

Flexibility, regulation and investment – London and the UK

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City development – changes in emphasis

- ❑ Major cities have changed their emphasis in recent years
 - ❑ Many have moved towards new strategies, often driven by 'competition' from other cities
 - ❑ Extent of competition between cities little researched
 - ❑ But little doubt that city leaderships are convinced by the need for action
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Key issues for major cities

- Leadership models
 - Economic competitiveness
 - Planning frameworks
 - Implementation capacity
 - Promotion and marketing
 - Residents and businesses
 - What other cities do...
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Leadership models

- ❑ 'City council' leadership or
 - ❑ 'Mayoral' leadership
 - ❑ London has moved to a 'strong mayor' model
 - ❑ American model of government
 - ❑ Creates visibility
 - ❑ Capacity for strong leadership
 - ❑ Auckland, Dublin now adopting directly-elected mayors
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Economic competitiveness

- Largely a matter of national policy
 - Current debate about regulation of financial industries
 - Labour market policies
 - Immigration policies
 - Importance of sectoral mix
 - Post-industrial cities often rely heavily on 'new' sectors for growth
 - Regulation often difficult because of 'weightless' nature of some activities
 - London has prioritised flexible labour and capital
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Planning frameworks

- ❑ City vs regional planning scale
 - ❑ Different importance given to 'plans' of different kinds
 - ❑ Most cities publish a city-wide development plan
 - ❑ The *London Plan*
 - ❑ Spatial development strategy for 1500sq km area of London
 - ❑ Covers land use, transport and housing locations, density, tall buildings, protection of heritage, the environment etc
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Implementation capacity

- ❑ Varies enormously from city to city
 - ❑ Some publish grant plans that have little chance of delivery
 - ❑ Others, notably in a number of European and Asian cities deliver development over a long time-scale
 - ❑ London is a mixture
 - ❑ *London Plan* does affect location and density of development
 - ❑ But, fragmented 'borough' government means consistency is tempered by local demands
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Promotion and marketing

- A growing activity for cities and regions
 - Strong desire by city leaderships to promote business development, tourism, film, wider 'image'
 - London's traditional image ('fog', 'bad food', 'tradition')
 - 'Cool London' image ('culturally adventurous', 'tolerant', 'cosmopolitan')
 - 'New' London image is similar to those adopted by many international cities, eg, Toronto, New York, Berlin etc)
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Residents and businesses

- Success of governance, competitiveness, planning, implementation and marketing depends on the assent of the population
 - Impossible to create a city economy and image that is ad odds with the reality
 - London broadly conforms to its marketed image
 - Though probably less prominence will be given to banking for a few years...so more to other aspects such as arts/cultural successes and diverse population
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What other cities do...

- ❑ Competition from other cities (real or imagined) is an important stimulus
 - ❑ Trade shows, expos and festivals all show how far cities and regions now compete
 - ❑ The Olympic Games is now competitive in this way
 - ❑ The more cities do, the greater the pressure on others to act
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Conclusions

- ❑ Vienna clearly has the benefit of international recognition and image
 - ❑ Major question is: which aspects of its contemporary development can be planned, encouraged and marketed so as to stimulate international interest and investment?
 - ❑ Other big cities offer ideas and possible ways ahead
 - ❑ Key decisions will always require local 'good government' to deliver change and improvement
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