



London for UK and International Associations

LONDON
CONVENTION BUREAU

Welcome to London

Here in London we celebrate innovation and aim to be the very best place in the world to create, build and research ideas. London has vast experience of delivering world-class events, from major association congresses to smaller business meetings, leading exhibitions and educational events.

London is one of the most inspirational and diverse capitals in the world. It offers a fitting backdrop to associations looking to combine strong delegate attendance, access to business and research communities and expert speakers who call London home. However, it is not just the city's passion which sets it apart. Its infrastructure, logistics and expertise in hosting large events means the capital has the capacity and capability to deliver outstanding experiences for every delegate, speaker, sponsor and partner attending a congress or event in the city.

London sits at the heart of many industry sectors, from Innovation and Life Sciences, it is a global hub for technology and its reputation as one of the largest banking capitals of the world means it attracts some of the most prestigious business events. It is also home to hundreds of Associations who are headquartered in the capital.

The current situation of COVID-19 has hugely disrupted our business events industry this year and the staging of live events has been temporarily put on hold. London's thriving and globally recognised Live Events industry has demonstrated over this time their creative ability to produce new and innovative ways in which to meet both online and face to face. Through our networks and close partnerships, we at the London Convention Bureau are able to connect you with these valuable suppliers.



We hope the following information provided within this document provides a step-by-step guide to assist you in navigating and harnessing all the information you need along with the reassurance that London is one of the best places in the world to host association events. Whether you are planning a large or small event, we are here to help.

Why come to London?

For visitors to the city, it is placed in the heart of the UK and boasts:

- 6 airports with direct flights to over 400 international destinations
- 1 international train station located in the city centre, with fast connections from Brussels, Amsterdam and Paris via Eurostar
- The hotel accommodation is constantly growing with now over 160,000 hotel rooms
- A range of exciting new venues and social activities across the city
- London's proven record of attracting higher delegate numbers of up to 20%
- Free attractions, 300 museums and galleries, 150 theatres, 6000 restaurants, 1000 venues, world-class shopping and nightlife – in a pre-COVID world!

In this guide, you will find helpful information to everything that London has to offer your event.

We look forward to hearing from you and welcoming you to London soon!



Suzanne Singleton
Head of Associations
London Convention Bureau

London Convention Bureau Services

As London's official convention bureau, we are here to help you create a truly inspiring conference for your delegates. From successful bids to hosting your event.



How we can help

We support you from the start, right through the completion of your event. From helping craft a successful bid, to providing letters of support from leading civil and corporate figures, as well as liaising with the hotels, venues and service providers to give you and your delegates the best experience.

Bid support letters

The London Convention Bureau can facilitate letters of support from local government (City Hall) as well as central government.

Who we are

We are the official London Convention Bureau. Our team of professional and experienced association specialists offer a free and impartial service to help you unlock London's potential.

What we do

With our unrivalled network of contacts, we can open doors to the widest range of venues, hotels and support services across London. We pride ourselves on knowing new, unique, quirky and historic venues in London and can help you find the ideal setting for your event. We also have extensive experience in helping to find the right accommodation, from five-star hotels to low-cost university rooms.

We can connect you with the best support services in the industry, including professional conference organisers (PCOs), destination management companies (DMCs).



**Free and impartial
advice to unlock
London's potential**

Quick guide to our services

Marketing support and promotional assets

Set the bar high for your event by using our free, professional-quality resources. The event planners' toolkit on our website is tailored to the needs of conference organisers. It has high-resolution imagery, videos, infographics and PowerPoint presentations ready for you to download and use.

conventionbureau.london/resources

Citywide Accommodation

If your event needs more than 1,000 rooms, take advantage of London's Accommodation Charter. Designed to help organisers secure blocks of hotel rooms for major congresses, so you can get the most appropriate and convenient hotels for your delegates.

conventionbureau.london/associations

Visa information

Delegates travelling from outside the UK may need a visa. As rules can change, contact your local British embassy for the latest information or check and apply online at: gov.uk/apply-uk-visa

Security matters

The UK is a world leader in counter terrorism. Police, emergency and intelligence services work with the Border Force to ensure London is a safe and secure city to visit.

Health and Safety guidelines

Event industry associations and the UK government have been working together to create guidelines and risk assessments to help organisers plan for safe face-to-face events during Covid-19. See what steps London is taking to ensure the health, safety and wellbeing of all event attendees, organisers and venue staff.

conventionbureau.london/health-and-safety

Quick guide

- Free and impartial advice
- Site inspection coordination
- Citywide accommodation searches
- London Accommodation Charter
- Bid production
- Free promotional toolkit
- Discounts on Visitor Oyster Cards
- Visa guidance



Travel



Access to London

With no fewer than six international airports, plus the option of getting to the capital by train, you are spoilt for choice when it comes to bringing your delegates to London.

✈ Heathrow

With 190,000 passengers passing through daily, London Heathrow (LHR) serves more international customers than any other airport in the world. One of the world's most advanced airports, Heathrow offers fantastic business facilities across all five terminals, including business lounges.

✈ Gatwick

In 2017 London Gatwick (LGW) sent 45.6 million customers on their way. Business facilities include Regus Express Workpods, which are accessible around the clock, and provide a private, soundproof workspace when you need it.

✈ London Luton

London Luton (LTN), one of the UK's largest airports, offers quiet work areas for recharging your devices, and even state-of-the-art SnoozePods when you need to recharge yourself.

✈ London City

Just one mile (1.6km) from ExCeL London, London City Airport (LCY) is one of the most accessible airports in the city. Business facilities include workstations throughout the airport, and they'll even give you a free shoeshine.

✈ Stansted London

Stansted Airport (STN) is one of Europe's fastest-growing airports. Take a look at its business lounge and excellent conference facilities, and you'll see why.

✈ London Southend

London Southend Airport is one UK's fastest-growing regional airports. Free from overcrowding on the ground and in the air, London Southend is just a short hop away from the heart of the continent and at easy reach from central London.

CORONAVIRUS (COVID-19) TRAVEL GUIDANCE:

For the latest travel and safety advice
please refer to the official UK Government website
www.gov.uk/coronavirus

Travelling by train

As well as being a much greener mode of transport, trains to London are often faster than driving or flying and bring you straight into the heart of the city.

Eurostar

Travelling from Europe couldn't be easier - the Eurostar is a high-speed rail service, with a choice of frequent departures, speedy check-in and direct routes between European city centres. Eurostar trains have revolutionised travel between the UK and continental Europe: only just over two hours from Paris or Brussels to the centrally located St Pancras International station and under 4 hours to Amsterdam. With business lounges in its London, Paris, Brussels and Amsterdam stations, Eurostar means you'll arrive in style, right in the heart of the city.

London by train within the UK

London is the hub of the UK's rail network, with frequent services to all corners of the country from the city's centrally located mainline railway stations.

The fastest city-centre-to-city-centre journeys to London are:

Destination	Journey time
Birmingham	1 hour 40 minutes
Bristol	1 hour 45 minutes
York	1 hour 50 minutes
Cardiff	2 hours
Manchester	2 hours
Newcastle	2 hours 50 minutes
Liverpool	3 hours 10 minutes
Edinburgh	4 hours 30 minutes
Glasgow	5 hours



London's major stations

London's major mainline train stations are:

- Waterloo
- Paddington (also for Heathrow Express trains to Heathrow airport)
- King's Cross
- St Pancras (also for Eurostar trains)
- Euston
- Charing Cross
- Victoria (also for Gatwick Express trains to Gatwick airport)
- London Bridge (also for standard trains to Gatwick airport)
- Liverpool Street (also for Stansted Express trains to Stansted airport)
- Fenchurch Street

They all have direct Tube links (the only exception being Fenchurch Street, which is close to Tower Hill and Aldgate Tube stations).

Travel in London



London Underground

The London Underground rail network, also called "the Tube", is a great way to travel around London.

Its 11 colour-coded lines interlink with the Docklands Light Railway (DLR), London Overground line and from 2021, with the new Elizabeth Line.

Underground trains generally run between 5am and midnight, Monday to Saturday, with reduced operating hours on Sunday.

A 24-hour underground service operates on certain lines on Fridays and Saturdays.

Taxi – Black Cabs

London's official taxis, black cabs can be hailed in the street or at designated ranks situated in prominent places, including many mainline rail, Tube and bus stations. They can also be booked by telephone.

All black cabs are wheelchair accessible and carry assistance dogs at no charge.

Fares are metered and card payment are accepted.



Streetspace for London scheme

Transport for London (TfL) is working with London's local authorities to create more space for people to safely walk and cycle around the city. The scheme was launched in June 2020 to help maintaining social distancing as well as to encourage people to walk and cycle more to reduce carbon emissions and keep London's air as clean as possible. Some of the improvements made as part of the scheme might become permanent additions to London's cycling and walking network from late 2020 or early 2021.

Cycling

Cycleways are routes that link communities, businesses and areas across London in one cycle network. 116km of protected cycle lanes are now complete or under construction across London, due to increase to 450km by 2024.

Discover all London's cycle routes [here](#)

Santander Cycles – cycle hire

Santander Cycles are available for hire at docking stations across London at a cost of £2 for unlimited journeys up to 30 minutes, within a 24-hour period. For journeys longer than 30 minutes, you pay £2 for each additional 30 minutes. You must return the cycle within 24 hours or you may be charged.

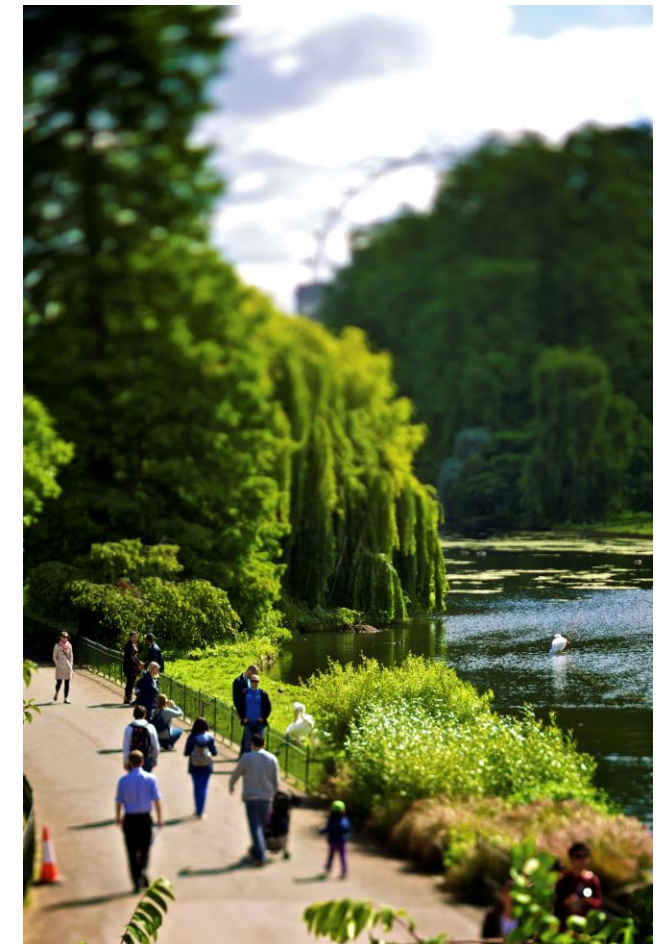
Simply download the Santander Cycles app or go to any docking station terminal with your bank card and touch the screen to get started. There's no need to book - hire a Santander Cycle, ride it, then return it to any docking station.

Walking

Walking is a healthy way of discovering the city and it can be a quick and easy way to get around London, particularly when travelling during the busiest time.

Some central London journeys can take longer by Underground or taxi than on foot. Find out walking times and steps between stations [here](#).

NOTE – Face coverings are currently required when travelling on the London Underground and taxis.



River bus - Thames Clippers

Travelling by river is a great way to get around London. You'll beat the traffic and enjoy fantastic views of London along the way.

River buses are great value, with services running from early in the morning until late at night, 7 days a week and serving five different routes. See map at the end of the document.

All Uber boats by Thames Clippers are covered and most also have a small outside deck area. There are on-board bars serving drinks, snacks and refreshments.

The boats are all wheelchair accessible and ramps are used to board the boat. Most boats also have accessible toilets.

Enhanced hygiene and social distancing measures are in place. For more information, visit the [Thames Clippers website](#).



Elizabeth Line

Due to open in 2022, the Elizabeth Line is amongst the most significant infrastructure projects ever undertaken in Europe.

From cutting journey times, to easing congestion and offering better connections, the Elizabeth Line with its 1,500 passenger capacity trains, is set to provide easier, quicker and more direct travel opportunities throughout London.

A projected 200 million passengers will travel on the Elizabeth Line and the route plans to increase central London's rail capacity by 10%, facilitating direct journeys and better interchanges.

Refer to the end of the document for the route map.

Journey times from ExCeL London at Custom House station

Canary Wharf	3 minutes
Liverpool Street	10 minutes
Farringdon	12 minutes
Tottenham Court Rd	15 minutes
Bond Street	17 minutes
Paddington	20 minutes
Heathrow	43 minutes



GETTING AROUND LONDON



More than
21,000
licensed taxis

Hail a taxi
or book
in advance



Pay with a credit, debit or contactless card for no extra charge



Docklands Light Railway (DLR)

London's innovative, driverless service

5

Links

areas across east and south-east London



Six routes
on London's River Bus

22

piers

along the river Thames between Putney and Woolwich

11,800

Santander available for hire



780

docking stations



The Overground

travels above ground, linking suburban areas in London

112

stations

spread across 23 London boroughs



Elizabeth line (opening soon)

60 miles

of new line stretching across Greater London

43 minutes

to travel from Heathrow to ExCeL

11 Underground lines

Five lines run a 24-hour service on Fridays and Saturdays: Victoria, Central, Jubilee, Northern and Piccadilly lines

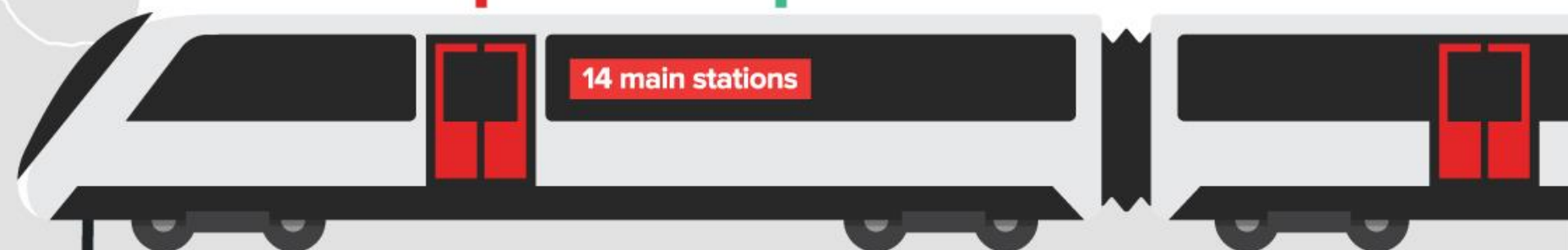


hour network



9,500

buses



Health & Safety

Hospitality and events

The safety of Londoners and of our visitors is one of the city's top priorities. Here are some of the measures currently in place.

Hotel accommodation and venues

All London hotels, venues and event suppliers have been working diligently to prepare for the return of live events, prioritising safety above all else, while encouraging organisations to enjoy that all important and valuable face-to-face setting.

Our partners at Visit England, in partnership with the national tourist organisations of Northern Ireland, Scotland and Wales, have launched a UK-wide industry standard and consumer mark.

“We’re Good to Go”

The “We’re Good To Go” industry standard mark has been designed to provide reassurance that specific tourism and events businesses across the UK, have worked hard to follow UK government and industry Covid-19 guidelines. The “We’re Good To Go” mark provides confidence that these businesses have shown they have a process in place to maintain cleanliness and aid social distancing.

The scheme has been developed in partnership with Tourism Northern Ireland, VisitScotland and Visit Wales to ensure a standard-led approach across the UK with input from more than 40 industry bodies, including Meetings Industry Association (MIA), Business Visits & Events Partnership (BVEP) and Hotel Booking Agents Association (HBAA). More information can be found [here](#).



AIM Secure

In addition to the “We’re Good To Go” mark, the Meetings Industry Association (MIA) launched AIM Secure.

This accreditation highlights venues’ dedication to offering an environment that is healthy and hygienic, as well as their commitment to do the very best for both customers and staff.

AIM Secure considers the whole meetings and events offering and is only awarded to those venues who can verify they are following the stringent protocols set out by the standard.



BCD's StaySafe Hotel Programme

To help keep you updated on the safety measures in place, one of our London Accommodation Agencies, BCD M&E now has a solution which will provide you and your delegates confidence that hotels are ready to look after delegates.

Regardless of whether hotel bookings are done online or via their specialist accommodation team, you'll now access a full breakdown of the new procedures implemented by each hotel into the following categories - Safety & Wellness, Social Distancing, Cleanliness & Disinfection and Food & Drink Safety.

Airbnb - Enhanced cleaning protocol

Airbnb have partnered with health and hospitality experts to create Airbnb's enhanced cleaning protocol for hosts. These guidelines were developed following recommendations from the U.S. Centers for Disease Control and Prevention (CDC) and cover every aspect of the cleaning process, from recommended gear to step-by-step checklists.

Hosts are asked to commit to the cleaning protocol and receive a special call-out on their listing so guests know they are committed to an enhanced cleaning and sanitization routine.

More information on the measures hosts will need to adopt can be found here - <https://news.airbnb.com/introducing-airbnb-enhanced-clean/>

NHS COVID-19 Track and Trace App

Launched in September 2020, the NHS COVID-19 Track and Trace app is a Bluetooth-based contact tracing app suitable for anyone aged 16 and over who lives in England and Wales. It aims to alert people when they have been near someone who has tested positive for coronavirus.

Download the free app from the App Store and Google Play and 'check-in' to places you visit using the QR code available in venues, restaurants and shops across London.



Travel

London's transport network



Face coverings

As of July 2020, in line with Government rules, Transport for London (TfL) require that face coverings must be worn for the full duration of journeys on the public transport network, in taxis and private hire vehicles.

Face coverings can be a simple cloth that covers the nose and mouth, made using items found in the home or in many shops open across London.

A small number of customers are not required by law to wear face coverings. People who do not need to wear a covering are listed [here](#).

UV sanitisation and cleaning regime

More than 200 ultraviolet (UV) light sanitising devices are being installed on 110 escalators (almost a quarter of all escalators on the network). These devices, supplied by UK-based company Aseptic, are connected to the escalator handrail and sanitise the surface continuously.

In addition, TfL's extensive anti-viral cleaning regime includes using hospital-grade cleaning substances that kill viruses and bacteria on contact and provide ongoing disinfection. More than 1,000 hand sanitiser points have also been installed across the network.

More information on TfL's safety and hygiene is available [here](#).

Coronavirus - latest information and travel advice

Find official UK coronavirus safety and security guidance and resources for travelling safely in London on www.visitlondon.com/coronavirus

Technology and Hybrid Events

'Hybrid' is likely to be the format of choice as we move towards delivering live events with a digital element during the recovery stages of the pandemic.

There has never been a more important time for associations to engage with their members, share their research and deliver education. The annual congress is often the biggest financial contributor to associations so maintaining this revenue stream is essential. Therefore, embracing the 'tech solution' now is critical.

The Role of the PCO

At the heart of the role of the PCO, is their ability to support associations redesign their congress as a virtual or hybrid solution. Having a deep understanding of the broader objectives of an association and the importance of the annual congress to drive customer engagement for effective business resilience and growth, in addition to having core project management skills, is what they do best.

- redesign of an effective blend of virtual and physical engagement techniques across all 3rd party suppliers
- selection of venue in conjunction with the digital platform selection
- commercial strategy
- longer term community engagement techniques that reach beyond the traditional congress lifespan
- digital marketing for growth
- technical production for quality assurance and brand alignment
- thought leadership
- peer to peer learning and credentialing
- networking solutions designed for the off and online space in harmony together such that the customer experience is enjoyable and memorable.

"Digital transformation is empowering associations to revolutionise their ability to engage their audiences, not least through their congress. PCOs provide the turn-key capacity to build and deliver all the solutions needed for success."

Barbara Calderwood, MCI UK

"As technology makes connecting with audiences easier, the hybrid solution can provide a great alternative to keep connected with delegates throughout the globe."

Anthony Coyle-Dowling, BCD Meetings & Events



Hybrid enabled venues

There are a wealth of venues across the city who sit at the very heart of delivering high quality tech enabled events – many with filming studios set up ready for the virtual/digital delivery.

From our conference venues, specialist venues, hotels and cultural venues, each can offer something unique, creative and memorable.



etc.venues



Royal Lancaster London



CCTvenues



ExCel London



Church House Westminster



QEII Centre



IET Savoy Place



Tobacco Dock



Barbican Centre

Sustainability

London is an environmentally friendly city, with a comprehensive 'green' policy and ambitious targets set by the current Mayor of London to become carbon neutral by 2050.

Green venues

London has a wealth of sustainable event spaces. These venues are independently audited, and ISO 20121 is now standard. This sustainability certificate is recognised by the events industry around the world. To learn how 'green' a venue is, ask for their Display Energy Certificate rating.

Green Tourism

Green Tourism' Bronze/Silver/Gold awards are acknowledged worldwide as an indicator of good environmentally-friendly practice in venues:

- Reducing energy use
- Saving water
- Efficient & eco-friendly waste disposal
- Ethical buying
- Staying local & seasonal
- Minimising food miles
- Promoting biodiversity
- Adopting a smart, sustainable outlook from top to bottom



Pollution-cutting transport

Delegate travel is the biggest part of an events carbon footprint, therefore London works hard so that you can offset this. European delegates can save air miles by travelling to London on the high-speed network, Eurostar. For example: a Eurostar journey emits 80% less carbon than a similar short-haul flight. In addition, London's public transport system offers many opportunities for greener travel. Delegates can use electric and hydrogen-powered buses or take 'active transport' options such as walking, cycling, or using rail and Tube services.

London Underground and clean energy

As part of a plan to make the city's famous rail network zero-emissions by 2030, Transport for London (TfL) and the Greater London Authority (GLA) have announced their intentions of reaching Power Purchase Agreements with a range of wind and solar generators. The aim is to purchase up to 10% of the transport network's electricity demand by spring 2022, and a plan to run the network on 100% renewable power by 2030.



Medical London

London's exceptional medical presence means the people and institutions behind cutting-edge innovations are right here. The city offers excellent networking potential, accessible regulators and a ready pool of work-class speakers.

A centre of excellence

Medtech and pharmaceutical organisations Smith & Nephew, GSK and AstraZeneca are just a few of the medical companies that call London home.

Alongside them, you will find:

- 120 biopharma companies
- 1,500 biomedical researchers
- 14 teaching hospitals
- 50 clinical research centres
- 90 commercial, research and development, and manufacturing medical companies in and around London.

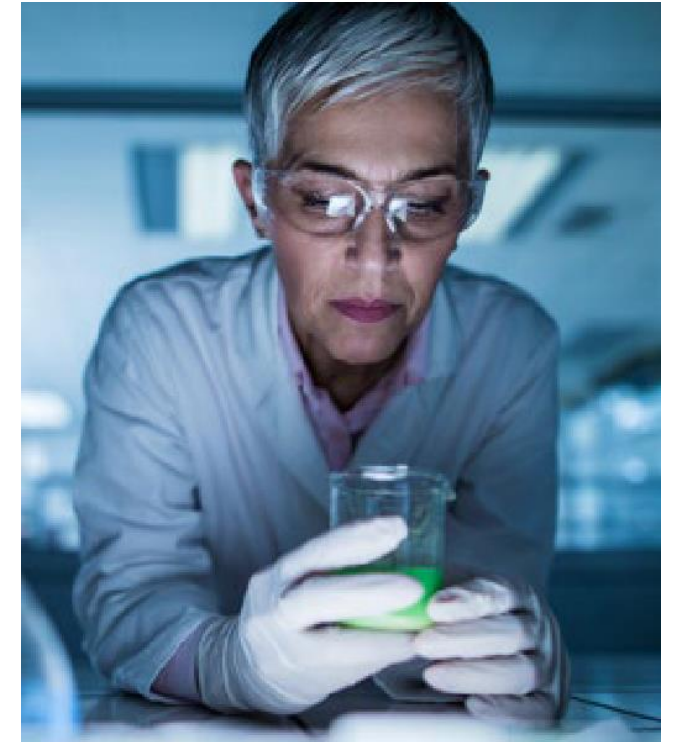
Easy access to regulators

Many key agencies and regulators are also based in London, including:

- The Medicines and Healthcare Products Regulatory Agency (MHRA)
- National Institute for Health Research (NIHR)
- The Medical Research Council (MRC)

The regulations that make the industry what it is – safe, reliable, cutting edge and patient-centric – are created in London.

Life sciences conferences in London receive on average 15-20% more attendance from delegates and exhibitors, when compared to the same event in other cities.



Part of the Golden Triangle

The Golden Triangle links health science centres in five of the south east's premier academic institutions:

- University College London
- Imperial College London
- King's College London
- University of Oxford
- University of Cambridge

They are supported by organisations such as MedCity, which encourages life sciences investment and provides a front door to the region's life sciences capability. This collaboration has led to London's new Francis Crick Institute, a leading centre of biomedical research and innovation that's home to around 1,250 scientists.

Mapping Medical Activity

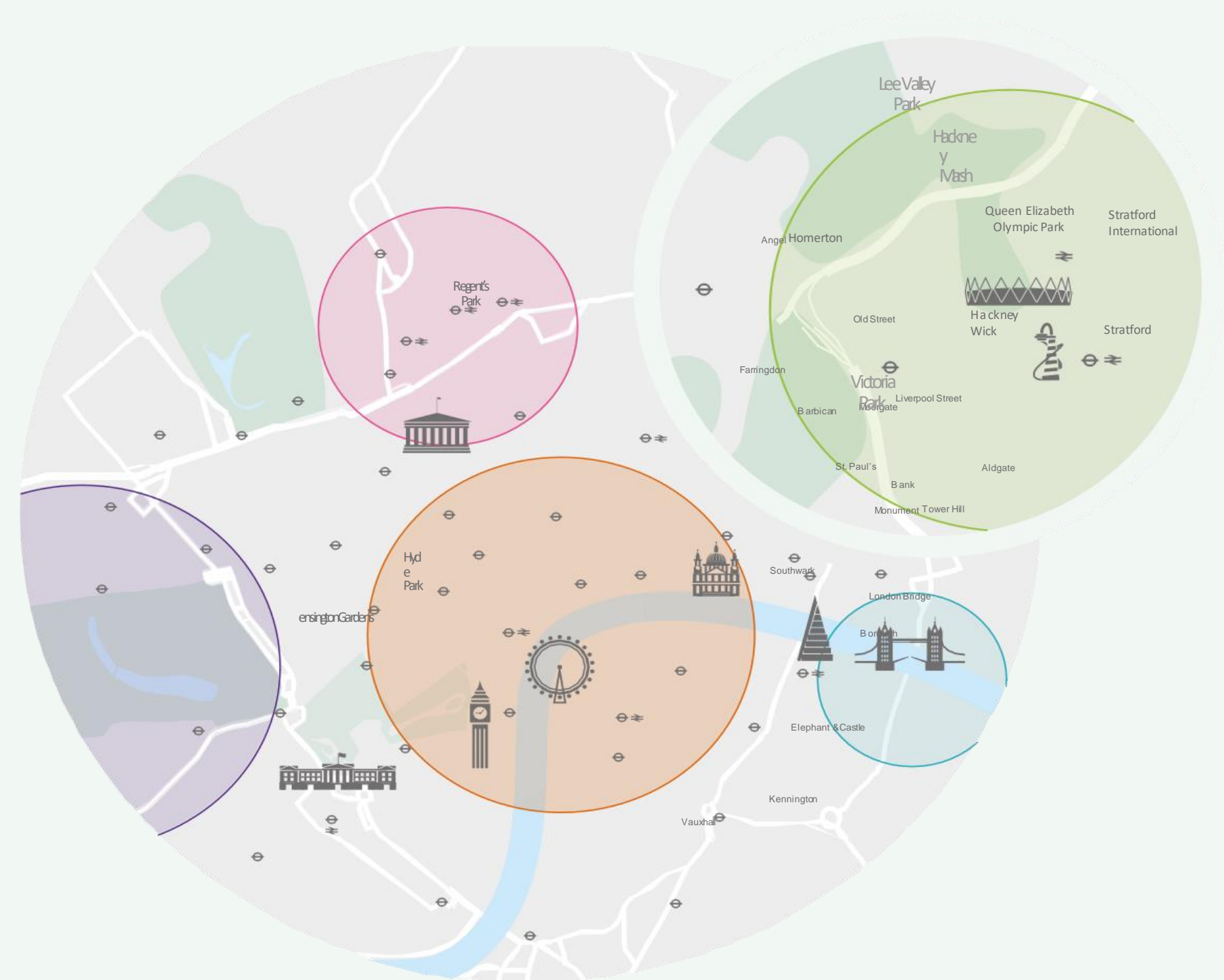
From Paddington to Hammersmith, West London hosts a powerful mix of research and development, manufacturing, academic study and healthcare, including Astra Zeneca, Genomic Medicine Centre and Imperial College Health Partners.

Westminster and the City host three of the industry's four regulatory bodies based in London: Medical Research Council, Medicines and Healthcare Products Regulatory Agency and National Institute for Health Research.

South of the Thames near Tower Bridge, pharma companies rub shoulders with King's Health Partners and the Cell and Gene Therapy Catapult, created to lead the way in cell and gene therapy.

The area around King's Cross St. Pancras, Euston and Bloomsbury is known as the Knowledge Quarter, comprising 35 organisations that cover culture, science, academia, research and media, including the British Library, Birkbeck College, the Francis Crick Institute, Google and the Institute of Physics.

East London is also contributing to London's medical excellence, with scientific research and development hub Londoneast-uk Business and Technical Park in Dagenham; and UCL East, the university's planned campus at Queen Elizabeth Olympic Park. This aims to overcome the conventional barriers between research, education, innovation, public engagement and collaboration.



Tech London

The city's high concentration of global tech companies, top universities and access to talent makes it the ideal destination for tech-related events. London has the speakers, the sponsors and the spaces to deliver success.



Expertise

The city has unique depth in fintech, blockchain, AI and cybersecurity – it's where these industries converge. From fintech startups drawn to the City of London to adtech startups thriving in the West End, London blends technology with the professional industries like nowhere else.

Locations

London has three thriving tech hubs: Old Street/ Shoreditch (known as Silicon Roundabout), Stratford (on the former Olympic Park) and King's Cross (home to Google and Facebook's forthcoming headquarters). Here, it's easy for global tech companies, academic institutions and startups to collaborate.

Google UK headquarters opens 2020

World-class researchers

London's universities are carrying out cutting-edge research that will underpin the technologies of tomorrow. Universities such as Imperial College London, University College London (UCL), King's College London and Queen Mary University of London offer world-class speakers working on the very forefront of tech.

UCL's new campus, UCL East, which will bring together researchers to fuel tech innovation; Imperial's interdisciplinary White City campus; Cisco and UCL's new Artificial Intelligence Research Centre in London, which is set to be one of the largest AI research centres in the world; the London Centre for Nanotechnology, a joint venture between UCL, Imperial and King's; and Imperial's Data Science Institute.



UCL's Artificial Intelligence Research Centre is set to be one of the largest in the world

STRATFORD TECH HUB

Created as part of the 2012 London Olympic Games Legacy, the Here East tech cluster within the Olympic Park is now the newest Tech Hub and innovation centre in London. Plexal is the focal point of the cluster - a community of innovators in areas including AI, robotics, VR, AR, FinTech and healthtech. Here, UCL also is set to open UCL East in 2021 which will host its robotics department.

KING'S CROSS

King's Cross is home to UCL and its world-leading departments including Neuroscience and Computer Science. It is also where the leading AI research company DeepMind opened their office in 2010 and where UK's leading advanced digital technology innovation centre, Digital Catapult is also based.

TECH CITY OLD STREET

Also known as Silicon Roundabout, TechCity is London's first Tech Hub. The area started gathering interest from start-ups in 2008 and since then it has attracted investment from major companies such as Cisco, Google, Facebook and Intel. Leading universities such as Queen Mary, UCL, Metropolitan and Imperial College are academic institutions active in this cluster.

Global tech leaders

London is a hub for tech giants. They're investing in one of Europe's most advanced markets and collaborating with researchers on high-profile R&D projects.

Google will open its new UK headquarters in King's Cross in 2020, with capacity for 7,000 staff. Facebook will open its new UK campus, also in King's Cross, in 2021, doubling its floorspace to over 6,000 workstations.

Apple is set to consolidate its 1,400 London staff in a landmark development in the iconic Battersea Power Station, set for handover in 2021.

Global investment

Investors love London's startups too. The average early-stage funding per startup in London is \$486k, compared to a global average of \$284k.

This is why the next generation of tech is choosing London as its launch pad – and why the city makes an outstanding backdrop for tech events.



Urban London

With the target to become a zero carbon city by 2050, London is a hub of investment in cleantech and smart mobility solutions



On smart mobility, the city has an ambitious goal that by 2041, 80% of journeys will be made on foot, on a bicycle, or on public transport. Transport for London, the city's integrated transport authority is working towards smart transport solutions that will equate to a market of \$1.2bn.

The Mayor of London wants to ensure London is a zero-carbon city by 2050.

As a global tech hub, London is transforming its public services to better meet the needs of its citizens. To that end, regulatory support will encourage collaboration, better digital public services and solutions to three major issues: an ageing population, climate change and inequality.

London is set to be the world's smartest city with a focus on sustainable transport, regeneration projects and pollution control.

Today, London is already a hub for smart mobility, cleantech and govtech, with many more opportunities for further cross-sectoral development in this capital of convergence.

80% of journeys will be made on foot, on a bicycle, or on public transport by 2041



Finance London

London is a leading global financial centre which makes it the ideal destination to access speakers and sponsors for your event.



For businesses, London provides access to a huge financial ecosystem as the home to over 250 foreign banks (more than New York, Paris or Frankfurt). With 40,000 companies operating in the financial services sector, employing more than 360,000 people, the array of skills and talent in the city covers everything needed to turn your congress from good to great!

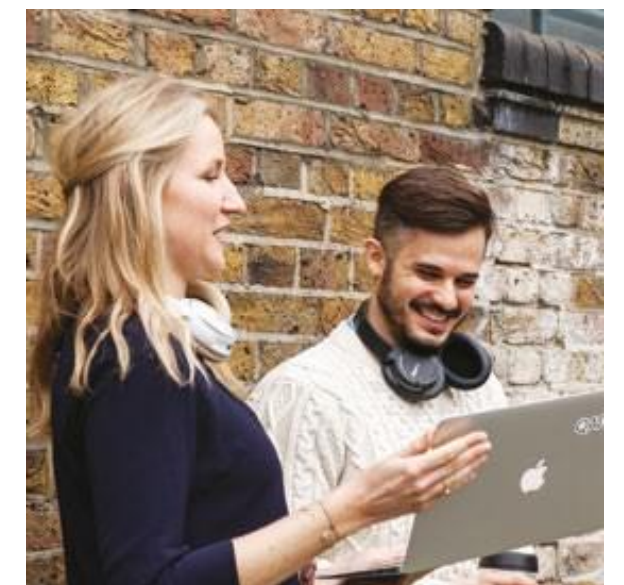
London has also a long history as an innovative pioneer in finance allowing the fast development and adoption of new products.

The City of London and Canary Wharf are the hearts of the financial sector in London, providing easy access to key opinion leaders, speakers and a strong delegate base.

London is widely recognised as a leading global financial centre and, for the first time in 2019, the city hosted Sibos, the annual financial industry event.

Holding the top spot in the Global Financial Centres Index, around half of European investment banking activity is conducted in the capital. It also represents the world's largest foreign exchange market and the largest centre for cross-border banking and borrowing.

London provides access to more than 250 foreign banks



Creative London

London is Europe's creative centre, excelling across the full spectrum of the arts. The city's history of expertise in tech, fashion and e-commerce merge here to produce cutting-edge new sectors: from fashion came FashTech, from games was born Esports, from advertising came AdTech.

Games industry

With 33.5m gamers, the UK's video game industry is Europe's largest market and the fifth largest globally in terms of consumer revenue. This huge audience base has led to the UK receiving the majority of European investment in this industry. Europe's largest ever Series B funding round, (\$502m), was secured by London-based Improbable, who are also in the process of opening a games studio.

Retail

London offers a thriving economy with the most active online shoppers in the UK. This thirst for technology is driving London's position as a leading city in software and mobile app development. As the number of connected devices in the UK is set to increase twelve-fold by 2026, London promises to be crucible for innovation in RetailTech and FashTech.

Digital advertising

No other country in Europe spends more on digital advertising than the UK, and per capita, the UK also outspends the US. With an ecosystem valued at £11.5bn, London is the natural home for the world's major advertising agencies, with two-thirds having their European headquarters here.

Here is a snapshot of some of the top events in the creative sector taking place in London each year.

- London Fashion Week
- Wearable Technology Show
- Retail Design Expo
- Futr
- Advertising Week Europe
- London Games Festival
- London Design Festival
- London Film Festival

“

London is an incredible centre of innovation which lends itself to the creation of new gaming genres, that's unmatched elsewhere in the world.

Roberta Luca, Co-Founder and Chief Brand Officer, Bossa Studios



Accommodation

From global chains and value brands, to independent boutique properties and student halls, London makes it easy to find suitably priced accommodation, in the right location.

The city currently boasts over 160,000 bedrooms, including more than 17,000 university beds and 9,900 rooms set to open in 2020. The majority of hotel rooms are in the 4-star sector, including all the well-known brands such as Hilton, Holiday Inn, Radisson Blu Edwardian, Marriott and Accor to name just a few. However, London also offers a growing number of private apartments that can be rented for a short stay, as well as a wide choice of guest houses and bed and breakfasts.

Budget accommodation

The budget sector, comprising 20% of total room stock, has seen considerable growth over the last few years. Across the city, budget-conscious delegates can make the most of value brands like Travelodge and Premier Inn, which now have the largest presence by the number of rooms in a single brand.

Airbnb

Airbnb's 'Business Travel Ready' listings (marked by a briefcase badge) can be booked entirely and exclusively and all offer the same amenities, including 24 hours self-check-in, Wi-Fi, laptop-friendly workspace, smoke and carbon monoxide detector, essentials, iron, hangers and hairdryer.

London Accommodation Charter

The London Convention Bureau has produced a specific London Accommodation Charter, to guide and assist event planners when looking to secure large groups of accommodation across London for citywide events. This set of guidelines brings together some of the largest and most well-known hotel brands to work in close collaboration with the city and event planners; to assist in obtaining a consolidated number of rooms and rates for large congresses, typically more than 2,000 delegates.

Contracting and further negotiations surrounding legal terms and conditions would be conducted between the hotel and association/PCO/agent directly – however, the Convention Bureau will support and guide where necessary. This Charter is used as a set of guidelines and recommendations and demonstrates the eagerness and willingness of the hotel community across London to engage with the large congress market.

<https://conventionbureau.london/associations/accommodation-charter>

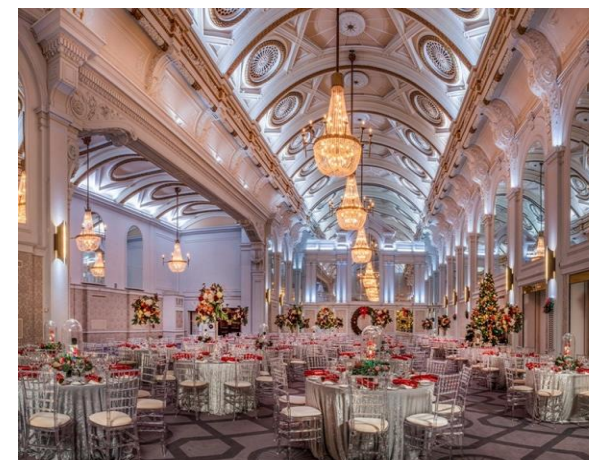


Social Venues

London offers a wealth of venues and experiences ideal to deliver an unforgettable programme that showcases the diversity and richness of our city's culture and heritage

Grand and historic

London has more than its fair share of sumptuous and significant, period buildings. From livery halls and markets to museums and galleries, not to mention theatres, libraries and exclusive private members clubs - a dazzling array of impressive spaces open their doors for private hire.



Modern and contemporary

London's skyline is constantly changing, with the frequent addition of striking structures including The Shard and The Cheesegrater. There are opportunities to enjoy the views from the top floor of soaring steel and glass structures, London's gravity defying, modern architectural masterpieces.



To the river

A cruise along the river Thames is always a very popular and welcome choice among delegates, whether it is a private dining cruise or a guided tour. It offers visitors the chance to take in some of London's most famous sites from a different perspective along the river.



Legal, Fiscal & Medical regulatory aspects

Legal, fiscal and regulatory aspects of organising a medical congress in London & the UK

The UK government determines that VAT is application on revenue generated based on where the event is held (ie the UK) rather than where the hosting organisation is located. The association will therefore be required to register for VAT in the UK, or appoint a VAT agent, and charge VAT on registration fees, exhibition booths etc.

However, the association will be able to reclaim VAT on costs incurred in the UK for congress expenditure.

VAT is currently 20%.

TOMS (Tour Operator Margin Scheme) may apply if the association, or acting PCO, plans to offer a housing service to attendees. TOMS relates to the treatment of VAT on attendee accommodation. Whether it is applicable will depend on how the housing service is offered.

The Bribery Act 2010 is less likely to apply but useful to have an awareness of. The Bribery Act legislate around the offering, promising or giving of an advantage, and requesting, agreeing to receive or accepting of an advantage.

Healthcare Compliance for International Congresses held in the UK

The UK has a well-established track record of hosting successful and innovative international medical and healthcare congresses, with London establishing its credentials as an international centre of excellence. London has held a number of successful medical congresses, always in accordance with the legislative and regulatory landscape.

Those events have also attracted strong attendance and significant support from commercial stakeholders.

The healthcare compliance self-regulatory authorities in the UK are the Association of British Pharmaceutical Industries (ABPI) and the Association of British Healthcare Industries (ABHI).

These organisational Codes of Practice, whilst being unambiguous, have often been seen as some of the strictest in Europe. However, the revisions to the European EFPIA codes in 2014 and the more recent EUCOMED Revised Codes of Practice, have adopted practices that have been in place in the UK for some time and therefore bringing the rest of Europe more in line with the UK.

Despite this levelling out, there is still some variances between different national codes, for example, around booth activity.

The UK codes have several variations which can prove advantageous for the organisers of international congresses and the commercial companies exhibiting and sponsoring the Congress.

One of the most significant is the ability for sponsors and exhibitors to promote medicines which are unlicensed or not licensed for specific indications in the UK to be promoted at international congresses held in the UK if certain requirements are met. This can be very attractive for companies with on-going R&D activities and is something which is not permitted in several other European countries such as Germany and France.

It is also permissible for pharmaceutical companies to still directly sponsor UK healthcare professionals to attend international congresses. This differs to other EU countries where only indirect funding is permitted.

We recognise that it can be complicated for international congress organisers to navigate through national regulations. For this reason, London & Partners offer, as part of our destination support, help from a UK Healthcare Compliance Expert to assist you while you navigate the compliancy landscape.

Pharmaceutical and Healthcare Regulatory Bodies

The legal and self-regulatory codes which pertain to the activities at the congress by healthcare / medical companies are:

For pharmaceutical companies:

Association of British Pharmaceutical Industries (ABPI) Code of Practice 2019
www.abpi.org.uk

Medicines and Healthcare Products Regulatory Agency (MHRA) Code, which governs the promotion of licensed and non-licensed prescription and non-prescription medicines in the UK
www.gov.uk/government/organisations/medicines-and-healthcare-products-regulatory-agency

For diagnostic and device companies:

Association of British Healthcare Industries (ABHI) Code of Practice 2018
www.abhi.org.uk

MedTech Europe Code of Practice
www.medtecheurope.org/resource-library/medtech-europe-code-of-ethical-business-practice/

Advertising Standards Authority (ASA) Regulations. The ASA are the legislative body that regulates the advertising of medical equipment in the UK.
www.asa.org.uk/topic/Medical_devices.html

Medical compliance in virtual and hybrid events

Due to Covid-19, digital and hybrid events have fast become new formats for Association conferences, however it is important to remember that medical compliance still applies in a digital environment and needs to be taken into consideration when organising online or hybrid events.

Clause 28 of the ABPI UK Code about the Internet and other Digital Platforms, specifies that promotional material and information about prescription-only medicines directed to a UK audience provided on the internet, must comply with all relevant requirements of the Code. These will be regarded as coming within the scope of the Code, if:

- they were placed there by a UK company/with a UK company's authority, or
- they were placed there by an affiliate of a UK company, or with the authority of such a company and it makes specific reference to the availability or use of the medicine in the UK.

In addition, as a division of ABPI, the Prescription Medicines Code Of Practice Authority (PMCPA) sets out various do's and don'ts for digital communications in accordance with the ABPI Code. For more information, please visit
<https://www.pmcpa.org.uk/guidance-and-qas/guidance/>



Areas of London and useful maps

London covers around 2.9km² and is one of the largest metropolitan cities in the world

Being made up of 33 boroughs, London can be seen as a group of neighbourhoods joined by its vast green spaces which cover just under half of the city. With an estimated 8 million trees and early 15,000 species of wildlife living in London, it is not surprise that in 2019, the National Park City Foundation confirmed London as the world's first National Park City.

The announcement follows the news that the Mayor of London Sadiq Khan has set a goal of turning London 50 % green by 2050, including private areas such as private gardens.

Navigating in and around London can sometimes feel daunting for those unfamiliar with the city so we have included a series of cluster maps which will assist you in choosing the right area of London for your event or social activities.

Included are the following maps:

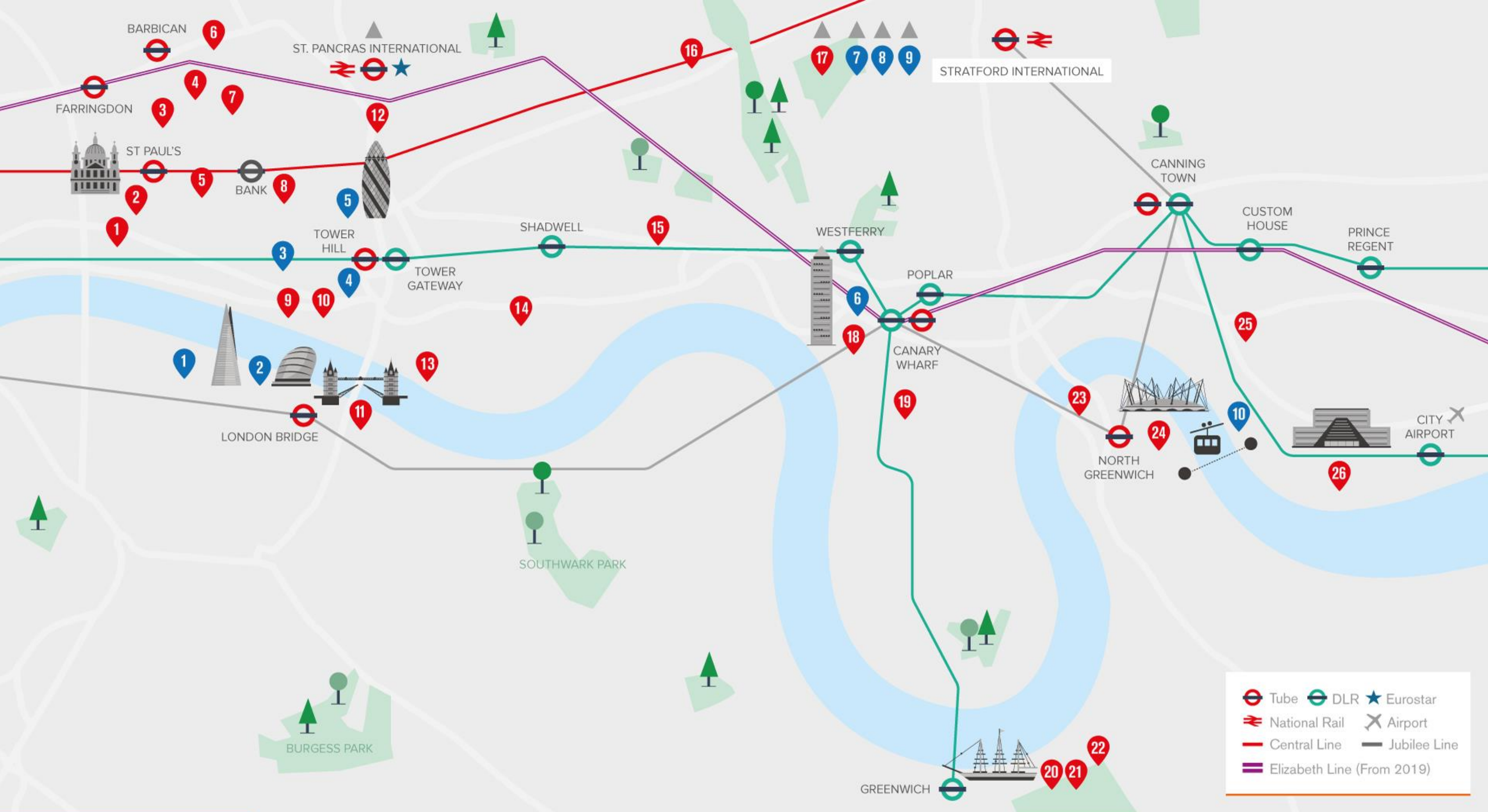
- City (incl. Financial district) and East London
- Central and North London
- Westminster (Central London)
- West London

TFL Maps

- London Underground Map
- Walking Map – designed to give approximate walking times between stations
- London River Services Map – for use on Uber boats by Thames Clippers
- Elizabeth Line (opening in 2022)

Did you know?

47% of London is 'green', which includes the renowned 8 Royal Parks, covering around 5 acres of beautiful landscaped gardens and parks



CITY (FINANCIAL DISTRICT) AND EAST

Conference and Social Venues

1. The Mermaid
2. St Paul's Cathedral
3. Museum of London
4. Barbican
5. Guildhall
6. The Brewery
7. Plaisterers' Hall
8. Leadenhall Market
9. Old Billingsgate
10. Cheval Three Quays
11. Tower Bridge Exhibition
12. Etc Venues 155 Bishopsgate
13. The Tower Hotel
14. Tobacco Dock
15. Troxy

16. Queen Mary University
17. Here East
18. Museum of London Docklands
19. East Wintergarden
20. Cutty Sark
21. Painted Hall
22. National Maritime Museum
23. InterContinental London - The O2

24. The O2
25. Siemens Crystal
26. ExCeL London

Attractions

1. Borough Market
2. The Shard
3. Sky Garden

4. Tower of London
5. 40/30 The Gherkin
6. Canary Wharf
7. Westfield Stratford
8. Queen Elizabeth Olympic Park
9. ArcelorMittal Orbit
10. Cable car

Note - This map is not to scale and does not include all Tube and DLR stations.

CENTRAL AND NORTH

Note - This map is not to scale and does not include all Tube and DLR stations.

Conference and Social Venues

1. Hilton London Metropole
2. The Landmark London
3. Sheraton Grand Park Lane Hotel
4. Marriott Grosvenor House
5. The Dorchester
6. Marriott Grosvenor Square
7. Hilton on Park Lane
8. Roundhouse

Attractions

9. Royal College of Physicians
10. 1 Wimpole Street
11. 30 Euston Square
12. Wellcome Collection
13. BMA House
14. Grand Connaught Rooms
15. Business Design Centre
16. Emirates Arsenal Football Club
17. Alexandra Palace

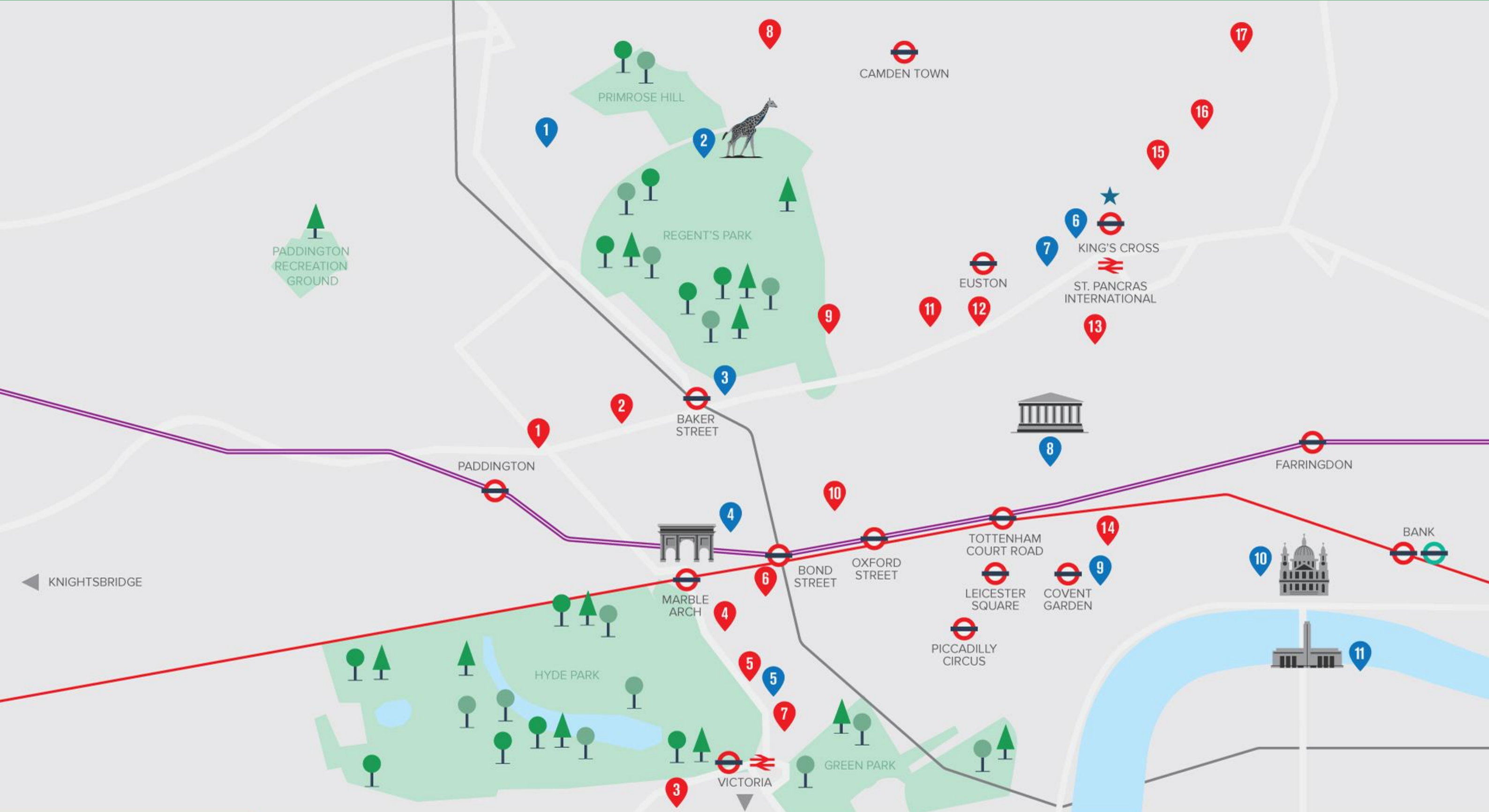
Attractions

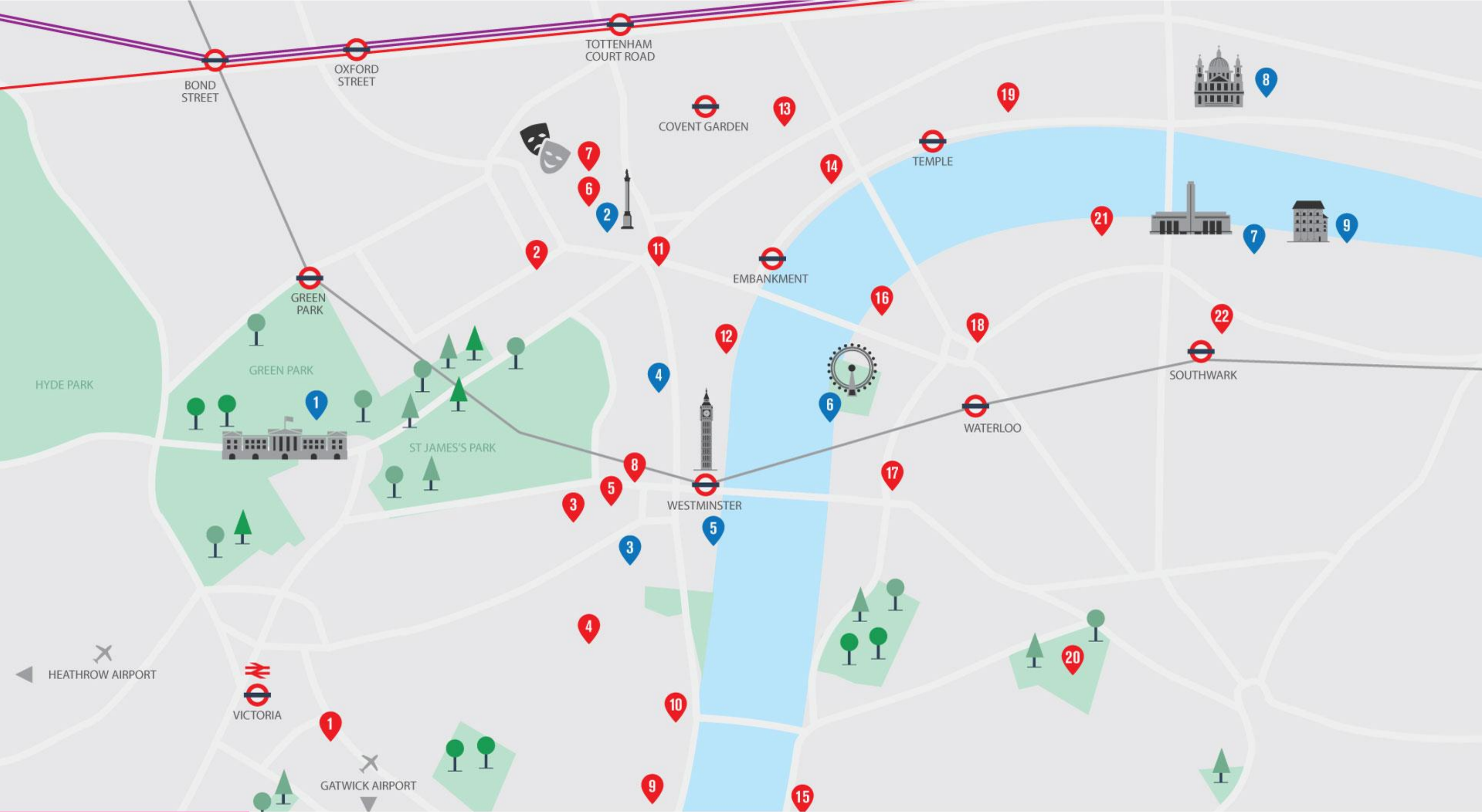
1. Abbey Road
2. London Zoo
3. Madame Tussauds
4. Marble Arch
5. Park Lane
6. Francis Crick Institute
7. British Library
8. British Museum

Attractions

9. Royal Opera House / Covent Garden
10. St Paul's Cathedral
11. Tate Modern

-  Tube  DLR
-  National Rail
-  Central Line
-  Elizabeth Line (From 2019)
-  Jubilee Line
-  Eurostar





WESTMINSTER

Conference and Social Venues

1. Park Plaza Victoria
2. Institute of Directors
3. Central Hall Westminster
4. Church House Westminster
5. QEII Centre
6. National Gallery
7. National Portrait Gallery (closed until 2023)

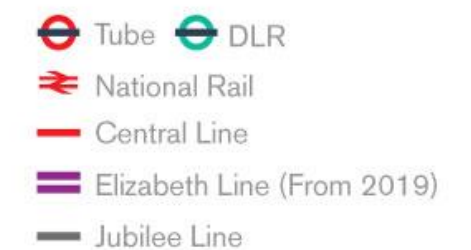
8. One Great George Street
9. Tate Britain
10. Altitude London
11. 8 Northumberland Avenue
12. One Whitehall Place
13. London Transport Museum
14. IET London: Savoy Place
15. Park Plaza London Riverbank
16. Southbank Royal Festival Hall

17. Park Plaza Westminster Bridge
18. King's College Waterloo
19. Middle Temple
20. Imperial War Museum
21. Oxo2
22. Hilton London Bankside

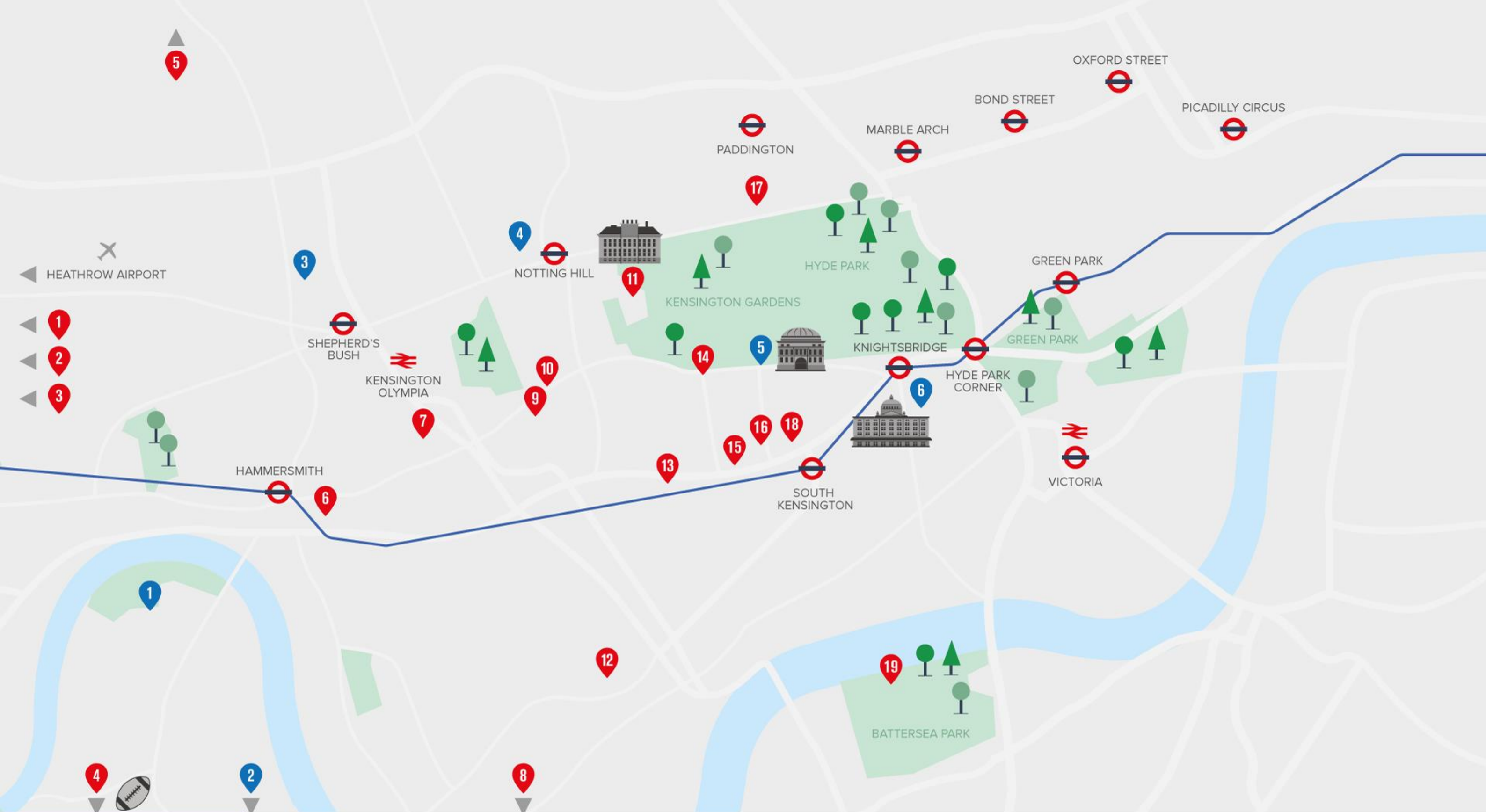
Attractions

1. Buckingham Palace
2. Trafalgar Square
3. Westminster Abbey
4. 10 Downing Street
5. Houses of Parliament/Big Ben
6. London Eye
7. Tate Modern
8. St Paul's Cathedral

9. Shakespeare's Globe



Note - This map is not to scale and does not include all Tube and DLR stations.



WEST

Conference and Social Venues

1. Radisson Blu Edwardian Heathrow
2. Sofitel Heathrow
3. Hilton Terminal 5
4. Twickenham Stadium
5. Wembley Stadium and Arena
6. Novotel London West
7. Olympia
8. Hurlingham Club

9. Copthorne Tara Hotel
10. Design Museum
11. Kensington Palace
12. Chelsea Football Club
13. Millennium Gloucester Hotel
14. Imperial College
15. Natural History Museum
16. Science Museum
17. Lancaster London

18. V&A
19. Battersea Evolution

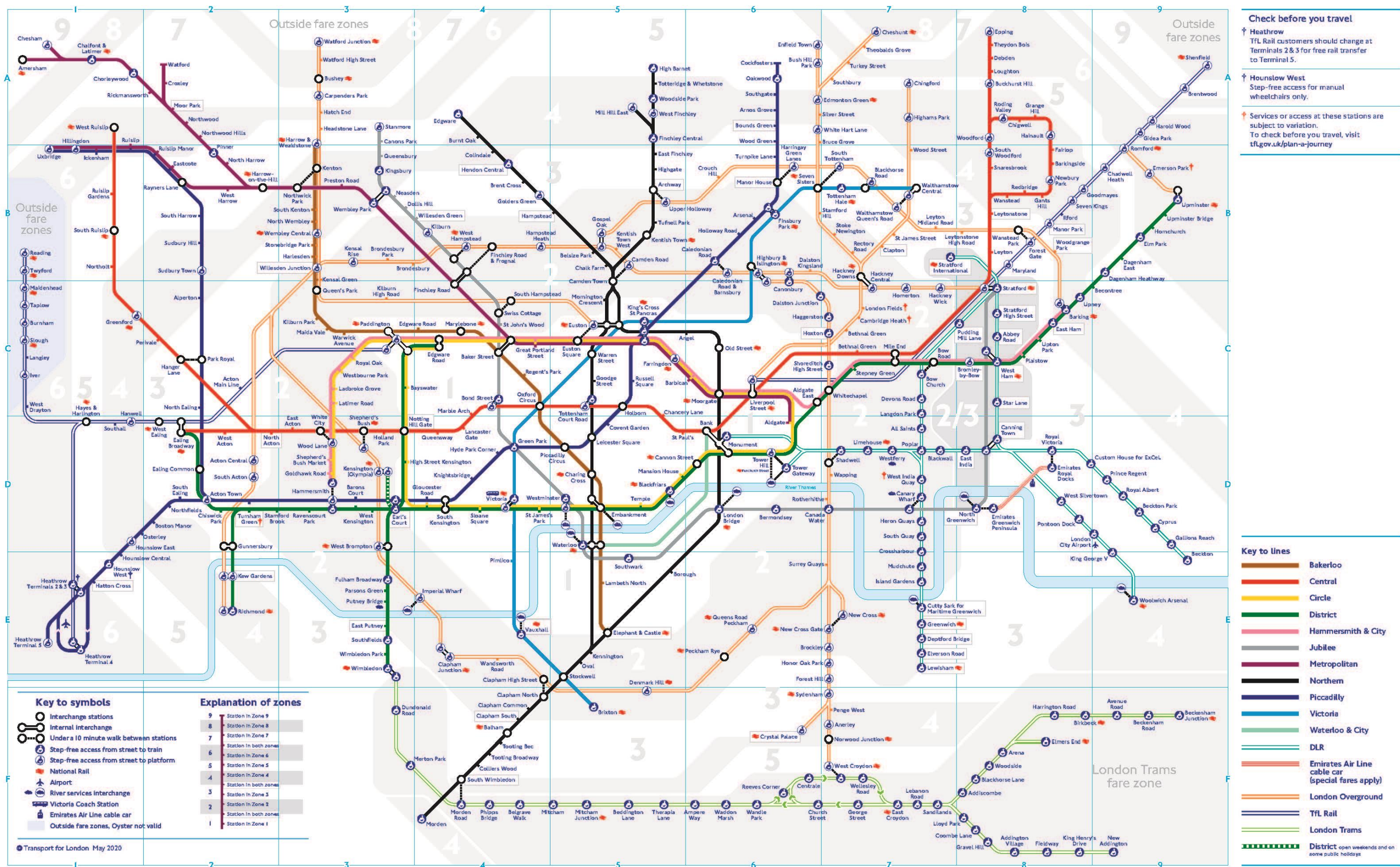
Attractions

1. Kew Gardens
2. Richmond Park
3. Westfield White City
4. Portobello Market
5. Royal Albert Hall
6. Harrods



Note - This map is not to scale and does not include all Tube and DLR stations.

Tube map



Walking steps between stations on the same line

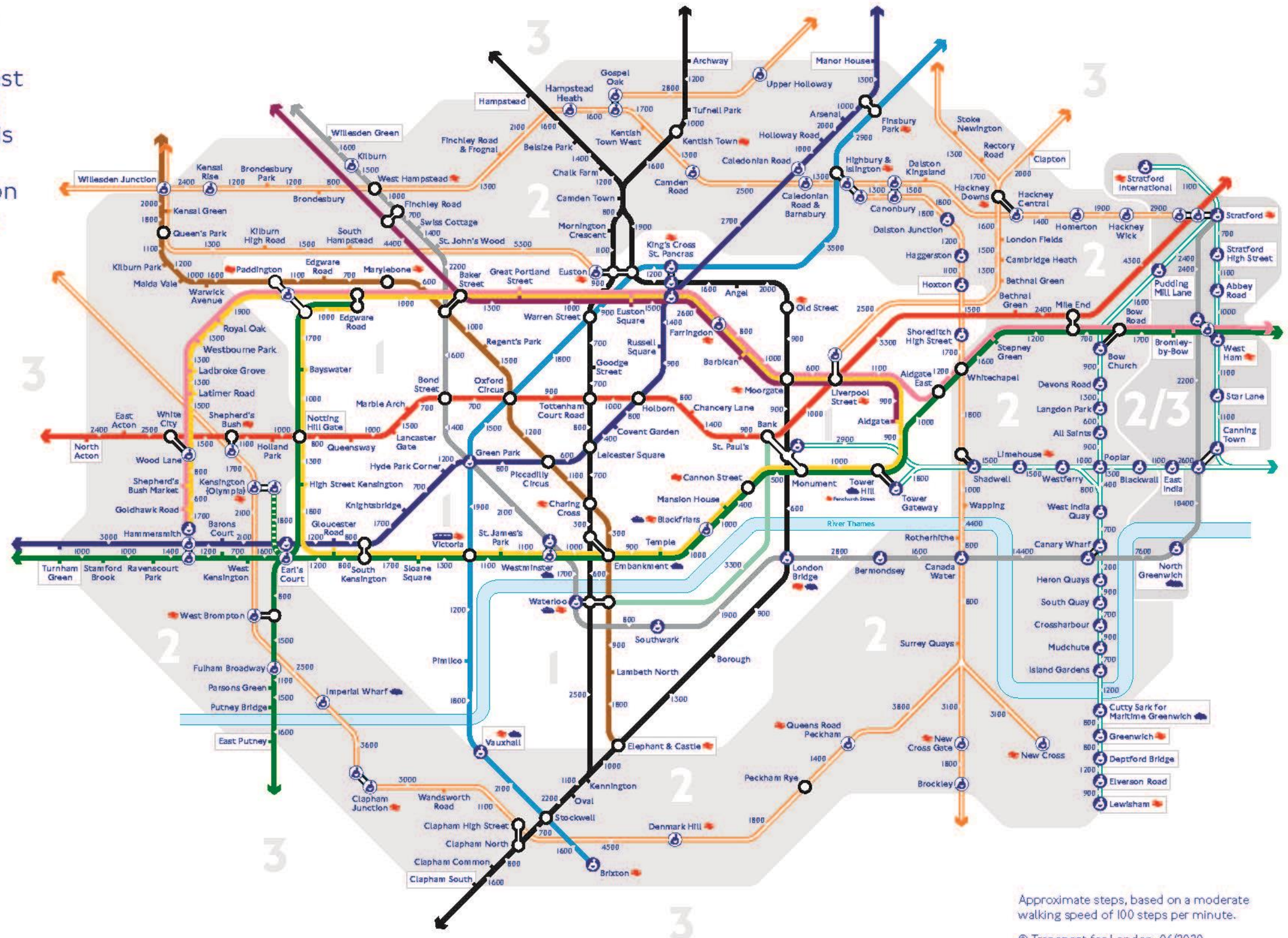
Walking can be a quick and easy way to get around, particularly when travelling during the busiest times, which are 05:45-08:15 and 16:00-17:30 Monday to Friday. This map shows how many steps it takes to walk between stations on the same line. For more walking maps, visit tfl.gov.uk/walking.

Key to lines

	Bakerloo
	Central
	Circle
	District
	Hammersmith & City
	Jubilee
	Metropolitan
	Northern
	Piccadilly
	Victoria
	Waterloo & City
	DLR
	London Overground
	District open weekends and on some public holidays

Key to symbols

	Interchange stations
	Step-free access from street to train
	Step-free access from street to platform
	National Rail
	Riverboat services
	Victoria Coach Station



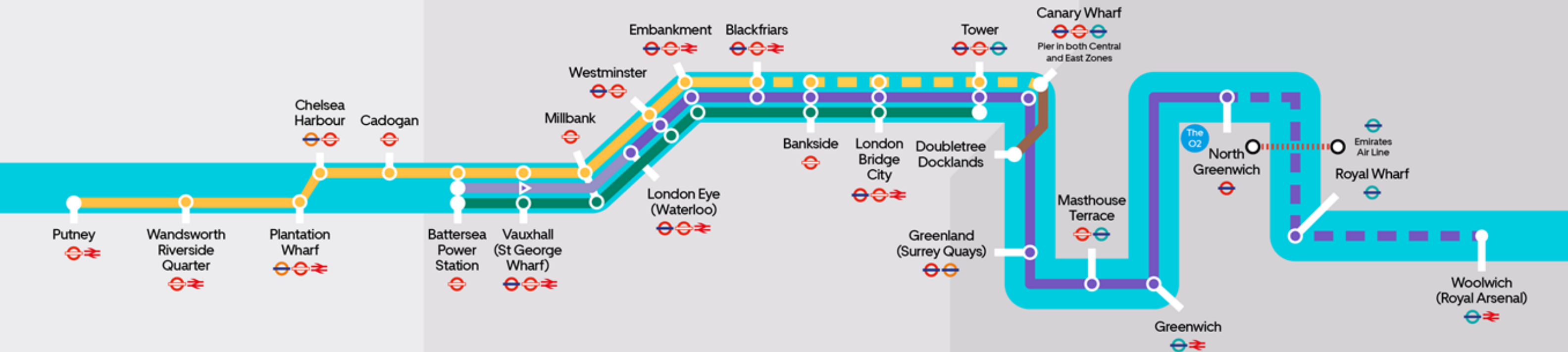
Approximate steps, based on a moderate walking speed of 100 steps per minute.

© Transport for London 06/2020

West Zone

Central Zone

East Zone



- RB1 - Stopping Service
- RB1 - AM peak and weekend evenings
- ▶ RB1 - Eastbound only AM peak and weekend evenings
- - - RB1/RB5 - Limited service

- RB2 - Weekdays off peak & weekends
- RB4 - Doubletree Docklands ferry
- RB6 - Weekdays only
- - - RB6 - Limited service
- - - Emirates Air Line

- Underground
- Overground
- Docklands Light Railway
- National Rail
- Santander Cycle Hire

Accessibility

All our piers are wheelchair accessible except for Cadogan, London Bridge City and Wandsworth Riverside Quarter piers.

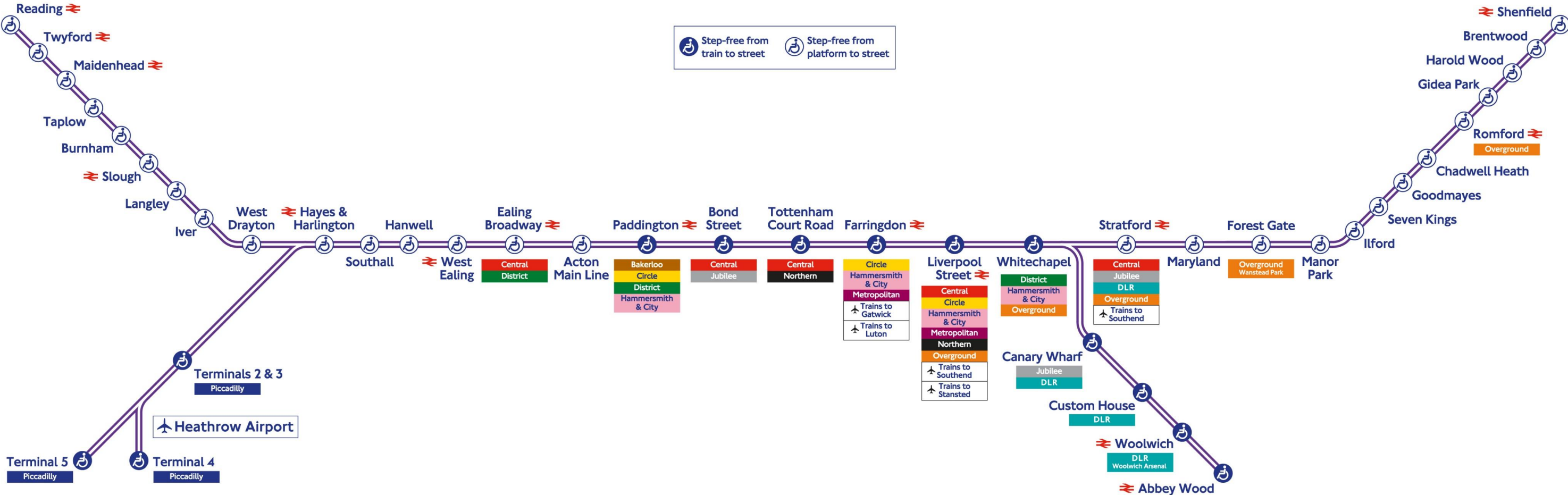
All our boats are wheelchair accessible

For more information visit thamesclippers.com/accessibility

Onboard Facilities

- Toilets
- Café bar
- Step-free access
- Bikes permitted
- Guaranteed seat

Elizabeth line



MAYOR OF LONDON

LONDON
CONVENTION BUREAU