

Committee: Policy and Resources Committee	Date: 22 March 2013
Subject: <b>Proposed support for Focus on Europe Day 23 May 2013</b>	Public
Report of: Paul Sizeland, Director of Economic Development	<b>For Decision</b>
<p style="text-align: center;"><b>Summary</b></p> <p>The Lord Mayor and your Chairman have committed the City Corporation to increasing our programme of engagement with EU Member States and institutions during 2013. The activities are a combination of visits to Member States and institutions, and activities in the City. So far this year this has included visits by your Chairman to Paris, for the latest meeting of the Anglo French dialogue, Strasbourg and Bratislava. The City Corporation has also hosted the Finance Ministers of Poland, Ireland (which currently holds the EU Presidency) and France. We have also provided a platform for the EU Commissioner for the Internal Market, Michel Barnier; Commissioner for Economic and Monetary Affairs, Olli Rehn; for the President of the European Council, Herman Van Rompuy; and for the Irish Taoiseach.</p> <p>In the coming months, as part of the EU Engagement Programme, the Lord Mayor and your Chairman will be visiting Brussels, Poland, Estonia, Lithuania, Sweden and Finland, to promote the City as Europe's international financial centre, and the importance of the Single Market. Various activities are planned in the City, including the opportunity to host Mario Draghi, the President of the European Central Bank on 23 May. This will be part of a broader programme of events focussing on the City's role in Europe, and Europe's future in the global economy.</p> <p>Mr Draghi has accepted the Lord Mayor's invitation to be the keynote speaker at a Guildhall Banquet on Thursday 23 May. Your Chairman had intended to hold a major event promoting the City as Europe's international financial and business centre, to link in with the next Anglo French meeting in the City. The Lord Mayor's proposal presents an opportunity for a joint, high profile initiative.</p> <p><b>Recommendation</b></p> <p>Your Committee is requested to provide funding of £30,000 to enable the City Corporation to host key City contacts at the Guildhall Banquet on 23 May which is being held under the auspices of the Lord Mayor's Appeal.</p> <p>If agreed, it is proposed that this is charged to City's Cash and met from the Policy Initiatives Fund for 2013/14 under the Promoting the City heading.</p>	

## **Main Report**

### **Background**

1. The City Corporation has for some years maintained an active EU Engagement Programme using the City Office in Brussels, Pre-Presidency visits to EU Member States and activities in the City of London to promote the City as Europe's international financial and business centre, and to explain the benefits of the Single Market to a wider audience. In November 2012 the Lord Mayor announced that he and your Chairman would, in the course of 2013, step up the EU Engagement Programme to include either visits to, or activities in the City with, every EU Member State.
2. So far in 2013 the City Corporation's EU Engagement Programme has included a further meeting of the Anglo French dialogue in Paris, the visit by your Chairman to Strasbourg to meet members of the European Parliament and a visit to Bratislava. The City Corporation has also hosted important events for the Polish, Irish (current EU Presidency) and French Finance Ministers. The Lord Mayor has hosted the Commissioner for the Internal Market, Michel Barnier, and the Irish Taoiseach, who gave a major speech at Mansion House on 11 March. On 28 February PRO, with Policy Network, organised a major debate on the UK's relationship with Europe with the President of the European Council, Herman Van Rompuy and other leading European figures across the political spectrum including MEPs.
3. A number of visits are scheduled by the Lord Mayor and your Chairman to EU Member States in the coming months including Poland, Estonia, Lithuania, Sweden and Finland. We also use the opportunities presented by senior visitors from EU Member States and institutions to organise events with City stakeholders and others as a contribution to an informed debate on the role of Europe in the global economy, and highlighting the importance of the Single Market to the European economy, including the UK.

### **Proposal**

4. The next meeting of the Anglo French dialogue will be held in the City and your Chairman had intended to host a major event around this promoting the City to a wider European audience. As planning for a Lord Mayoral event was already in hand, the Lord Mayor and your Chairman decided to take the opportunity for a joint initiative for a major programme for Thursday 23 May, focussing on the City in Europe theme. This initiative has the support of the Financial Times, which will produce a special supplement on the City that day, and also chair a high level CEO roundtable hosted by the Lord Mayor. Your Chairman will attend the next meeting of the Anglo French dialogue in Guildhall that day, and it is hoped that TheCityUK will be able to host a major business event on the City in Europe theme. The events also coincide with the annual Digital Shoreditch Festival which acts as a focal point for the Tech City cluster. It brings together around 10,000 entrepreneurs from across Europe and the US. 23 May is the Capital and Growth Day. Support for Digital Shoreditch is the subject of a separate paper being considered by your Committee today.
5. Mario Draghi, the President of the European Central Bank, has accepted an invitation from the Lord Mayor to attend a high level networking event at St Paul's Cathedral prior to a concert, and a dinner in Guildhall at which Mr Draghi will give the keynote address on the theme of Europe's role in the global economy. These evening events are being held under the auspices of the Lord Mayor's Appeal, and the City Corporation has the opportunity to strengthen its relations with a number of its key City contacts and promote the City as an asset to the European and global economy. A contribution of £30,000 is proposed.

## **Corporate & Strategic Implications**

6. The proposed sponsorship of the Guildhall Banquet for Mr Draghi and related activities contributes to the City Together strategy theme:  
  
Is competitive and promotes opportunities. It also supports Objective 1 of the Economic Development Business Plan 2013/2016: To promote the City as Europe's and the world's preeminent financial and professional services centre.

## **Financial and Risk Implications**

7. There is no possibility of meeting the proposed funding from existing local risk resources. Your Committee is requested to provide funding of £30,000 to support City Corporation's promotion of the City as Europe's international financial and business centre. Having Mr Draghi as the keynote speaker is expected to attract high level participation.
8. It is proposed that this funding be met from your Committee's Policy Initiatives Fund in the 2013/14 financial year under the Promoting the City section, charged to City's Cash. The current uncommitted balance available within the Policy Initiatives Fund for 2013/14 amounts to some £352,000 prior to any allowance being made for any other proposals on today's agenda.

## **Conclusion**

9. Sponsorship of the 'Focus on Europe' Guildhall dinner on 23 May supports the City Corporation EU engagement strategy, provides an opportunity for the City Corporation to underline its support for the City's continuing role as Europe's international financial centre, and the importance of the Single Market to the wider European economy. It will also generate significant profile for the City Corporation and assist with its continuing relationship with senior City stakeholders based in the UK and in mainland Europe.

## **Paul Sizeland**

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