

Committee(s):	Date:
Policy & Resources – for decision	17 January 2019
Subject: Sponsorship of the 2019 <i>London Councils Guide to Development in the City of Opportunity</i>	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 to sponsor the 2019 *London Councils Guide to Development in the City of Opportunity*. The Guide is a year-long promotional publication that will “present a story of every single council in London to investors, told by the elected representatives, from the point of view of the council and its residents.” The Guide will be published on 1st February 2019. It will receive its London launch on 7th February and its international launch at the annual property conference MIPIM on 13th March. Members are reminded that the City Corporation was the lead sponsor for the 2018 publication.

The City Corporation would be the lead sponsor for the project and two or three secondary sponsors will be secured. The Guide will be published by 3Fox International on behalf of London Councils.

Members are asked to approve sponsorship of the publication at a cost of £12,000.

Recommendation

Members are asked to:

- Agree to sponsor the *London Councils Guide to Development in the City of Opportunity* publication for £12,000 from your Committee’s 2018/19 Policy and Initiatives Fund, categorised under ‘Promoting the City’ and charged to City’s Cash.

Main Report

Background

1. The City Corporation sponsored the 2018 *London Councils Guide to Development in the City of Opportunity*. This was a highly successful publication, which was extremely well received by stakeholders and key audiences, to the extent that additional printing was required to meet demand.
2. Following on from 2018, the 2019 *Guide* is a year-long promotional publication that will “present a story of every single council in London to investors, told by the elected representatives, from the point of view of the council and its residents.”
3. Each borough will have two pages within a 76-page book, presented alphabetically, describing the characteristics, attributes and opportunities that make each London borough, and the City of London, a distinct part of the capital. Each section will

include an illustrated summary of infrastructure, housing, education and skills, jobs and employers, arts and culture and will include a contact (officer) and a key development opportunity for each borough.

4. An introductory section at the start of the Guide, from London Councils and the City Corporation, will describe prospects for London's growth and the roles of the Greater London Authority, London Councils and boroughs in delivering development. The City Corporation will have a full-page introduction.
5. The Guide will go public on 1st February 2019 and will launch in London at several events on 7th February and at the London Councils Housing Conference on 7th March, which is taking place at Guildhall. The Guide will have its international launch on 13th March at MIPIM, the property conference.
6. The Guide will be complemented by a website, reproducing the book material, which will be updated four times a year with a fresh survey of councils, in order to verify content. A quarterly newsletter will also be co-ordinated, to carry the capital's biggest development news.
7. 3Fox International will allocate 300 copies for each borough, the City Corporation and London Councils and a further 2,000 will be allocated, for sharing with key organisations.

Proposal

8. It is proposed that the City Corporation agree to sponsor the publication for £12,000. As lead sponsor, the City Corporation would have:
 - A co-introduction, from the Chair of Policy and Resources, with London Councils Executive Member for Housing and Planning. That post is currently held by Cllr Darren Rodwell, Leader of Barking and Dagenham Council.
 - Recognition in the Guide and associated promotional material through use of the City Corporation's logo.

Implications

9. It is proposed that the required funding of £12,000 is drawn from you Committee's 2018/19 Policy Initiatives Fund, categorised under 'Promoting the City' and charged to City's Cash. The current uncommitted balance in the 2018/19 Fund is £142,341 prior to any allocation being made for any other proposals on today's agenda.

Conclusion

10. Sponsoring this publication provides an opportunity for the City Corporation to support an important piece of London-wide promotion, involving all 32 boroughs. It will enable the City Corporation to be part of an important conversation and continuing to promote the capital on a domestic and international stage.

Colton Richards

Senior Corporate Affairs Officer, Town Clerk's Department
T: 020 7332 1357 E: colton.richards@cityoflondon.gov.uk