

MAYOR OF LONDON



# Resilient economic recovery

## *The case of Central London*

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*Post-Covid Economic & Financial Recovery: What about the City?*

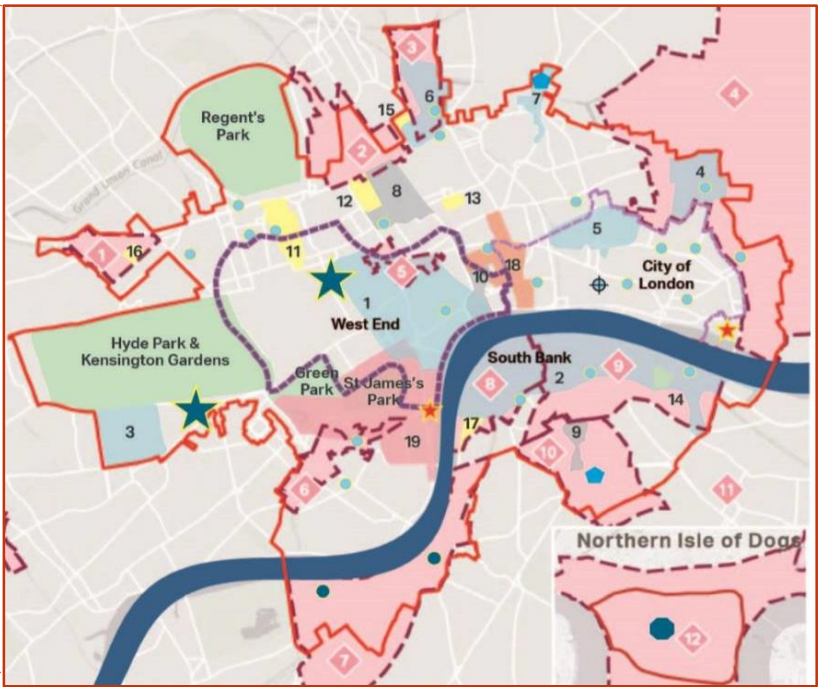
28 June 2021



# Greater London and the Central Activities Zone

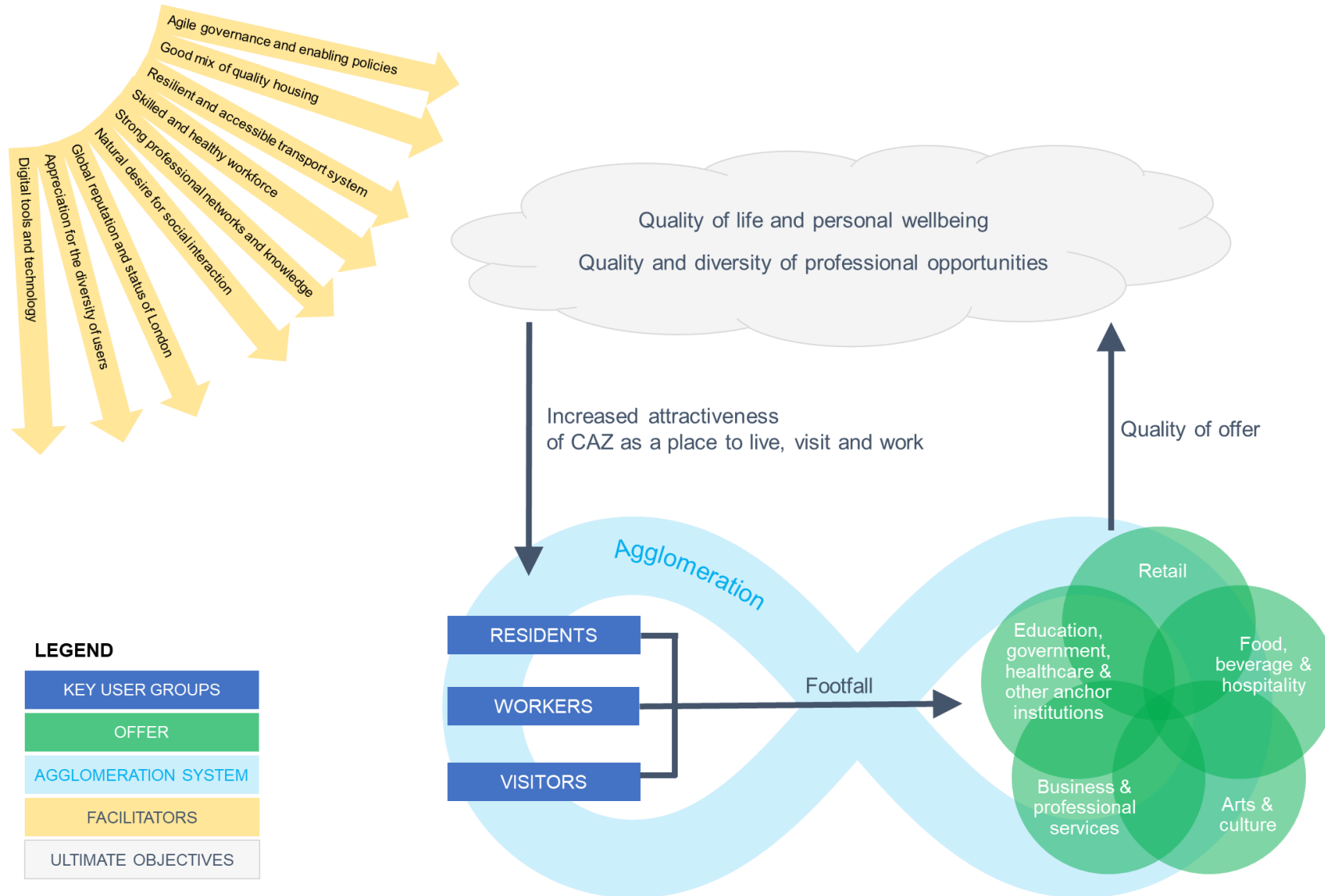


The Central Activities Zone (CAZ)



# The economic ecosystem of Central London

All these parts need to work for the CAZ to prosper



An illustration showing the simplified CAZ economic ecosystem

# How are we addressing the challenge?

## Short-term - **Bring people back**

- Immediate support for face to face industries - Mayor's £6 million recovery fund, including **'Let's Do London'**
- Business support and innovation programmes
- Continue to work with Government to ensure appropriate support for businesses, employment programmes and sufficient funding for TfL

### **Let's do London campaign**

- Biggest ever domestic tourism campaign in London
- **Year-long** programme bringing together the capital's world-leading **hospitality, nightlife, culture** and **retail** venues

## Medium/long-term - **Create a shared vision for the future role of the CAZ**

**A sustainable, healthy and green urban centre**

**Improved urban experience**

**More pedestrianisation and green spaces**

**Promote collaborative spaces**

**Invest in innovative and the knowledge-intensive sectors.**

**Increase the population of the CAZ**  
(with mixed housing stock and affordable housing)



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