

Committee	Dated:
Policy and Resources – For decision	06102016
Subject: Sponsorship of the Centre for London’s ‘2016 London Conference’	Public
Report of: Damian Nussbaum, Director of Economic Development	For Decision
Report author: Colton Richards, Corporate Affairs Officer	

Summary

The Centre for London is a politically-independent, not-for-profit think-tank and charity focused on exploring economic and social challenges across London. The Centre of London’s stated aim is to work with policymakers to develop “long-term, rigorous and radical solutions” for London.

This report proposes headline sponsorship by the City Corporation of the CFL’s 2016 London Conference. The event will take place on 16 November. The London Conference convenes leaders – London, national and global – from a range of sectors to look at the social and economic challenges facing London in the year ahead.

Headline sponsorship of this event will provide a forum for high-level interaction with key City Corporation audiences and supports the City Corporation’s economic development programme and engagement on key political and economic issues.

Recommendation

Members are asked to agree to provide £22,000 from the Policy Initiatives Fund 2016/17, categorised under ‘Events’ and charged to ‘City’s Cash’ to be a headline sponsor of the 2016 London Conference, in partnership with the Centre For London.

Main Report

Background

1. The City Corporation has a longstanding relationship with the Centre For London: the City Corporation gave seed funding when it was first set up in 2011, and further core funding in 2012 and 2013. It has collaborated with the organisation on a number of high-level events and projects, including the 2014 London Conference.

Current Position

2. The City Corporation plays a leading role supporting and promoting the City’s status. It focuses on its strategic economic development at local and global level.

This includes convening and supporting discussions of interest to our business stakeholders.

Proposals

3. The proposal is for the City Corporation to be a headline sponsor of the 2016 Centre for London 'London Conference,' which takes place on 16 November at the Royal Institution. The Conference is an all-day, invite-only programme of events, looking at key issues such as housing, transport, devolution and globalisation of the economy. The topline theme will be '*In a time of rapid change, what is London's place in the world and how can it succeed as a global city?*' and will examine how London adapts to the post-EU Referendum landscape.
4. A number of senior figures have been invited to speak. The list includes Mayor of London Sadiq Khan, Mayor of New York City Bill de Blasio, First Minister of Scotland Nicola Sturgeon, the Chancellor of the Exchequer Philip Hammond and leading economists Stephanie Flanders and Joseph Stiglitz.
5. Headline sponsorship provides the City Corporation with membership of the advisory committee to shape the Conference programme, speaking opportunities for a City Corporation representative on a panel, eight complimentary conference passes, along with branding opportunities. There will be a maximum of five headline sponsors. The Conference is typically supported by a coalition of businesses, public sector and voluntary partners. In recent years this has included JP Morgan, the London Fairness Commission, EY and London Councils.

Implications

6. It is proposed that the required funding of £22,000 is drawn from the Policy Initiatives Fund 2016/17, categorised under Events and charged to *City's Cash*. The current uncommitted balance in the 2016/17 Fund is £347,400 prior to any allocation being made for any other proposals on today's agenda.

Conclusion

7. The proposed headline sponsorship of the Centre for London's '2016 London Conference' accords well with the role the City Corporation plays in promoting debates on issues that affect the City and more widely, London. Headline sponsorship of this event will provide a forum for high-level interaction with key City Corporation audiences and supports the City Corporation's economic development programme and engagement on key political and economic issues.

Damian Nussbaum

Director of Economic Development

T: 020 7332 3600

E: damian.nussbaum@cityoflondon.gov.uk