



LONDON: DESIGN CAPITAL



NLA Research, launching June 2021

In 2017, NLA research London: Design Capital uncovered the global reach of London's architectural and construction industries, illustrating the international export of the capital's architectural design, engineering, construction, placemaking and consultancy expertise. The research examined what needs to happen in order to ensure its future resilience and put forward a set of recommendations that the city must adhere to in order to retain its role as a creative and construction skills hub.

NLA's 2017 recommendations, following the UK's vote to leave the EU, included:

- Continue to attract and retain access to talent
- Recognise and promote London's built environment expertise to the export market
- Make London an attractive and affordable place to live and work in the long term
- Create and reinforce links with other cities and provide a better voice for the profession

The industry survey which underpinned this research illuminated key concerns, the most critical being access to skills with 37 per cent of businesses estimating that half of their workforce are European. With support from GLA Economics, the research also highlighted the value of London's architecture sector alone—£1.7 billion of value is produced in architectural services, 38 per cent larger than any other creative industry in London.

Four years on, six months from the UK's departure from the EU and over a year into the pandemic, we revisit this research and survey to understand London's position on the global stage now. How have these recommendations informed our response to Brexit and the pandemic? How have recent factors impacted on London's ability to export skills and services internationally? What do we need from city and national leadership to ensure our position as a global design hub?

The research will launch as part of the 2021 London Festival of Architecture in the form of a fully digital research paper, supported by a social media campaign and events programme.

RESEARCH AIM AND KEY LINES OF ENQUIRY

- Continue to underline the scale and significance of London's architecture, design and construction expertise
- Better understand the current impact of Brexit and how businesses are adapting to work internationally
- Study how the pandemic's impact on universities and students will affect the diversity of skills we have to offer
- What needs to happen at this stage to ensure the industry remains resilient? What leadership is required?

TIMELINE

- **Stage one research phase, March 2021**
 - Refine research questions, first proposed report structure and develop survey questions
- **Stage two research phase, April – May 2021**
 - Call out for international projects
 - Conduct NLA membership survey
 - Main phase of research: in-depth interviews, desk-based research and viewpoints
- **Editing, design and production, June 2021**
- **Events programme, June 2021 onwards**
 - Report launch – w.b. 21 June
 - City dialogue event

Programme Champions

AECOM

KPF

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