the supply and improve the quality of housing across the city. We've hosted seven public events to ensure Londoners are informed about issues ranging from modular housing, densification and the draft new London Plan.

Here's a few examples of our work and impact from this important programme:



REPORT

Cross-borough collaboration on affordable housing

Our report, *Strength in Numbers: Funding and Building More Affordable Housing in London (2017)* made the case for cross-borough collaboration on affordable housing and identified areas of action for central and London government. The Mayor's housing strategy adopted a number of our recommendations.



POLICY

Cross-party open letter

We put pressure on government to relax funding restrictions around affordable homes through an open letter to the Housing Minister, signed by over 20 prominent cross-party local authority representatives.



MEDIA

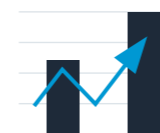
Headline grabbing research

Our research on London's housing crisis generated over 50 pieces of media coverage, including *Estates Gazette*, *Inside Housing*, *Local Government Chronicle* and *The Times*.



Centre for London's report signposts the way to achieving more strategic collaboration between all strands of government, housing associations and private developers, and shows how we can radically increase the supply of new affordable homes in London.

Lord Kerslake, Chair of Peabody and President of the Local Government Association



Record numbers of pageviews

Combined, our housing reports have been viewed over 15,000 times on our website.

”

Centre for London's contribution to the affordable housing debate was both timely and important. This kind of creative and rigorous thinking vital to tackling London's critical challenges.

Sian Berry, London Assembly Member



Tackling congestion and improving air quality

As the capital's dedicated think tank, we have always been concerned with improving urban mobility. In 2017 we launched a major new programme of work to develop new thinking to tackle congestion and pollution in the capital.

In February 2017, Centre for London convened an independent, expert-led Commission on the Future of London's Road and Streets. **Chaired by Professor Sir Malcom Grant, Chair of NHS England, the commissioners included:**

- **Ellie Cosgrave**, Lecturer in Urban Innovation at Policy, STEaPP City Leadership Lab, University College London
- **Patricia Brown**, Director, Central
- **Professor Frank Kelly**, Professor of Environmental Health, Kings College London

The commission published their final report in October 2017 as the Mayor finalised his draft transport strategy. The report *Streets Smarts* set out an ambitious package of policy reforms, a number of which have been adopted by central government and City Hall.



Shift in policy

In 2018, the Mayor launched a **consultation into removing the exemption to the Congestion Charge for most Private Hire Vehicles**.

R&D Investment

The government announced significant new funding to research the environmental impacts of electric vehicles, as we called for in the report.



National media coverage

The report was covered **45 times by media** including *The Evening Standard*, *The Guardian*, *BBC Radio 5 Live*, *The Times* and *City AM*.



The **launch event was attended by over 70 transport and environment experts**.



Pascal Smet, Minister of Mobility and Work, Brussels speaking at our 2018 conference, Under pressure: the way ahead for London's roads and streets



This is an important report which seeks to grapple with some of the biggest issues facing our city over the coming decades, outlining innovative ideas for tackling congestion and improving quality of life for Londoners.

Val Shawcross, former Deputy Mayor for Transport

Following the report of the *Commission on the Future of London's Roads and Streets*, Centre for London hosted a conference in June 2018 to consider the practical implications of the Mayor's Transport Strategy. At the event, Heidi Alexander gave her first keynote speech as Deputy Mayor for Transport.



Convening leaders to debate the future of the capital

The London Conference 2017 provided new insights on inequality and ideas to help create a fairer capital, looking at inclusive growth through the lenses of work and skills, place and community, transport, housing and political engagement.

Centre for London's flagship event, The London Conference, returned for the seventh year. It brought together speakers of international renown with London experts, politicians and business leaders to discuss the practical implications for inclusive growth in London. With 475 attendees from business, civic and government organisations, this was our most highly attended conference to date.

The day featured 37 high level speakers, including:

- **Rajesh Agrawal**, Deputy Mayor for Business, Greater London Authority
- **Claire Kober**, then Leader of Haringey Council & Chair of London Councils
- **Maria Vassilakou**, Deputy Mayor of Vienna, City of Vienna



Journalist, TV presenter and Kensington & Chelsea resident Emily Maitlis won widespread acclaim for her coverage of the Grenfell Fire. She joined us to reflect on what she saw, what she learned and what she still wants to know.



Press attendance

With **10** journalists attending the event, The London Conference was covered by *BBC London*, *The Sunday Politics Show*, *CityAM* and *The Daily Express*.

Overwhelmingly positive feedback

The London Conference received overwhelmingly positive feedback - both on the day and through our post-event delegate survey, where over **80 per cent** of respondents rated the conference as excellent or very good.



Record levels of engagement online

The event saw **record numbers online engagement**. On Twitter and the live blog, we **doubled last year's levels** of online engagement, this meant that **the hashtag was trending UK-wide on Twitter** throughout the day.



The best conference that I have attended with a scintillating programme packed with one fantastic session after another, brilliantly chaired and curated. I learnt so much and am very inspired by all the speakers.

Antony Rifkin, Partner, Allies and Morrison

CENTRE FOR LONDON | THE LONDON CONFERENCE

Peter Mandelson speaking to Pippa Crerar, Deputy Political Editor at the Guardian at The London Conference 2017. Mandelson reflected on his grandfather, Herbert Morrison, former leader of the London County Council, London's role in the UK, and what Brexit might mean for the capital.



London ideas

In spring 2018, we launched an events series and magazine dedicated to innovations that could transform London – and cities around the world – for the better.

Like all cities, London's future depends on its ability to re-invent and develop new ideas. *London ideas* aims to create a space where they can be nurtured, tested, discussed and promoted through a series of public events, roundtables and bi-yearly magazine.

London ideas would not have been possible without the generous support of New Ideas Partner, Capital & Counties Properties PLC. We are also grateful to the friends of *London ideas*, which include London Councils, Future Cities Catapult, Year Here and Bristol Festival of Ideas, who helped us gather ideas and identify innovations.



EVENT

The launch event attracted an audience of **75** people from **Greater London Authority, AECOM, Nesta and Spacehive.**



CityLab partnership

CityLab supported the project as media partner, helping to share *London ideas* with a global urbanist audience. *London ideas* has been featured on CityLab and promoted to their **188,000+** followers on Twitter.



Simon Brooksbank, Co-chair and Co-founder, Planning Out presenting his idea to use place making to celebrate London's gaybourhoods at the first *London ideas* event



The *London ideas* hashtag **#IdeasforLondon** has been liked over **360** times and retweeted **250** times.



REACH

Read by the city's leaders

An exclusive print run of the magazine has been read by borough leaders, the Greater London Authority, London Assembly. The magazine has been viewed over **2,000** times online.



REPORT

The first issue of the magazine included articles on 3D-printed homes, Artificial Intelligence tackling crime and technology to help blind people navigate the city. **It featured 17 contributors including:**

- **Shaun Bailey**, Londonwide Member, London Assembly
- **Carlo Ratti**, Professor of Urban Technologies and Planning Director, Senseable City Lab, Massachusetts Institute of Technology



London
ideas
launch
event

2018-19 strategic priorities

London's population and economy have been growing since the 1990s. Today the capital is one of a handful of truly global cities in an urbanising world. But this growth has also brought great challenges.

Our work in 2018-19 will focus around five areas:

1. Skills, opportunity and good work

Too many Londoners struggle to get by: working poverty has risen sharply, and workers on moderate and middle incomes have seen their living standards squeezed. **Our work aims to ensure that all Londoners can make the most of the economic opportunities the city offers, from the day they leave school and throughout their working lives.**

2. Meeting London's housing needs

London faces an acute shortage of affordable housing, undermining its competitiveness and eroding living standards. Despite London's standing as a global capital of architecture and design, too many new developments are of mediocre quality. **We're working to ensure that London meets its housing needs and builds better neighbourhoods.**

3. Creating more liveable roads and streets

As London's population grows, its transport system is placed under intensifying pressure. Congestion is on the rise. Air pollution, road safety and the cost of travel are all major public concerns. While new technologies have made it easier, cheaper and more enjoyable to move around the city, they also threaten to worsen congestion and pollution. **Our work aims to improve the quality of London's public realm, tackle pollution and ensure the city is getting the best from new transport technologies.**

4. Strengthening relations with the rest of the UK

While London's economic and cultural success brings benefits to the rest of the country, it is also putting strains on the relationship between the two. **We're working to ensure London plays a positive role as capital by strengthening its economic, cultural and other links to the rest of the nation, and forging closer alliances with other UK cities and regions.**

5. Devolution and Brexit

In addition, to these priorities, two concerns run through all our work. First, we believe that London won't be able to tackle its problems and make the most of its opportunities, unless central government gives it more power over tax and services – powers that other world cities and devolved administrations in the UK take for granted. **So we will continue to explore ways of making devolution work and arguing for more self-government for the capital.**

Second, we believe that a Brexit that reduces the flow of trade, talent, ideas and culture between London and the rest of Europe could severely damage London's economy and soft power. **We will build on the work we have already done on Brexit, in order to make the case for a relationship with Europe that enables London to continue to flourish.**

We are only able to do all of this with support. If you would like to find out more about funding our work, please contact: [Max Goldman, Development Manager, Centre for London](mailto:Max.Goldman@centreforlondon.org) | max.goldman@centreforlondon.org

Overview of finances and funders

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

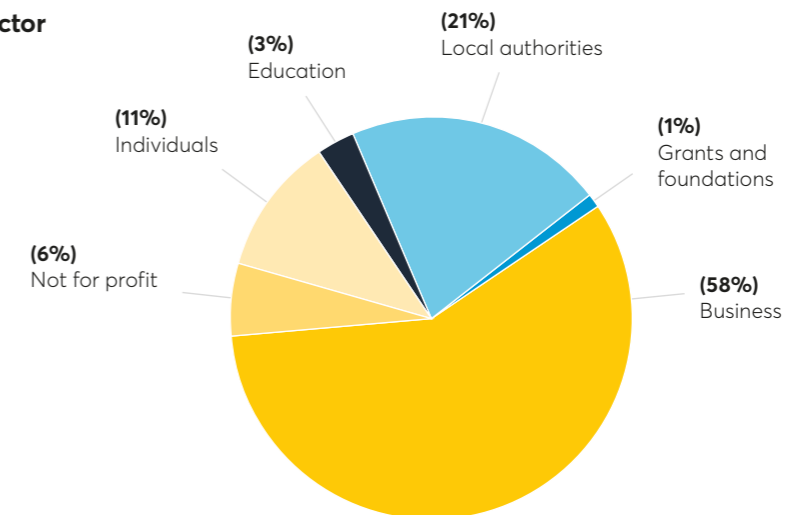
Our funders come from a wide range of backgrounds and sectors, reflecting our belief in partnership and collaboration.

We are very grateful to all those who have supported our work. Only with that support have we been able to grow into an organisation capable of delivering a bold and ambitious programme of work for London in 2018, 2019, and beyond, and create a fairer and more prosperous city.

We are committed to being fully transparent about our funding, and every year we publish a full list of our funders online.

Who funded our work in 2017

2017 income by sector



We supported Strength in Numbers alongside other London boroughs, housing associations and private developers because of the Centre's ability to bring together London leaders from different sectors.

The report demonstrated how we can collaborate and work together to increase the supply of genuinely affordable housing in the capital.

Councillor Peter John OBE, Leader of Southwark Council



Centre for London leads important thinking on the capital, bringing people together from different parts of the city to solve London's critical challenges.

Bharat Mehta, Chief Executive, Trust for London



Centre for London manages to decipher the complex forces that shape the city today, to help us look into the future and prepare for the inevitable changes London will go through over the next two decades.

Euan Mills, Urban Futures Team Lead at Future Cities Catapult

£1,000 - £10,000

Architecture for London
Atkins
Barking Riverside
Beth and David Blood
Dorrington
Future Cities Catapult
Golden Bottle Trust
Idverde UK
London Borough of Brent
London Borough of Croydon
London Borough of Harrow
London Borough of Southwark
London Councils
London Stansted Cambridge Consortium
London Youth
Sir Mark Boleat
Sir Trevor Chinn
Stanley Foundation Limited

Tony Pidgley CBE
Trust for London
U+I

£10,001 - £20,000

Be First
Greater London Authority
Khazannah Europe Investment Limited, a subsidiary of Khazannah Nasional Berhad
Kohn Pedersen Fox
London Borough of Brent
London Borough of Ealing
London Borough of Lewisham
London Economic Action Partnership
The Brookings Institution
The Schroder Foundation
University of Bath

£20,001 - £30,000

British Land
City of London Corporation
J.P. Morgan
McKinsey & Company
The Northbank BID
The Richard Rogers Charitable Settlement

£40,001 - £50,001

EY

£50,001+

Capital & Counties Properties PLC
Lendlease
Sir Harvey McGrath
Swarovski Foundation

Governance

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

The Board of Trustees



Liz Peace CBE,
Chair of Trustees



Professor Michael Arthur,
President & Provost,
University College London



Sir Mark Boleat, Deputy Chairman of
the Policy and Resources Committee,
City of London Corporation



Tim Collerton, Partner,
Wilkins Kennedy LLP



Rosie Ferguson, Chief Executive,
Gingerbread



Paul King, Managing Director,
Sustainability and External Affairs,
Lendlease



Ben Page, Chief Executive,
IPSOS Mori



Sonal Shah, former Chief Executive,
London Community Foundation



David Slater,
Director of International Trade
& Investment and member of the
Executive Board, London & Partners



Andrew Travers, Chief Executive,
London Borough of Lambeth

CONTACT US

.....

centreforlondon.org
hello@centreforlondon.org
020 3757 5555
@CentreforLondon

RESEARCH

.....

Richard Brown
Research Director
richard.brown@centreforlondon.org

EVENTS

.....

Kate Spiliopoulos
Head of Events
kate.spiliopoulos@centreforlondon.org

SUPPORT OUR WORK

.....

Max Goldman
Development Manager
max.goldman@centreforlondon.org

**Find out more
about us**

**CENTRE
FOR
LONDON**