



London is a unique destination – a source of endless discoveries and surprises, even for those who have lived here all their lives. With a population of over 7.2 million (and still growing) London is one of the most multi-cultural, cosmopolitan cities in the world, with a long-standing tradition of welcoming international businesses and individuals. More than 300 languages are spoken in London, and around one in four Londoners is from an ethnic minority.

London Development Agency (LDA)

The LDA is one of the nine Regional Development Agencies (RDAs) set up by the UK Government to transform England's regions through sustainable economic development. As a functional body of the Greater London Authority (GLA), we also have a key role to play in helping to deliver the Mayor's vision and priorities for London.

The delivery of the Mayor's Economic Development Strategy is central to the LDA, and sets out our priority programmes to be delivered in London along four themes:

- 1. Places and Infrastructure**
- 2. People**
- 3. Enterprise**
- 4. Marketing and Promotion of London**

Our highest impact projects are not simply dependent upon LDA investment. We add value through playing the role of 'broker' or 'co-ordinator' of economic development activity. We leverage resources from others in the public, private, voluntary and community sectors and guide the activities of our partners with economic evidence and best practice learning. Ultimately we help provide leadership, ideas, resources and investment together with the private, voluntary and community sectors to create positive outcomes for London's people and businesses.