

Committee(s) Policy & Resources Committee – for information	Dated: 17/11/2022
Subject: Decisions taken under delegated authority or urgency powers.	Public
Which outcomes in the City Corporation’s Corporate Plan does this proposal aim to impact directly?	See Background Report
Does this proposal require extra revenue and/or capital spending?	See Background Report
If so, how much?	See Background Report
What is the source of Funding?	See Background Report
Has this Funding Source been agreed with the Chamberlain’s Department?	See Background Report
Report of: Town Clerk	For Information
Report author: Chris Rumbles, Town Clerk’s Department	

Summary

This report advises Members of action taken by the Town Clerk in consultation with the Chairman and Deputy Chairman, in accordance with Standing Order Nos. 41(a) and 41(b).

Main Report

Urgent Decision: Residents and Workers Survey

BACKGROUND: At its meeting in June 2022, the Communications and Corporate Affairs Sub-Committee (CCAS) considered proposals relating to a residents’ survey.

The City of London Corporation had previously carried out surveys of its main stakeholders to determine knowledge of, and attitudes to, the organisation and its work, as well as the City as an area in which to live, learn, work and run a business.

Members of the Sub-Committee agreed that commissioning another survey now would help to gauge satisfaction levels with the City Corporation’s work and the services it provides. It would also help to measure how well we are delivering against our current Corporate Plan and help shape future versions.

In order to procure the survey, an approximate cost was detailed of no more than £60k, to be met from the Policy Contingency Fund. Communications and Corporate Affairs Sub-Committee approval was recorded and reported to Policy & Resources Committee at its meeting on 7 July 2022, but with explicit approval of the proposal not being obtained at this time during consideration of the item.

REASON FOR URGENCY: On the misunderstanding that the funding source had been approved, work commenced to procure a supplier for the survey and meetings had been scheduled to take this work forward. A decision was needed in advance of the next Policy and Resources Committee meeting on 20 October otherwise work

wall fall behind the timeline agreed with Members for completing the survey by December; there was also a risk of losing the selected supplier; and of paying more for the survey given the current economic climate.

A decision under urgency procedure was therefore sought and granted by the Town Clerk, in consultation with the Chairman and Deputy Chairman to:

- Agree that a reputable polling organisation be commissioned to carry out a survey of 500 City residents and 1,000 workers at an estimated cost not to exceed £60,000, to be met from Policy and Resources Committee's 2022/23 Contingency Fund.

Urgent Decision: Crypto AM Summit and Awards

BACKGROUND: The City Corporation currently supports City AM with advertising and has a weekly column with them in which the Lord Mayor and Policy Chairman set out key activities and strategic priorities.

The 3rd annual Crypto AM Summit and Awards will take place on 22nd November 2022 at Leonardo Royal Hotel St Paul's and will involve 800 guests from across the industry. It is proposed that the City Corporation sponsor the Crypto AM Summit and Awards.

In return for sponsorship, future summits will be hosted at Guildhall at full rates, meaning the City Corporation would see a return on its sponsorship. City AM is also offering the City Corporation extensive coverage and promotion opportunities with a value of almost £100,000.

The Summit will offer delegates the opportunity to attend high-level presentations and engaging panel debates. Sessions will explore Artificial Intelligence, blockchain, quantum frontiers, metaverse, professional advisory and regulation, Venture Capital's, incubators and start-ups. This will fulfil some of the City's key objectives of supporting a thriving economy and shaping outstanding environments as per the corporate plan.

It is proposed that the 2022/23 Policy Initiatives Fund (PIF), provides £50,000 of funding to sponsor the Crypto AM Summit and Awards. This is an opportunity to support a news outlet that is an important partner, and which is hugely supportive of the City and its corporate plans. It is also aligned to City Corporation policy work around innovation in the financial and professional services sector.

In return the City Corporation will gain a significant amount of coverage across all of City AM's channels including print, digital, social and video. This will include the City Corporation logo appearing on all promotional investment leading up to the event, a guaranteed speaker slot, two full page editorial, two full page adverts, three articles on the website and 500,000 display impressions on social media.

The City Corporation will also be offered naming rights to support an individual award at this year's event. It is also expected that future City AM Crypto Summits will be hosted at Guildhall.

Corporate & Strategic Implications

Strategic implications – Sponsoring and eventually hosting this event will help towards contributing to a flourishing society, supporting a thriving economy and shaping outstanding environments as per the corporate plan.

Financial implications – £50,000 is being requested to meet the cost of this event to be drawn from the 2022/23 Policy Initiative Fund and charged to City's Cash. The current 2022/23 uncommitted balance is £327,843 prior to any allowances being made for any other proposals.

Conclusion

If approval is granted to this request for Policy Initiatives Fund funding, then preparations for the Crypto AM Summit and Awards can proceed with confidence. This will provide the best possible chance of the Summit delivering on its potential and supporting City competitiveness with regards to crypto finances.

REASON FOR URGENCY: The City Corporation had only recently been made aware of an opportunity to sponsor the Crypto AM Summit and Awards. The next regular meeting of Policy and Resources Committee was not due to take place until Thursday 17th November and waiting until this time could result in the City Corporation losing the opportunity to sponsor the event. City AM had asked that a decision be made at the earliest opportunity.

Recommendation: That the Town Clerk, in consultation with the Chairman and Deputy Chairman are asked to:

- Approve £50,000 of funding, from the 2022/23 Policy Initiatives Fund, categorised as Events and charged to City's Cash to sponsor the Crypto AM Summit and Awards.

In accordance with Standing Order 41 (a) and 41 (b), Members are asked to note the recent decisions taken by the Town Clerk in consultation with the Chairman and Deputy Chairman.

Copies of background papers concerning these decisions are available from Chris Rumbles on request.

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