

<b>Committee(s)</b>	<b>Dated:</b>
Policy & Resources Committee	18 January 2018
<b>Subject:</b> Sponsorship of the Annual Review of the Women in Finance Charter	<b>Public</b>
<b>Report of:</b> Director of Communications	<b>For Decision</b>
<b>Report author:</b> Eugenie de Naurois	

### Summary

In 2016, HM Treasury launched the Women in Finance Charter to promote gender balance in the financial services industry. The City of London Corporation became a signatory of the Charter on 12 December 2017, joining the other 162 signatories from financial services firms, public bodies and trade associations.

The opportunity has arisen also to sponsor the second annual review (2017-2018) of the Women in Finance Charter which is undertaken by the think-tank New Financial. The review will be co-sponsored by Virgin Money, whose CEO Jayne Anne Ghardia is championing the initiative.

Sponsorship of the annual review will demonstrate the City Corporation's commitment to gender balance in the financial services sector and wider industries. It will also enable long-term partnership with HM Treasury which is leading the initiative as well as with the think tank New Financial, whose work is particularly relevant to the financial services sector.

Members are asked to approve sponsorship and the launch of the 2017-2018 annual review (year 2) in Guildhall at the cost of £35,000.

### Recommendation

That the City of London Corporation financially supports the 2017-2018 annual review of the Women in Finance Charter, at a cost of £35,000 funded from your Committee's Policy Initiatives Fund 2018/19, categorised under "Events" and charged to City's Cash.

### Main Report

#### Background

1. In 2015, the then Economic Secretary to the Exchequer, Harriett Baldwin MP, asked Jayne-Anne Gadhia, CEO of Virgin Money, to lead a review into the representation of women in senior managerial roles in financial services. The

review looked at the issue of unequal gender representation in the financial services sector that worsens as employees rise into more senior positions.

2. The government fully supported Jayne-Anne Gadhia's work and the recommendations outlined in her review. In response, HM Treasury launched the Women in Finance Charter which asks firms to commit to implementing the four key industry actions recommended in the review.
3. HM Treasury commissioned the think tank New Financial to undertake the annual review of the Charter and organise associated events and workshops within that remit.
4. New Financial is a think tank launched in 2014 that thinks capital markets can be a force for economic and social good. It believes Europe needs bigger and better capital markets. This presents a huge opportunity for the industry and its customers to embrace change and rethink how capital markets work.

### **Women in Finance Charter and its Annual Review**

5. The Charter was launched in March 2016. As of November 2017 it had 162 signatories. The overwhelming majority of these signatories are financial services firms including Aviva, Barclays, Deloitte, Lloyd's of London, PwC, Thomson Reuters and Virgin Money. Signatories also include public bodies such as the Bank of England, Financial Conduct Authority and HM Treasury, as well as representative bodies such as UK Finance, Innovate Finance and TheCityUK.
6. New Financial have a three year agreement with HMT to produce the annual review of the Charter. New Financial receive no money from HMT for this, but HMT have agreed that New Financial can seek commercial sponsorship for the project from up to three co-sponsors. Virgin Money has already signed as founder sponsor for three years starting in December 2016.
7. New Financial will publish the first annual review of the first wave of signatories to the Women in Finance Charter (68 firms) in early 2018. It looks at:
  - a. the progress they have made in the past year
  - b. the challenges ahead and what they still have to do and
  - c. what they are doing to address it.
8. The Second review, for 2017-2018, will be published in December 2018-January 2019.

### **Proposal**

9. It is proposed that the City Corporation agree to sponsor the 2017-2018 annual review for £35,000. Continued sponsorship will be reviewed on an annual basis. As a sponsor, the City Corporation would have:
  - a. A clear, public and long-term contribution to the debate on improving gender diversity across all sectors of the financial services industry.
  - b. A foreword in the report along with Jayne-Anne Gadhia and the Treasury Minister

- c. Corporate branding as a co-sponsor of the main annual review and any related research report, on our website, and on related marketing material. The reports will be sent electronically and in hard copy to more than 1,500 policymakers, regulators, investors and market participants.
- d. Hosting the launch event in Guildhall in December 2018 or early 2019, in collaboration with HMT and New Financial, including a speaking opportunity for the Poilicy Chairman, corporate branding and a note of thanks.
- e. A seat at the table at each workshop and event that is hosted by New Financial around the Charter, including a note of thanks at the event and in the subsequent summary of the discussion for supporting the project.
- f. Permission to use the report(s) as the basis for thought leadership and marketing around diversity.
- g. Brand association with the high quality and independent research by New Financial and their reputation for integrity and authority combined with journalist accessibility.
- h. Annual membership of the New Financial think tank, which includes invitations to high profile events, roundtables and access to their research.

### **Implications for the City Corporation**

- 10. Sponsorship of the 2017-2018 annual review complements the Corporation's recent signing of the HM Treasury's Women in Finance Charter.
- 11. Sponsorship of this review will demonstrate that :
  - a. The Corporation is supporting a Treasury-led initiative
  - b. The Corporation is supporting New Financial, a think tank we have been seeking to work with for a while. Sponsorship would include membership to their think tank in addition to the work we can participate to on diversity
  - c. The Corporation is committed to gender balance within the financial services industry; supporting its Equality Objectives for 2016-2020; and joining firms, public bodies and representative organisations that it works with in partnership as signatories of the Charter.
- 12. It is proposed that funding of £35,000 be met from the 2018/19 Policy and Resources Committee Policy Initiatives Fund, categorised under "Events" and charged to City's Cash.
- 13. The current uncommitted balance available within the Policy and Resources Policy Initiatives Fund for 2018/19 amounts to £731,665. This is prior to any allowances being made for any other proposals made by urgency.

### **Conclusion**

- 14. Sponsoring this 2017-2018 annual review provides an opportunity for the City Corporation to continue to engage with HM Treasury and all signatories to the Charter and to demonstrate the City Corporation's commitment to gender diversity.

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