

Committee(s)	Date:
Policy & Resources – for decision	17 January 2019
Subject: Sponsorship of children’s books with Guy Fox History Project Limited	Public
Report of: Director of Communications	For Decision
Report author: Colton Richards, Senior Corporate Affairs Officer	

Summary

The City of London Corporation has been approached by Guy Fox History Project Limited (subsequently referred to as Guy Fox in the report), an educational charity, to sponsor the production of a book for children, which is to be titled ‘How the World REALLY Works: The City.’

The project, which will consist of educational workshops and visits to City sites, will explore the City and how it works, focusing on key institutions and industries that make the City a global business centre as well as the unique history and structure of the City of London Corporation. The book will be aimed at primary school children.

Sponsoring this book project accords well with the City Corporation's stated commitment of providing access to world-class education and learning opportunities, that both enrich and inspire.

Members are asked to approve sponsorship of the publication and a launch event at a cost of £42,000.

Recommendation

Members are asked to:

- Agree to sponsor the publication and launch of this children’s book with Guy Fox for £42,000 from your Committee’s 2019/20 Policy and Initiatives Fund, categorised under ‘Promoting the City and charged to City’s Cash.

Main Report

Proposal

1. Guy Fox is a London education charity with a stated mission to “create innovative activities and publications that encourage children to explore the world around them. Since 2000, they have created educational resources which have been distributed to more than 500,000 children in London and beyond.
2. The proposed book, ‘How the World REALLY Works: The City’, is the ninth in Guy Fox’s series of books exploring the world of work. Other areas that have been looked at in the series include asset management and insurance.
3. The project will involve 63 volunteers in various roles, including workshop assistants, researchers, proof-readers, ‘tour guides’ and promoters of the

projects. Recruitment of volunteers will be the responsibility of Guy Fox and will be drawn from City firms, representing a diversity of professions and backgrounds.

4. Guy Fox will work with a primary school of the City Corporation's choosing – potentially Sir John Cass – and will liaise closely with classroom teachers and school administrators to ensure the workshop activities meet the students' aptitude while challenging them. The school partner will be expected to support the classroom workshops and site visits, by facilitating parental permission for the project, site visits and providing staff to chaperone the project activities.
5. Planned site visits include taking children on two walking tours of the City. Specific sites are to be determined once sponsorship has been confirmed, but Guy Fox suggests that the Bank of England, London Stock Exchange, Lloyd's of London and the trading floor of an investment bank offer excellent learning opportunities.
6. In addition to funding, Guy Fox are requesting logistical support from the City Corporation: research and information about the City of London; introduction to the relevant contact at Sir John Cass Primary School (or other school, if chosen); use of a meeting room for volunteer training sessions; and use of a City venue for a launch event.
7. Five thousand copies of the book will be printed, with 4,000 copies distributed free of charge to Guy Fox's network of schools.
8. The proposed timeline for the project, which will run through 2019, is as follows:
 - Feb – March 2019: Research, plan workshops and liaise with school partners; train volunteers.
 - April – June 2019: Conduct eight workshops at primary school, plus two visits to key City sites.
 - June – September 2019: Design and publish the book.
 - Autumn 2019: Launch of the book
 - December 2019: Distribute the book

Implications

9. It is proposed that the required funding of £42,000 is drawn from your Committee's 2019/20 Policy Initiatives Fund, categorised under 'Promoting the City' and charged to City's Cash. The current uncommitted balance in the 2019/20 Fund is £665,865 prior to any allocation being made for any other proposals on today's agenda.

Conclusion

10. Sponsoring this book project accords well with the City Corporation's stated commitment of providing access to world-class education and learning opportunities, that both enrich and inspire. It will also ensure the City of London's rich cultural and historical resources enrich the learning experience of young Londoners, providing a first-class introduction to the City and how it works.