

<b>Committee(s):</b>	<b>Date:</b>
Policy & Resources – For decision	06 June 2019
<b>Subject:</b> Sponsorship of the 2019 London Conference	<b>Public</b>
<b>Report of:</b> Bob Roberts, Director of Communications	<b>For Decision</b>
<b>Report author:</b> Colton Richards, Town Clerk's Department	

### Summary

As part of the City of London Corporation's Corporate Plan, 2018-23 there is a stated aim to engage with London on key issues of concern to our communities. The City Corporation continues to support projects that accord well with this policy priority.

In recent years the City Corporation has sponsored the Centre for London's annual London Conference, where political, business and third-sector leaders discuss issues affecting London and its future.

The 2019 London Conference will be held on 5 November 2019 and will look to explore what London's leaders must do to solve London's critical challenges ahead of the Mayoral election in May 2020.

It is proposed that the City Corporation agree to be a sponsor of the 2019 London Conference for £25,000, to be drawn from the Policy Initiatives Fund. Support for this project ensures the City Corporation seeks to promote the interests of people and organisations across London.

Historically, this event has been funded through the Policy Initiatives Fund. However, since it has become a recurrent annual item we recognise it will now be more appropriate to seek a budget uplift so the funding becomes part of the operational budget of Corporate Affairs.

### Recommendation

Members are asked to agree to sponsor the Centre for London's 2019 London Conference for a cost of £25,000 from the 2019/20 Policy Initiatives Fund, categorised under 'Events' and charged to City's Cash.

### Main Report

#### Background

1. The Centre for London is a politically independent, not-for-profit think-tank and charity focused on exploring economic and social challenges across London. The Centre of London's stated mission is to "develop new solutions to London's critical challenges and advocate for a fair and prosperous global city."

2. The City Corporation has a longstanding relationship with the Centre for London, having given seed funding when the Centre was first set up in 2011, and further core funding in 2012 and 2013. It has collaborated with the Centre on several high-level events and projects, including being a major sponsor of the London Conference every year since 2014.
3. Each year, the Centre for London holds its 'London Conference', where different policy issues affecting London are discussed with speeches, panel events, debates and interactive sessions. The conference is an invite-only event for business, third sector and local government leaders. Representatives associated with the City Corporation who have previously spoken at the conference include the Chair of Policy and Resources, Sir Mark Boleat, Sir Nicholas Kenyon and Sharon Ament.
4. The Chair of Policy and Resources spoke at the 2018 London Conference, where the theme was '*Working Capital*', which focused on inclusive growth in London and ensuring all Londoners can access economic, social and cultural opportunities in the capital. Sadiq Khan, the Mayor of London, gave the keynote address. Other participants on the conference agenda included Sir Peter Bazalgette, former Chair of Arts Council England, Cllr Georgia Gould, Leader of Camden Council, James Murray, Deputy Mayor of London for Housing and the author and social innovator Charles Leadbeater.

### **Current Position**

5. This year's London Conference will be held at the Royal Institution on 5 November 2019. The conference will seek to set out what the capital's leaders must do to solve London's critical challenges, against the backdrop of the 2020 Mayoral election.
6. As has been the case with previous conferences, business, third sector and local government leaders from across London will be invited to speak. In addition, McKinsey & Company and JLL, the real estate services firm, have confirmed their sponsorship of the conference. Other sponsors are expected to come on board in due course.
7. In the build-up to the London Conference the Corporate Affairs team will lead on engagement with the Centre for London, through attendance at advisory group meetings, in shaping the conference programme and ensuring issues on the City Corporation's agenda are included.

### **Proposal**

8. It is proposed that the City Corporation agree to sponsor the 2019 London Conference for £25,000.
9. As a sponsor of the London Conference, the City Corporation would have:
  - A speaking opportunity at the conference
  - Membership of the advisory group planning the conference

- Acknowledgement as a major sponsor from the platform, on the invitation, in event collateral (online and on the day) and in relevant media communications
- Second priority brand presence on the invitation and in all event collateral
- Branding at the event and in promotional materials
- 10 delegate places at the conference
- Access to the final delegate list prior to the conference
- Opportunity to produce a bespoke insert to be included in the delegate packs, distributed to all delegates on the day.

### **Corporate & Strategic Implications**

10. Supporting and participating in this project accords well with the City Corporation's key policy priority of engaging with London key issues of concern to our communities, as set out in the Corporate Plan 2018-23, in particular the outcomes that ensure a) communities are cohesive and have the facilities they need and b) that we inspire enterprise, excellence, creativity and collaboration.

### **Financial Implications**

11. It is proposed that the required funding of £25,000 is drawn from your Committee's 2019/20 Policy Initiatives Fund, categorised under 'Events' and charged to City's Cash. The current uncommitted balance in the 2019/20 Fund is £582,883 prior to any allocation being made for any other proposals on today's agenda.

### **Conclusion**

12. Sponsoring the 2019 London Conference will provide an opportunity for the City Corporation to continue its strategic engagement with key audiences on policy issues affecting London and to demonstrate the City Corporation's involvement in important policy debates on the future of the capital city.

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