

## Policy initiative Fund Progress

## Appendix 10

Report Name	Responsible Officer	Allocation	Spend	Balance	Progress/Outcomes from Bid
London Councils' London Summit	DIG	£16,000	£0	£16,000	Due to December 2019's General Election, this event had to be cancelled and will be rearranged in 2020 November Summit. This amount will be carried forward
City Week 2019 Events Sponsorship	DIG	£25,000	£25,000	£0	City Week has now taken place and the sponsorship is being processed. Successful two-day conference with high level participation by Ministers, regulators and business leaders. Good attendance (500+) by key stakeholders and participation by senior Corporation figures.
Sponsorship of the CPS Margaret Thatcher Conference on British and America	DOC	£20,000	£15,525	£4,475	The Centre for Policy Studies (CPS) Lecture took place on Tuesday 25 June 2019. It was themed on US-UK relations and included the US Ambassador, George Osborne, etc. as keynote guests. This was followed by a private high-level dinner.
Franco-British Young Leaders Programme	DOC	£20,000	£17,387	£2,613	The Gala dinner took place on Thursday 27 <sup>th</sup> June 2019 where Rory Stewart MP made a speech. The dinner brought together young Leaders from France and the United Kingdom, from all professional backgrounds: journalism, politics, government, science, culture, military. It was a high-level engagement opportunity.
Sponsorship of the Wincott Foundation's 'Wincott Awards'	DOC	£4,000	£4,000	£0	Wincott Awards held at Mansion House on 30 May 2019 where there was a convening of high-level economic and financial journalists, commentators, and academics supporting our role as a representative of the UK financial and relate professional services.
Sponsorship of the 2019 Bright Blue Conference, "Fixing The Future"	DOC	£6,000	£2,949	£3,051	The Bright Blue conference took place on 8 <sup>th</sup> July 2019 which provided a platform for Damien Hinds MP, Education Secretary. The event was successful in that it covered a number of panels relevant to key policy areas prioritised by the City Corporation. In addition, it was an opportunity to support the think tank Bright Blue.

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Think Tank Review and Memberships 2019-20	DOC	£99,400	£86,895	£12,505	We have paid the think tank subscriptions of all those working on a financial year basis. The remaining expenditure will cover those think tanks we pay in December/January for the calendar year. These are all sensible partnerships annually approved by our members.
Events Partnership with the Strand Group, Kings College London	DOC	£50,000	£13,663	£36,337	The first event took place on 6 <sup>th</sup> June 2019 with Ed Balls as keynote speaker. A private dinner followed. Further events are to be organised as part of our agreement but have been delayed due to Parliamentary recesses and Pre-election periods. The event on 6 <sup>th</sup> June 2019 was extremely well attended and provided unique networking opportunities for City Corporation members with political figures and business stakeholders.
Event and Publication Sponsorship: Centre for London Conference and Fabian Society	DOC	£9,250	£9,250	£0	The Fabian Society report should be published in February 2020 at a launch event. The balance has been paid, however, the report has not yet been finalised. We shall provide an update on its success once it is published.
2019 Party Conferences Funding	DOC	£41,000	£33,646	£7,354	The party conference allocation covers think tank partnership costs for roundtables and open fringe events we organise during the Autumn Party Conference season. All events brought together the key stakeholders we were aiming to reach and provided a good opportunity to engage with politicians.  The Balance can be returned to PIF as all partners have now been paid.
Sponsorship of Children's Book with Guy Fox History Project Ltd	DOC	£42,000	£39,115	£2,885	The Children's Book is currently being drafted. The Volunteer workshops have taken place and the student visit to the London Metal Exchange was a tremendous success. The aim is for the Book to be finalised by Spring 2020 and potentially be launched in June 2020 for which the remaining PIF allocation will be used to cover this cost.

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London & Partners: Domestic Promotion of London	DOC	£100,000	£100,000	£0	The City of London in consortium with a number of financial partners are to set up a campaign promoting domestic tourism in London. This is currently in the research stage and the marketing strategy will be based on these findings.
City of London Advertising	DOC	£45,000	£35,000	£10,000	Supplier is invoicing regularly on an advert-by-advert basis across the financial year. Appropriate audience reached; however, the impact is difficult to determine as these adverts form part of the overall communication's 'mix' but valuable call to action for key events in City Calendar.
City Matters	DOC	£34,000	£34,000	£0	All adverts – display and community listings – have been paid for the financial year and are to be run throughout the year. Impact difficult to determine as these adverts form part of the overall communications 'mix' but have been very much appreciated by different department especially in terms of boosting campaign and event communications
Secretariat of the Standing International Forum of Commercial Courts	DIG	£100,000	£100,000	£0	This was funding to support the locating of the secretariat of the Standing International Forum of Commercial Courts being in London. This has reinforced the strong international position of the City as a hub for all professional services, building on the significant number of international bodies already based in London.
One City Social Media Platform	DBE/CS/DOC	£60,000	£50,000	£10,000	One City is the professional's guide to the Square Mile and beyond, sharing news about the best pop-ups, new openings, events, businesses and more in the City of London. Its aim is to publicise the area's attractions and events amongst the worker community to foster a greater and more positive attachment to the City.

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					<p>Over the past three years One City has built up followers, subscribers and engagement across a wide range of platforms. It is now the most followed development area Instagram account in London.</p> <ul style="list-style-type: none"> <li>● Instagram followers: 20,127</li> <li>● Increase June 2018 - June 2019: 11,775</li> <li>● Average engagement rate: 1.92%</li> </ul>
Continued Sponsorship to support Innovate Finance.	DIG	£250,000	£125,000	£125,000	<p>Innovate Finance continue to promote enabling policy and regulation, talent development, and business opportunity and investment for the UKs global Fintech community. The Fintech Strategy Group, jointly owned by CoLC and IF, is developing strong relationships with senior policy makers in government, significantly at HM Treasury.</p> <p>Innovate Finance Global Summit 2019 was the headline event for UK Fintech. The event attracted 2000+ attendees from across 70 countries and 40% of which were C-Suite, Board or Partner Level.</p>
Match Funding from The Honourable Irish Society to the National Citizenship Scheme	TC	£11,000	£11,000	£0	<p>Second of three year match funding to the Honourable Irish Society National Citizenship Scheme has been paid. This allows 30 County Londonderry teenagers to undertake a residential visit to an activity centre for courses involving hiking and team building activities.</p> <p>This strengthens the delivery of the Corporation's Regional Strategy, by extending the practical, direct support in promoting community development and personal development of individuals in Northern Ireland, as well as promoting relations between the City of London and Londonderry region.</p>
City of London Corporation Regional Strategy	DIG	£22,695	£22,695	£0	<p>The City Corporation has been able to extend its regional strategy in the past eight months to an additional three regions. Engagement with these regions have taken place with both the Lord Mayor and Policy Chair (both in the UK and in market). We have held key events and</p>

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					roundtables in support of our regional work which has helped us strengthen existing networks and build new contacts. We have identified bespoke areas of support for each region and moving forward have planned a schedule of events in support of this.
Saudi Arabia: Vision 2030	DIG	£27,487	£0	£27,487	Carry-over from last financial year. Project may be restarted in April 2020, but subject to HMG advice.
City of London Corporation - Engagement with Strategy World Economic Forum	DIG	£57,662	£8,702	£48,960	This is the remaining money allocated for our three-year engagement with WEF around Davos and their other global events. Carry-over requested, initially to fund costs for Davos January 2020. No costs since expenses in mid-November. We anticipate spending £10k in Dec-Jan to cover engagement.
Centre for Study of Financial Innovation	DOC	£6,635	£6,635	£0	This is the grant allocated to CSFI as part of an agreement to cover the increase in rent in Leadenhall Market, where the organisation is based.
Social Mobility	DIG	£27,610	£520	£27,090	This is the underspend from the social mobility index work, which has been completed. However, additional Social Mobility activities were planned for 2019 to support our work with FPS employers. A private roundtable with leading Social Mobility employers was held in June 2019. We intend on spending the full allocation on Social Mobility research and the associated launch, however, the research will not be completed until May 2020
Sponsorship of the Fabian Society research project	DOC	£20,000	£20,000	£0	The Centre for London Conference took place on 5th November 2019. It was a very high level, well attended event, which brought together a number of the Mayoral candidates to debate key issues affecting London.

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Centre for London Conference	DOC	£25,000	£25,000	£0	The Centre for London Conference took place on 5th November 2019. It was a very high level, well attended event, which brought together a number of the Mayoral candidates to debate key issues affecting London.
Sponsorship of the IPPR Commission on Environmental Justice	DOC	£40,000	£40,000	£0	Although the allocation of £40k has been spent, the work is still ongoing, therefore, we cannot provide the benefits until we see the final product.
Sponsorship of Centre for European Reform's 2019 Ditchley Park Conference	DOC	£20,000	£20,000	£0	Ditchley Park Conference took place in October 2019. The Policy Chair attended this high-level conference bringing together academics, members of think tanks and economists from the EU and US amongst others. This is a high-value networking and intellectual event which the Policy Chair considered very worthwhile.
Sponsorship of Research and Events Programme: Looking Ahead: UK Engagement and Influence After Brexit	DOC	£25,000	£0	£25,000	The draft report has been received and is currently being reviewed. Publication is expected to be launched in February 2020.
Recognition of Women: a City Response	TC	£61,000	£12,000	£49,000	<p>Research: near to completion (£8k spent); £2k to be raised for exploring diversity of nominated women (to be raised December 2020).</p> <p>Recognition of Women Charter: workshops complete (£8k spent), charter under development, expected March 2020</p> <p>Fearless Girl: planning permission and contractual arrangements underway with statue to be installed on 6 March 2020. However, the installation has been delayed and therefore, this Initiative will roll over into 2020/21.</p>

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					Final research output (exhibition or roadshow): yet to be commissioned with brief developed in December and work undertaken through February 2020 to April 2020 – output delivered spring 2020 (£20k)
Renewal of CWEIC's Strategic Partnership	REM / DIG	£20,000	£10,000	£0	This will provide access to the CWEIC's high level contacts for significant City of London events and as an additional sounding board for proposed Lord Mayor visits to the Commonwealth markets. Strategic partnership would also open-up access for City of London representatives to CWEIC's events programme.

### Key Responsible Officer:

DIG Director of Innovation and Growth  
 TC Town Clerk

DOC Director of Communications  
 CS City Surveyor

DBE Director of Built Environment  
 REM City Remembrancer