

Meeting	Date
Public Relations and Economic Development Sub Committee (for information)	5 November 2019
Community and Children's Services Committee (for information)	7 November 2019
Education Board (for information)	14 November 2019
Policy and Resources Committee (for decision)	21 November 2019
Establishment Committee (for information)	10 December 2019
Subject Social Mobility Strategy, 2018-28 – Annual Report	
Report of The Director of City Bridge Trust and Chief Grants Officer	
Report Author Sufina Ahmad – Corporate Strategy Manager	
	For Information

Summary

This paper presents the first annual report at **Appendix One** for the City of London Corporation's Social Mobility Strategy for 2018-28, which was approved by Policy and Resources Committee in September 2018. The report outlines the progress the City Corporation has made in the last 12 months in relation to our vision that *'People enjoy a society where individuals from all socio-economic backgrounds can flourish and reach their full potential'*. The report is primarily aimed at officers and elected Members, but detail in the report can be used for external-facing communications.

The report offers detail on 16 key highlights from the last year, including: the London Careers Festival attended by 5,000 young people with 175 organisations participating; the use of £100,000 to deliver summer enrichment pilots in 2019 in Islington engaging over 100 young people; the City Corporation's Living Wage Campaign which reached over five million people; and the City Corporation's ranking of 56 out of a published Top 75 in the 2019 Social Mobility Employer Index.

Recommendations

Members of the Public Relations & Economic Development Sub Committee, Community and Children's Services, Education Board and Establishment Committee are asked to:

- i. Endorse the Social Mobility Strategy Annual Report and provide guidance on how it should be shared with all Members.
- ii. Continue to prioritise the Social Mobility Strategy going forward.

Members of the Policy and Resources Committee are asked to:

- iii. Approve the Social Mobility Strategy Annual Report and provide guidance on how it should be shared with all Members.
- iv. Continue to prioritise the Social Mobility Strategy going forward.

Main Report

Background

1. The Social Mobility Strategy 2018-28 was approved in September 2018 by Policy and Resources Committee. The strategy focusses on a vision to *'People enjoy a society where individuals from all socio-economic backgrounds can flourish and reach their full potential'*. This is split into four strategic outcomes:
 - a) Everyone can develop the skills and talent they need to thrive.
 - b) Opportunity is accessed more evenly and equally across society.
 - c) Businesses and organisations are representative and trusted.
 - d) We role model and enable social mobility in the way we operate as an organisation and employer.

The first three outcome areas primarily relate to the external-facing work the City Corporation does with its key stakeholders in the Square Mile, the City, London and the UK, across the public, private, charitable and community sectors. The fourth outcome focuses on the City Corporation as an organisation and employer.

2. The delivery of the strategy has been overseen by the Social Mobility Implementation Group, which is chaired by the Director of City Bridge Trust and Chief Grants Officer, as the Senior Responsible Officer for the strategy. the Group meets quarterly and is made up of officers from: Corporate Strategy and Performance Team (CSPT), Corporate Philanthropy and Volunteering, City Bridge Trust (CBT), Department of Community and Children's Services (DCCS), Strategic Education, Skills and Culture Unit, Human Resources (HR) and the Town Clerk and Chief Executive's Office. The implementation of the strategy is facilitated through the CSPT who provide organisational oversight to maximise the City Corporation's collective impacts on social mobility; programme management; and ensure there is a clear corporate narrative on social mobility.

Current Position

3. The strategy has been supported by a comprehensive 12-month action plan, which started in January 2019. A total of 81 activities were identified across the aforementioned four strategic outcomes. Of these, 10% are complete, 84% are on-track/ongoing, 2% are delayed and 4% are not on track – mitigations are in place for activities that are delayed or not on track. Going forward, there are plans in place to develop the next annual action plan from January 2020.
4. The annual report is primarily aimed at officers and elected Members and highlights in more detail 16 activities, including the following four case studies:
 - a) **London Careers Festival:** The City Corporation ran in partnership with 175 organisations, including businesses, institutional employers, Livery Companies and other educational partners, the inaugural London Careers Festival benefitting over 5,000 children and young people from over 130 schools, sixth-form colleges and youth groups.

- b) **Summer Enrichment Pilots:** £100,000 of funding was aimed at children and young people in Islington from lower socio-economic backgrounds, including at the City of London Academy Highbury Grove, to tackle summer learning loss, summer hunger and summer enrichment during the 2019 summer holidays. Over 100 young people were engaged with the four programmes that were run by three different providers.
- c) **Living Wage Campaign:** The City Corporation won a Living Wage Industry Award for its advertising campaign promoting the Living Wage, reaching five million people and resulting in 14 enquiries from non-accredited employers about becoming Living Wage accredited.
- d) **Social Mobility Employer Index:** The City Corporation will receive confirmation of its ranking on 3 October, but have provisionally been informed that the organisation is ranked 56-60, and were particularly commended for the organisation's work with young people, its encouragement of its supply chain to consider social mobility and the way in which we offer higher level apprenticeships.

Options

5. Social mobility continues to be of high importance both at the City Corporation and amongst the key external stakeholders that the organisation engages with regularly across central and local government, the private and business sectors, the education sector and parts of the charitable and community sector. Despite this the UK continues to be ranked as one of the lowest performing countries for relative income and social mobility by the Organisation for Economic Cooperation and Development (OECD). There remains much to do in order to not only level the playing field, but to make it fairer too, thus ensuring everyone can participate, compete and succeed. It is recommended that the City Corporation continues to demonstrate its commitment to this strategy over the next 12-months by:
 - a) Fully implementing the strategy's performance framework
 - b) Testing the feasibility of a multi-generational and longitudinal study
 - c) Embedding a corporate approach to our external communications, influencing and thought leadership activities on social mobility
 - d) Developing an advocacy offer that ensures social mobility remains a priority across local, regional and central Government.
 - e) Identifying and developing new activities that we can deliver in this space mindful of our distinctive position alongside ensuring the continuation of ongoing activities in so far as they continue to be relevant and have impact

Proposals

6. To deliver on the ambitions mentioned in paragraph five, the actions related to the delivery of this strategy must be included within the 2020/21 business plans for CBT, Town Clerk's Communications, Town Clerk's Human Resources, Town Clerk's Culture, Town Clerk's Corporate & Member Services, Innovation and Growth and DCCS.

Corporate and Strategic Implications

7. The strategy supports the City Corporation's Corporate Plan for 2018-28, in terms of its vision for a *'vibrant and thriving City, supporting a diverse and sustainable London within a globally successful UK'* and our strategic aims to *contribute to a flourishing society and support a thriving economy*. It specifically relates to the following outcomes in the Plan:
- **Outcome 3:** People have equal opportunities to enrich their lives and reach their full potential.
 - **Outcome 5:** Businesses are trusted and socially and environmentally responsible.
 - **Outcome 8:** We have access to the skills and talent we need.
8. This strategy also links to the City Corporation's strategies on: Responsible Business, Housing, Education, Employability, Health and Wellbeing, Bridging Divides, Equality, Diversity and Inclusion, Skills, Philanthropy, Volunteering, Culture, Culture and Creative Learning, Culture Mile and Culture Mile Learning.

Health Implications

9. This strategy does consider the impact of poor social mobility on an individual's health and wellbeing.

Public Sector Equality Duty Implications

10. In July 2019, it was agreed that social mobility would be added as a consideration to the City Corporation's Equality Impact Assessment.

Resource Implications

11. Most activities identified in the strategy are delivered as part of departmental budgets.

Conclusion

12. The annual report at Appendix One summarises in detail the work that has been completed in the last year to deliver the City Corporation's Social Mobility Strategy for 2018-28 and recommends that it remains a strategic priority going forward. This Committee is asked to either support, or approve, the strategy's annual report and the priorities that have been set out going forward.

Appendices

Appendix One – Social Mobility Strategy, 2018-28 – Annual Report

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