

Committee	Dated:
Policy and Resources – For decision	17 October 2019
Subject: City Week 2020 event sponsorship	Public
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Summary

The City of London Corporation is seeking to continue its high-level involvement with the annual City Week event, organised by City and Financial Global, taking place on 11-12 May 2020. The City Corporation has been involved for many years and hosted the 2019 edition. Its support of City Week, providing the Guildhall as the venue for the conference, and with an active role in the shaping of the agenda, places the Corporation at the heart of on key debates amongst international stakeholders.

Recommendation

Members are asked to agree to provide £25,000 from the 2020/21 Policy Initiatives Fund, categorised under 'Events' and charged to City's Cash in order to finance the Corporation's sponsorship of the 10th City Week annual conference. A high profile for the Corporation in City Week provides a valuable opportunity to shape discussions with our business stakeholders on key topics and promote the UK to a global audience.

Main Report

Background

1. The Corporation has previously participated in City Week as a partner. The event has become established in the annual financial services events calendar, and is actively supported by TheCityUK and Department for International Trade (DIT), to showcase UK expertise in financial and professional services. Prominent speaking roles were taken by the Corporation in previous years, including the keynote address being provided by the Policy Chair, as well as a number of other senior representatives of the Corporation and IRSG members.

Proposals

2. The proposal is for the Corporation to be a partner of the 2020 City Week conference, by providing the Guildhall as a venue for the conference. In return, the Corporation will play an important role in shaping the agenda around themes and topics of central importance to the Corporation. The themes for City Week 2020 include many which are relevant to the Corporation's promotional and engagement work e.g. Climate Change transition, Regulation (both from a national and global

perspective), the future of the City and UK financial services in the post Brexit era, Priority markets for trade deals, and Fintech.

3. In line with previous editions, a number of senior figures will be identified as speakers. This year's line-up included Rt Hon Dr Liam Fox MP, John Glen MP, senior figures from industry, as well as international representatives including Steven Maijor, Chair of the European Securities and Markets Authority (ESMA) and Brian Quintenz, Commissioner of the US Commodity Futures Trading Commission (CFTC). In addition to partners, such as TheCityUK and DIT, the City Week conference is typically sponsored by a coalition of businesses. In recent years this has included HSBC, London & Partners, Linklaters, The Investment Association, the Law Society, ICMA, etc.
4. Partnership in this event also provides the Corporation with complimentary conference passes, along with prominent branding opportunities. In addition to the Policy Chair giving the keynote address, the Corporation would look to secure high profile speaking opportunities once again for City of London Corporation representatives in debates that best fit priority topics to promote the City as the premier international destination for global investors. In particular, the 2020 edition provides an opportunity to reflect on a post-Brexit environment, promote our Global Britain agenda and joint work on international investment underway in partnership with the Department for International Trade, support the Green Finance and Fintech agendas, as well as furthering the Corporation's global regulatory engagement strategy.

Implications

5. It is proposed that the required funding of £25,000 is drawn from your Committee's 2020/21 Policy Initiatives Fund, categorised under Events and charged to City's Cash. City and Financial Global are once again taking a larger space for the 2020 event (costing £43,538 plus VAT in total¹) and covering the remaining costs (£18,538). The current uncommitted balance in the 2020/21 Policy Initiative Fund is £840,365 prior to any allocation being made for any other proposals on today's agenda.

Conclusion

6. The proposed support of the 2020 City Week as a partner, and in particular the prominent involvement of the Corporation in the events of City Week, accords well with the role the City Corporation plays in leading debates on issues that affect the City and the financial services industry. Partnership of this event will provide a forum for high-level interaction with key City Corporation audiences and support the City Corporation's engagement on key political and economic issues, helping to deliver on our strategic objectives for innovation and growth.

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¹ This covers 09.00-19.00 set up on Sunday 10th May; 06.00-23.00 hire on Monday 11th; 07.00-23.00 on Tuesday 12th – Great Hall and Old Library, with Livery Hall for gala dinner (10th)