

<b>Committee(s)</b>	<b>Dated:</b>
Public Relations and Economic Development Sub (Policy and Resources) Committee	9 October 2018
<b>Subject:</b> 2018/19 Mayoral Programme	<b>Public</b>
<b>Report of:</b> Bob Roberts, Director of Communications	<b>For information</b>
<b>Report author:</b> Jan Gokcen, Corporate Affairs Officer	

### Summary

This report presents the theme of the 2018/19 Lord Mayoralty of the City of London, ***‘Shaping Tomorrow’s City Today’*** to be championed, subject to election, by Alderman Peter Estlin.

This report sets out the Mayoral theme and accompanying messages. In sum, these are:

- Shaping a City that is Digitally Skilled;
- Shaping a City that is Digitally Innovative;
- Shaping a City that is Digitally Inclusive.

This paper also outlines how the 2018/19 Mayoral theme aligns with the Corporate Plan for 2018-23, as well as other City Corporation initiatives.

### Recommendation

Members are asked to note the 2018/19 Mayoral theme as set out in this report.

### Mayoral Theme

1. The 2018/19 Mayoral theme, ‘Shaping Tomorrow’s City Today’, will champion the City as a digital leader.
2. The messages (available below) show how we are working to ensure we retain this leadership position.
3. We are ‘Shaping Tomorrow’s City Today’ by:
  - a. **Shaping a City that is Digitally Skilled;**
  - b. **Shaping a City that is Digitally Innovative;**
  - c. **Shaping a City that is Digitally Inclusive.**
4. These messages are aligned with other activities across the organisation, providing a consistent framework for promoting and explaining the Mayoral theme and the activities that underpin it.

5. **‘Shaping a City that is Digitally Skilled’** outlines the value of digital skills to the City and the modern economy, and our work supporting investment in talent and preparation for the jobs of the future:
  - a. We value digital skills as being vital to the success of tomorrow’s City, driving innovation and enhancing quality of life and the nature of business.
  - b. We are investing in talent to ensure the City, the capital, and the country has access to the necessary digital skills.
  - c. We are providing education in digital skills, enabling students – young and mature alike – to thrive and succeed in the jobs of tomorrow.
  
6. **‘Shaping a City that is Digitally Innovative’** affirms how, heading into a new technological era, the City is embracing the benefits of digital technology, ensuring we remain the world’s business capital and a global tech hub:
  - a. We are using our capacity as a global digital and business hub to spur further innovation in the City and beyond.
  - b. We are raising awareness of the global business standards necessary in the digital economy.
  - c. We are playing a national role in tackling cyber-threats, while raising awareness of the need for improving digital resilience.
  
7. **‘Shaping a City that is Digitally Inclusive’** commits the City to widening access to the benefits of digital transformation and growth to all sections of society.
  - a. We are committed to enabling economic growth that reverses inequality and fuels social mobility.
  - b. We are investing in digital infrastructure, helping businesses and people gain access to digital technology.
  - c. We are supporting people of all ages and backgrounds access the benefits of digital transformation.

## **Corporate and Strategic Implications**

‘Shaping Tomorrow’s City Today’ will support the City Corporation to deliver the following outcomes within the Corporate Plan for 2018-23:

- Outcome 1: People are safe and feel safe.
- Outcome 2: People enjoy good health and wellbeing.
- Outcome 3: People have equal opportunities to enrich their lives and reach their full potential.
- Outcome 4: Communities are cohesive and have the facilities they need.
- Outcome 5: Businesses are trusted and socially and environmentally responsible.
- Outcome 6: We have the world’s best legal and regulatory framework and access to global markets.
- Outcome 7: We are a global hub for innovation in finance and professional services, commerce and culture.
- Outcome 8: We have access to the skills and talent we need.

- Outcome 10: We inspire enterprise, excellence, creativity and collaboration.

The theme directly links with the City Corporation's Digital Skills Strategy for 2018-23, which, subject to approval by this Committee in October 2018, will seek to deliver a vision where 'People and businesses, across the City, London and beyond, are equipped to take advantage of digital technologies and innovations to help themselves and their economies thrive.'

The theme links to the following existing activities within the City Corporation:

- Employability Strategy for 2017-2020
- Skills Strategy, 2018-23
- Bridging Divides Strategy for 2018-23, City Bridge Trust,
- Towards a Sustainable Future Strategy for 2018-23,
- Social Mobility Strategy for 2018-23,
- Apprenticeships Strategy for 2018-23,
- Culture Mile Strategy for 2018-23,
- Cultural and Creative Learning Strategy for 2018-23, and
- Business Plans for Mansion House, EDO, Corporate HR, Department for Built Environment, City of London Police and DCCS.

9. Based on the above, 'Shaping Tomorrow's City Today' will drive the City Corporation's vision of a *'vibrant and thriving City, supporting a diverse and sustainable London within a globally-successful UK'* and its aims to *'contribute to a flourishing society, shape outstanding environments and support a thriving economy'*.

### **Conclusion**

Designed to be a proactive and influential response to the technological innovations revolutionising the way that we work and live, the 2018/19 mayoral theme focuses on championing and developing the digital skills necessary for innovative and inclusive City in the 21<sup>st</sup> century.



Mayoral theme	<b>'Shaping Tomorrow's City Today'</b>		
Message pillars:	<b>The Digital City is Skilled</b>	<b>The Digital City is Innovative</b>	<b>The Digital City is for Everyone</b>
Headline pitch:	<b>'Shaping a City that is Digitally Skilled'</b> outlines the value of digital skills to the City and the modern economy, and our work supporting investment in talent and preparation for the jobs of the future	<b>'Shaping a City that is Digitally Innovative'</b> affirms how, heading into a new technological era, the City is embracing the benefits of digital technology, ensuring we remain the world's business capital and a global tech hub	<b>'Shaping a City that is Digitally Inclusive'</b> commits the City to widening access to the benefits of digital transformation and growth to all sections of society.
Supporting activity:	<ul style="list-style-type: none"> <li>• A 'Future Skills Forum' comprising policymakers, captains of industry, and Academics</li> <li>• Roundtable on widening access to work experience with sufficient development opportunities</li> <li>• Launch: City Corporation's digital skills strategy</li> <li>• Continue 'Future Leaders of Tomorrow' initiative</li> <li>• Supporting skills workshops in youth centres such as London Youth and Onside Youth Zone</li> <li>• A Digital skills pilot in a City of London Academy, combining</li> </ul>	<ul style="list-style-type: none"> <li>• The Lord Mayor's Show</li> <li>• Regional visits to UK cities</li> <li>• Lord Mayors' Overseas Visits Programme</li> <li>• Contributing to ICAEW's 'One Young World 2019'</li> <li>• Annual Security and Defence Lecture – Keynote: Jeremy Fleming, Head of GCHQ</li> <li>• Keynote address at Innovate Finance 2019 dinner</li> <li>• Mobility Forum on Electric Vehicles and Digital Transport Infrastructure</li> <li>• Cyber Security roundtable – with City of London Police, Cyber Defence Alliance, and</li> </ul>	<ul style="list-style-type: none"> <li>• Preparing learners for the jobs of the future</li> <li>• Championing digital inclusion and encouraging digital citizenship globally through speeches, strategic engagements, roundtables and other forums – at home and abroad</li> <li>• 'She Can Be' – a programme to inspire girls and adult women to take up technology related roles in the digital economy</li> <li>• The Lord Mayor's Appeal activity (e.g. Mental Health Week, City Giving Day &amp; Dragon Awards, Opera</li> </ul>

	<p>formal and informal learning methods to equip students with vital digital skills</p> <ul style="list-style-type: none"><li>• Roundtable on digital governance with Cyber Defence Alliance, City of London Police, GCHQ and others</li><li>• Digital treasure hunt at Lord Mayor's Show</li><li>• A National Apprenticeship Institute event, exploring the benefits of vocational learning</li></ul>	others	Outreach and Dinner)
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