

Investor Journey Schematic

with engagement done by both WCC or L&P and BIDs in purple

UK / Domestic investment



- Develop post-COVID West End Vision
- Develop Place-based and Sector-based Investment Propositions
- Civic messaging (ongoing)
- Domestic UK/London outreach and engagement
- Domestic UK/London Lead Generation

- Domestic UK/London Enquiry Handling
- Feed in local intelligence and data
- Feed in location options (new Commercial Property Database)

- Feed in local Intelligence / Stats to pitches, presentations and visits
- Arrange senior WCC representation / welcome and ambassadorial role / convening role to draw influence and support from across Westminster
- Tailored concierge input to investor and delegation programmes
- Help identify local sector leads / influencers 'In Good Company' ambassadors
- Curated introductions to sector ecosystem partners

- Utilise Commercial Property Database
- Planning / Public realm / Public transport (draw on wider concierge service)
- Business Rates Support

- Tailored concierge service support through CRM, e.g. Last-mile logistics, Licensing, Waste disposal, recycling, employment programmes, broadband, Green Business Schemes, Education, Community Engagement
- Local supply chain intelligence and access
- Storytelling – profiling new investors locally

- Access to Customers, Skills/Talent/Finance
- Reducing barriers to growth (infrastructure)
- Business Leadership Support
- High-growth / Scale-up Support
- Westminster Business Unit
- Award/Accreditation Schemes
- Good Growth Storytelling
- Westminster 100 Strategic Account Management
- Community Engagement linked to wider City for All priorities

Investor Journey

1. Pre-journey

2. Live Enquiry

3. Pitch/Visit

4. Location Search

5. Settle

6. Growth

International investment

- Market Research & Insights
- Translate Vision and Propositions into investor facing value propositions
- Propose and agree Target Markets and Prospects
- Test and iterate Propositions with stakeholders and target occupiers
- International Outreach, Engagement and Lead Generation

- International Enquiry Handling

- Tailored Presentations / Visit Programmes (individual and group)
- Curated introductions to sector ecosystem partners
- Referrals to key service providers
- Liaison with Central Government, City Hall introductions (including wider London family e.g. TfL)

- Specialist Early Support for international investors – immigration / tax
- Commercial partners

- London-wide Account Management
- Global Storytelling of new investors



- Account Management for scale-ups with highest growth potential
- Referrals to L&P growth programmes
- Referrals to L&P innovation, talent, sustainability and alumni programmes and events
- Global Storytelling Good Growth