

Committee(s)	Dated:
Public Relations and Economic Development Sub (Policy & Resources) Committee	02/07/2019
Subject: 2019/20 Mayoral Programme – Alderman William Russell (Subject to Election)	Public
Report of: Executive Director of Mansion House & Central Criminal Court Director of Innovation & Growth Assistant Town Clerk & Director of Major Projects Director of Community & Children's Services	For Information
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Summary

This report outlines the proposed Mayoral Theme for the 2019/20 Lord Mayor of the City of London. The Mayoral Theme of ***Global UK: Trade, Innovation and Culture*** will be championed and promoted, subject to election, by Alderman William Russell.

The Theme has been developed with the aim of supporting the delivery of a number of the outcomes in the City of London Corporation's Corporate Plan 2018-23, Corporate Strategies and Department Business Plan Objectives.

An overview of the proposed pillars, outcomes, high level objectives are summarised in the Mayoral Theme Framework at Appendix 1.

In summary the Mayoral Theme ***Global UK: Trade, Innovation and Culture*** will:

- Grow trade and investment for UK Plc
- Champion innovation
- Promote a rich and vibrant cultural offer

The vision for this Mayoralty is to promote the City and the UK as a global hub for trade, innovation and culture. The focal point of this Mayoralty will be driving forward London and the UK as global leaders and innovators in FinTech with "FinTech 3.0", the new paradigm of scale and implementation in financial technology, being the major focus of the year.

Recommendation

Members are asked to note the 2019/20 Mayoral theme as set out in this report.

Main Report

Background

1. The Mayoral Theme identifies the key areas of focus to be championed, convened and/or communicated by the Lord Mayor during their term in office.

2. A Mayoral Theme Framework has been developed to further align the delivery of the Lord Mayor's programme with the City of London Corporation's Corporate Plan. It identifies specific areas of focus, that take into account, the business, social and economic priorities of the City of London, the City of London Corporation and the causes to be championed by the Senior Alderman Below the Aldermanic Chair (SABTAC).
3. The Framework provides an overview of the three pillars, priorities, target outcomes and objectives and primary workstreams to be undertaken during the Mayoralty. The three pillars are Trade, Innovation and Culture and have been linked to Corporate Plan outcomes and related strategies.
4. The Theme will directly support outcomes 3, 7, 10 and will help with the delivery of outcomes 4, 5, 6, 11. The workstreams in the Mayoral Framework build primarily on current initiatives taking place across the Corporation and aim to support the delivery of Departmental Business Plans.

Mayoral Theme

5. The 2019/2020 Mayoral Theme *Global UK: Trade, Innovation and Culture* will grow both the economic and cultural influence of the City, London and the UK. It will be a critical time for the economy of the City of London and the UK as well as our nations role on the global stage. Trade is therefore at the heart of this Mayoral Theme under a wider promotional banner of "*Global UK.*"
6. Innovation will form the central pillar of the Mayoral Theme with the implementation of FinTech 3.0, as being the big driver for the year. This Mayoralty will support the promotion of London's technology and innovation across the FPS ecosystem; setting global standards in policy, regulation and capacity building with FinTech 3.0.
7. Pillar One: Trade – The Mayoralty will create trade and investment opportunities that support the City, London and the UK by championing initiatives that deliver more open and frictionless international trade for the UK; promoting the value of investment and asset management and growing deeper partnerships with the Corporation's UK and international city partners.
8. Pillar Two: Innovation – The Mayoralty will champion innovation specifically FinTech, Green Finance and Cyber Security within a sustainable and green City. This will be delivered by supporting the growth of the Fintech market and its regulatory environment; increasing our role in Green Finance; promoting a sustainable city and sharing best practice in tackling cyber security and economic crime.
9. Pillar Three: Culture - The Mayoralty will promote the City of London as not only being a great place to do business but, from visual and performing arts to heritage and exhibitions, as having a rich and vibrant cultural offer making it a great place to live, learn, work and visit; building on London being the third most popular city in the Ipsos Top Cities and having a more rounded profile than other international cities.

10. The City of London is home to the Culture Mile including the Barbican, Guildhall School of Music and Drama, London Symphony Orchestra and Museum of London who are leading the animation of the whole neighbourhood with imaginative collaborations and events. The aim of the Culture Mile is to bring commerce and culture together in a wealth of creativity.
11. The UK's cultural and creative industries are a vital and growing part of our economy. Research from the Arts Council shows the sector added £10.8bn to the economy at the last count in 2016, £390m more than the previous year, more than the agricultural sector and roughly equal to cities such as Liverpool and Sheffield. The City of London is the fourth largest investor in culture and the arts in England, investing over £100m in culture each year.
12. The Mayoral Theme will showcase a culturally vibrant city through a series of activities that will shine a spotlight on the Culture Mile; embed fusion skills and creative learning, promote partnerships between education, business and culture; champion the Creative Economy and encourage cultural rehabilitation in prisons.

Corporate and Strategic Implications

13. *Global UK: Trade, Innovation and Culture* 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 aim to *'contribute to a flourishing society, shape outstanding environments and support a thriving economy'*. The Theme supports the City of London Corporation to deliver the following outcomes within the Corporate Plan for 2018-23:
 - 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 10: We inspire enterprise, excellence, creativity and collaboration.
 - Outcome 11: We have clean air, land and water and a thriving and sustainable natural environment.
14. The Mayoral Theme and its activities link to the following existing strategies within the City Corporation: Economic Development Regional Strategy; Cultural Strategy; Culture Mile Strategy; Visitor Destination Strategy; Education, Culture & Creative Learning and Skills Strategy; Responsible Business Strategy; Social Mobility Strategy; Sport and Physical Activity Strategy; Bridging Divides Strategy, City Bridge Trust and Towards a Sustainable Future Strategy.

15. The Mayoral Theme and its activities directly support the objectives of Departmental Business Plans including for example:

- Economic Development Office: Promotion: Preserve and promote London as the world-leading global centre for FPS, commerce and culture.
- Economic Development Office: Innovation: Enhance London's position as the global hub for business innovation and support businesses to continue rolling out innovative products and services.
- Community and Children's Services: Community Potential: Increasing access to world class heritage, culture and learning opportunities in the City for people of all ages, abilities and backgrounds.
- Cultural Services: Coordinate and deliver support across City departments for the first year of London Borough of Culture.

Financial and Resourcing Implications

16. Existing departmental budgets and the Hospitality Working Group budget will be used to deliver the activities outlined in this strategy. Any supplementary budget required will be requested through Resource Allocation Sub (Policy and Resources) to amplify existing Corporation activities and/or deliver additional activity under the *Trade, Innovation and Culture* pillars.

Conclusion

17. Members are asked to support the 2019/20 Mayoral Theme which will:

- grow trade and investment opportunities ensuring the City continues to be a world-leading global financial centre, at the heart of a great trading nation, strengthening our strategic city partnerships in the UK and globally.
- champion innovation to show London and the UK are global leaders and innovators in FinTech, Green Finance and Cyber Security within a sustainable and green City.
- promote the rich and vibrant cultural offer of the City of London's as part of a Global UK.

Appendices

Appendix 1 – Proposed Final Version of Mayoral Theme 2019 – 2020.

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Mayoral Theme 2019 – 2020: Global UK: Trade, Innovation and Culture

For a flourishing society, a thriving economy and outstanding environments

Lord Mayor of the City of London: To be an international ambassador for the UK’s financial and professional services sector to deliver a vibrant and thriving city, supporting a diverse and sustainable London, within a globally successful UK.

Vision

The City and the UK is a global hub for trade, innovation and culture.

Overview

Globally the City of London and the UK is renowned for its world class offer in trade, innovation and culture. This Lord Mayoralty will focus on championing innovation to up scale our offer in FinTech, Green Finance and Cyber Security within a sustainable and green City. Innovation drives global trade and investment and this Lord Mayoralty will grow trade opportunities for the City, London and the UK.

The City of London is not only a great place to do business but has a rich and vibrant cultural offer making it a great place to live, learn, work and visit. A culturally diverse city helps to drive a creative economy, fuel innovation and deliver a flourishing society. This Mayoralty will highlight the significant social and economic impact of culture on the City, London and the UK, championing the connectivity between trade, innovation and culture in a thriving local, national and international economy as part of a Global UK.

Pillars & Priorities

TRADE

Grow trade and investment for UK Plc

INNOVATION

Champion innovation

CULTURE

Promote a rich and vibrant cultural offer

Outcomes

The City continues to be a world-leading global financial centre, at the heart of a great trading nation, strengthening our strategic city partnerships in the UK and globally.

London and the UK are global leaders and innovators in FinTech, Green Finance and Cyber Security within a sustainable and green City.

The City and the UK flourish as a vibrant cultural, creative & learning destination for all; the social and economic impact of creativity and culture on London and the UK is widely understood.

High Level Objectives

- Champion open and frictionless international trade deals for the UK working with HMG to maximise opportunities
- Support UK companies and cities secure trade opportunities through international trade delegations.
- Promote value of Investment and Asset Management as a driver of growth in the economy
- Secure inward investment for UK Strategic City Partners.
- Grow international Strategic City Relationships.

- Promote London’s technology and innovation across the FPS ecosystem; setting global standards in policy, regulation and capacity building with FinTech 3.0.
- Position London as a key supplier of capital and expertise in green and sustainable finance to work in partnership with key markets like China, India and Africa.
- Establish global leadership in financial services as one that is cyber secure, responsible, transparent and resilient.
- Promote a Sustainable City.

- Showcase Culture Mile and culturally vibrant city.
- Embed Fusion Skills and Creative Learning; increasing opportunities for access, inclusion and widening participation in Culture
- Champion the Creative Economy and connectivity between culture and innovation and future employment.
- Share insight into social and economic impact of culture.
- Promote partnerships between education, business and cultural institutions.
- Increase visibility and opportunities for Cultural Rehabilitation in Prisons.

Links to Corporate Plan Outcomes and Related Strategies

Outcomes 5 & 6
Responsible Business
Outcome 7
Economic Development Regional

Outcome 6, 7 & 11

Outcomes 3, 4, 7 & 10
Cultural
Culture Mile
Visitor Destination
Culture & Creative Learning
Social Mobility

