

<b>Committee(s)</b>	<b>Dated:</b>
Policy & Resources – For decision	21/09/2017
<b>Subject:</b> Sponsorship of Centre for London ‘London Conference 2017’	<b>Public</b>
<b>Report of:</b> Bob Roberts, Director of Communications	<b>For Decision</b>
<b>Report author:</b> Peter Cannon, Town Clerk’s Department	

### Summary

In recent years the City Corporation has sponsored the Centre for London’s annual London Conference, where political, business and third-sector leaders discuss issues affecting London and its future. The London Conference 2017 will be held on 16<sup>th</sup> November and will have the theme ‘Fair City’. It is proposed that the City Corporation agree to be a sponsor of the London Conference 2017 for £25,000, to be drawn from the Policy Initiatives Fund. This will help the City Corporation to continue to engage in policy debates on the future of London.

### Recommendation

Members are asked to:

- Agree to sponsor the Centre for London’s London Conference 2017, for £25,000, from the Policy Initiatives Fund.

### Main Report

#### Background

1. 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.
2. Each year, the Centre for London holds the ‘London Conference’ where different policy issues affecting London are discussed with speeches, panel events, debates and interactive sessions. Previous speakers at the conference have included Lord Adonis, Michele Dix, Alicia Glen, Lord Heseltine, Boris Johnson, Tessa Jowell, Sadiq Khan and David Miliband. The conference is an invite-only event for senior business, third-sector and local government leaders. City Corporation representatives who have previously spoken at the conference include Sir Mark Boleat, Sir Nicholas Kenyon and Sharon Ament.
3. 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 being a sponsor of the London Conference in 2014, 2015 and 2016.

### **Current Position**

4. The theme of this year's conference is 'Fair City', with a focus on inclusive growth in London and ensuring all Londoners can access economic, social and cultural opportunities in the capital. It will be held at IET London, Savoy Place, on 16th November 2017.

### **Proposal**

5. It is proposed that the City Corporation agree to sponsor the conference for £25,000 + VAT. As a sponsor, the City Corporation would have:
  - a speaking opportunity at the conference
  - membership of the advisory group planning the conference
  - an invitation to the pre-conference dinner
  - acknowledgement as a major sponsor on invitations, online and in press releases
  - branding at the event and in promotional materials
  - ten delegate places at the conference

### **Corporate & Strategic Implications**

6. Supporting and participating in the London Conference accords well with the City Corporation's key policy priority of engaging with London and national government on key issues of concern to our communities, as set out in the Corporate Plan 2015-19.

### **Implications**

7. It is proposed that the required funding of £25,000 is drawn from the Policy Initiatives Fund 2017/18, categorised under Events and charged to City's Cash. The current uncommitted balance in the 2017/18 Fund is £124,200 prior to any allocation being made for any other proposals on today's agenda.

### **Conclusion**

8. Sponsoring the London Conference 2017 will provide an opportunity for the City Corporation to continue to engage with politicians and other audiences on policy issues affecting London and to demonstrate the City Corporation's involvement in the policy debates on the future of London.

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