

Committee(s) Policy and Resources Committee	Dated: 19 November 2015
Subject: Policy Committee Contingency Proposal – City & Livery Awards	Public
Report of: Town Clerk	For Decision

Summary

The City & Livery Awards are an initiative designed to provide work experience and business skills for Year 12 pupils in a Square Mile setting. The awards were established by the Livery in 2012 and are now at a stage in their development where seed funding is required for the concept to expand further. Given the concept is in line with the wider employability work of the City of London Corporation, it is proposed that Policy Committee Contingency funding is used towards a planned City & Livery Awards finale at Mansion House in January 2016, the publicity of which will be used to demonstrate the worth of the awards as a concept, and promote the initiative to the wider Livery, schools, and City businesses with a view to expanding the awards to more schools and City businesses in the coming years.

Recommendation(s)

- The Committee provide £6,000 from the Policy Committee 2015/16 Contingency budget, as seed funding to facilitate the City & Livery Awards Finale on 28 January 2016.

Main Report

Background

1. The City & Livery Awards was established by the Worshipful Company of Grocers in 20132. The concept involves teams of Year 12 academy pupils drafting a business proposal, overseen by young Liverymen from the financial services and advertising industries, who act as mentors. During the course of the project, the pupils visit the offices of their mentors to learn more about office life and business skills such as budgeting and presenting business cases.
2. Each team of pupils delivers their proposal at an evening dinner event to an invited audience that includes judges with relevant backgrounds in business. Once the pupils have delivered their presentations, they then undergo a short question and answer session from the judges and the audience designed to test the reasoning behind, financial credibility of, and likely attraction as a commercial product of their proposals. Each presentation is scored by both the judges and the audience, with the casting vote held by the judging panel.
3. The concept has been adopted by other Livery Companies. This year competitions have been held by the Grocers, Mercers and Haberdashers.

Proposal

4. It is proposed that the winners from each of these three competitions take part in a City & Livery Finale at Mansion House on 28 January 2016. The cost of the event is £12,000.
5. Your committee is asked to consider providing £6,000 from the Policy Committee Contingency to enable the event to take place. The balance of the cost will be met from ticket sales allocated to the three Livery companies who will have already incurred costs of up to £15,000 each to hold the preliminary events in their own halls.

Aims and Outcomes

6. The aim of the City & Livery Awards is to demonstrate how the Square Mile can combine its component parts – young professionals, the Livery, the financial and professional services, the City of London Corporation - to encourage the ambition, aspiration and soft skills of academy pupils so that they may experience of careers in industries they might not otherwise consider.
7. There is potential for the concept to grow further in the next few years, to involve other Livery companies, academies and City businesses. The Finale event in January 2016 would be key to facilitating this growth, involving as it would the high profile of the Lord Mayor and participating City businesses. As the concept grows, opportunities for business sponsorship will ensure the concept becomes self-funding and sustainable, as well as reaching an increasing number of academy pupils. 11 schools from the state sector have taken part in the awards initiative in the past year, and there is the potential for this to increase to 30 schools and academies within the next three years.
8. Given the funding request for this initiative is for seed funding only and does not represent a distinct ongoing policy initiative, and moreover is an unforeseen proposed item of expenditure, it is recommended it is considered as an item for the Policy Committee Contingency. The Policy Committee Contingency balance for 2015/16 is £129,700.

Conclusion

9. The City & Livery is an established concept that has provided Year 12 academy pupils with the opportunity to learn new skills and experience office settings with City businesses. There is the potential for the concept to grow further in the wake of a City & Livery Finale event being held at Mansion House in the new year. Members are therefore asked to consider providing £6,000 in seed funding to enable the event to take place.

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