

Our Vision is to create growth and inclusion for the City, London and the UK so that the UK continues as the World's leading financial centre

Our Strategic Objectives:

- **Competitive Economy:** To sustain and enhance the UK's competitive regulatory and economic environment and enable access to global markets
- **Responsible Business:** To support business to adopt responsible and inclusive business practices and ensure the City continues to thrive
- **Innovation Hub:** To ensure that London is home to a more innovative ecosystem for Financial and related professional services (FRPS) than its competitors
- **Global Ambition:** To promote the UK's value proposition to attract and retain investment to the UK and facilitate exports

Our Assets:

- A global reputation and in depth industry expertise in FRPS supported by high quality research capabilities
- Diverse relationships spanning an extensive network of UK and international partners that enables change to be effected at both a national and international level
- Broad resources which enable us to support a complete business ecosystem and offer high quality services
- Independent remit which allows us to bring all relevant parties to the table on key issues, to take a long-term perspective and maximise our impact

Our 2017-18 budget is:

	£000
Employees	4,100
Premises	187
Transport	161
Supplies & Services	2,166
Third Party	45
Contributions	(14)
Client Receipts	(6)
Total Operational Budget	6,639

Our Focus Areas:

COMPETITIVE ECONOMY

- **EU Market Access:** Achieving the best possible outcome from the BREXIT negotiations
- **International Market Access:** Developing and strengthening access to London's most important markets including both mature markets (eg. the US) and emerging markets (eg. India and China)
- **UK Regulatory Framework:** Ensure high standards and promote global regulatory coherence

RESPONSIBLE BUSINESS

- **Trust:** Support businesses to adopt responsible practices and improve public perception of the City
- **Talent:** Enable FRPS to attract the talent it needs and build the necessary skills
- **Enterprise:** Grow the number of start ups that scale successfully in FRPS, support responsible growth and increase the diversity of teams

How we will measure success:

- Improved ranking of UK FRPS in global indices
- Significant progress made on financial services priorities in Brexit negotiations
- Increase FRPS foreign direct investment into London and the UK
- Track volumes in F/X, AUM, Bond listings particularly with Asia
- Increase in trust in FRPS reflected in the Edelman Trust barometer

- **Thriving City:** Identify and address the challenges London faces to remain a globally competitive city whilst also ensuring inclusive growth

INNOVATION HUB

- **FinTech:** Establish London as a market leader in innovation and use of technology
- **Cyber:** Ensure that London is the most resilient financial centre to cyber attack
- **Green Finance:** Ensure that London has the environment to attract investment in Green finance

GLOBAL AMBITION

- **Foreign Direct Investment:** Support and enable the movement of new FRPS business into London
- **Retention and Expansion:** Encourage FRPS businesses to remain in and expand across the UK
- **Exports:** Identify and increase exports to priority markets

- Increase in City workforce diversity as reflected in the UKCES Annual Population Survey
- Reduction of FRPS skills gap and skill shortages
- Greater diversity in FRPS workforce
- Improve the UK's standing in the Global Innovation Index and London's standing in the Global Cities Index
- >80% positive rating score in EDO's stakeholder survey and other feedback from stakeholders and City Corporation partners

How we plan to develop our capabilities this year:

- Develop a business case and, if successful, roll out a Strategic Engagement Management System (SEMS) across EDO
- Embark on a programme of business engagement and training
- Ask for feedback on briefings to ensure we are producing the most effective and relevant briefings for our leaders
- Think strategically and link in with the People, Place, Prosperity Steering groups and Summit Group
- Develop our presence through programmes, communication and promotion with a particular focus on ensuring that we are effectively communicating the work that we undertake and service offering that we can provide
- Increase our engagement with non-EU stakeholders in Asia and London to support macro trends (eg. Belt and Road Initiative)
- Improve our induction process so new starters have a good understanding of issues right from the beginning
- Manage and embed change within the Department

Plans for the following two years:

- Developing and promoting a clear vision for the role of EDO as part of the wider City Corporation plan
- Initiating a robust strategic plan against which work can be measured in terms of advancing the overarching strategy
- Continuing to strengthen effective strategic partnerships with government, business and other entities
- Adopting a strategic approach to business relationship management
- Increasing cross cutting work between the different EDO teams