

Committee: Policy and Resources	Date: 24 September 2015
Subject: Additional Events and Topical Issues Programme: Funding Request	Public
Report of: Director of Economic Development Director of Public Relations	For Decision

Summary

The Committee agreed in July 2012, March 2013 and May 2014 to extend the Chairman's contact programme through additional events and a topical issues programme, (TIP), at a cost of £55,000 a year for 2012-13, 2013-14 and 2014-15. Continuing this additional activity remains a priority following the 2015 General Election and Labour leadership election and in advance of the 2016 Mayoral election. Additional resources would ensure that the City of London Corporation remains fully engaged with key audiences and strategic issues, both in the UK and abroad. It is, therefore, proposed to continue this additional activity at the same cost in the current financial year, 2015-16.

Recommendation

The Committee is recommended to approve the proposal to continue the extended events and topical issues programme through appropriate events and papers at a cost of £55,000 funded from your Committee's Policy Initiatives Fund 2015/16, categorised under the "Promoting the City" section of the Fund and charged to *City's Cash*. Approval for the expenditure on each individual event or paper will be sought from the Town Clerk, in consultation with the Chairman and a Deputy Chairman.

Main Report

Background

1. This Committee agreed in July 2012, March 2013 and May 2014 to extend the Chairman's contact programme through additional events and a topical issues programme at a cost of £55,000 per annum for 2012-13, 2013-14 and 2014-15. The objective of the additional events is to assist with the delivery of the City Corporation's messages for supporting and promoting the City among key audiences, both in the UK and abroad. All

expenditure on individual events and papers has been approved by the Town Clerk, in consultation with the Chairman and a Deputy Chairman.

2. As part of the extended events programme, the following events were organised during 2014-15:

- A dinner with the Transport Secretary Patrick McLoughlin and high level business figures to discuss transport issues affecting London. (15 July 2014)
- A discussion dinner between the Employment Minister Esther McVey and high level stakeholders to consider how employers and the Government can best work together to tackle youth unemployment. (21 July 2014)
- A dinner with the Communities and Local Government Secretary Eric Pickles and high level business figures to discuss issues relating to his department's responsibilities. (9 September 2014)
- A dinner discussion on the UK's future relationship with the rest of the world featuring the former Attorney General Dominic Grieve, the former Foreign Office Minister Jeremy Browne and the Shadow Justice Minister Stephen Twigg. (3 February 2015)
- The annual reception of the Whitehall and Industry Group (WIG) hosted at Guildhall and attended by over 200 senior representatives from the Civil Service, the private and tertiary sectors and a speech by the Cabinet Secretary, Sir Jeremy Heywood. (9 February 2015)
- A discussion dinner between the Chair of the Inclusive Capitalism APG Liam Byrne MP and senior stakeholders on inclusive capitalism. (3 March 2015)
- A seminar and reception on women in business led by the Chief Executive of the Royal Mail, Moya Greene. (24 March 2015)
- A General Election briefing breakfast led by the founder of Populus and former Senior Adviser to the Prime Minister, Lord (Andrew) Cooper. (26 March 2015)

3. The following topical issues papers were supported during 2014-15:

- A study on the role of charities and social enterprises in Public Services undertaken by the Association of Chief Executives of Voluntary Organisations (ACEVO).

- An update of the research work on attitudes across EU capitals and in Brussels on London as Europe's financial capital, undertaken by the think tank, Policy Network.

Proposal

4. Continuing this additional activity remains a priority following the 2015 General Election and Labour leadership election and in advance of the 2016 Mayoral election. Additional resources are required to ensure that the City of London Corporation remains fully engaged with key audiences and strategic issues, both in the UK and abroad. The extension of the contact programme, through the organisation of additional events, has assisted with the wider delivery of the City Corporation's messages for supporting and promoting the City to key audiences. The TIP has allowed the City Corporation to engage with key issues through papers, pamphlets and events. This funding arrangement also allows additional events and publications to be arranged flexibly and at short notice. It is proposed to continue this additional work, with funding at the same level as in the previous year, i.e. £55,000.

Corporate & Strategic Implications

5. It is proposed that the required funding of £55,000 be drawn from your Policy Initiatives Fund 2015/16, categorised under the "Promoting the City" section of the Fund and charged to *City's Cash*. The current uncommitted balance available within your Committee's Policy Initiatives Fund for 2015/16 amounts to £389,300, prior to any allowance being made for any other proposals on today's agenda.

Conclusion

6. By continuing to commit additional resources to events and to engaging with topical issues, the ability of the City Corporation to interact flexibly and at short notice with key audiences during periods of heightened activity on the political landscape is increased. It also allows the City Corporation to continue to play an appropriate role among key policymakers.

Contact: *Damian Nussbaum*
Director of Economic Development
damian.nussbaum@cityoflondon.gov.uk
 020 7332 3600

Tony Halmos
Director of Public Relations
tony.halmos@cityoflondon.gov.uk
 020 7332 1450