

Committee: Policy and Resources	Date: 22 March 2013
Subject: Additional events and Topical Issues Programme	Public
Report of: Director of Public Relations and the Director of Economic Development	For Decision

Summary

At its July 2012 meeting, the Policy and Resources Committee approved the recommendations that the Chairman's contact programme should be extended through additional events at a cost of £25,000, and that a series of Topical Issues Papers should be published at a cost of £30,000.

The need for this additional activity remains and is increasing. It is important to continue to progress these two areas of additional work with the same level of priority as over the past year. With heightened political activity at national level and growing uncertainty in UK and EU politics, the City Corporation needs to ensure that its key messages reach the necessary audiences and that it engages with topical issues of strategic importance to it. This can best be achieved fully and effectively through this increased level of activity.

It is therefore proposed to continue both the extended contact programme at the same cost of £25,000 and to continue with the Topical Issues Programme (the change of name indicating more accurately the scope of this work including the publication of papers), at the same cost as last year of £30,000.

Recommendations

The Committee is recommended to:

- Approve the proposal to continue the extended contact programme for the Policy Chairman through appropriate events at a cost of £25,000 funded from your Committee's *Policy Initiatives Fund* 2013/14, categorised under the "Promoting the City" section of the Fund and charged to *City's Cash* and that expenditure on each individual event is approved by the Town Clerk, in consultation with the Chairman and a Deputy Chairman; and
- Approve the proposal to run the Topical Issues Programme (TIP), comprising both papers and events, at a cost of £30,000 funded from your Committee's *Policy Initiatives Fund* 2013/14, categorised under the "Promoting the City" section of the Fund and charged to *City's Cash* and that expenditure on each individual activity is approved by the Town Clerk, in consultation with the Chairman and a Deputy Chairman.

Main Report

Background

1. At the Policy and Resources meeting in July 2012 the Committee approved that:
 - to assist with the delivery of the City Corporation's messages for supporting and promoting the City, the scope and range of the contact programme should be extended to include new MPs, relevant backbench MPs and MEPs (from the UK and other EU member states), members of the London Boroughs and London Assembly, and senior non-financial journalists, particularly the political and economic commentators with an additional sum of £25,000 be allocated from the Committee's City's Cash contingency to support the extended contact programme, with expenditure on individual events being approved by the Town Clerk in consultation with the Chairman and Deputy Chairman; and
 - a series of short Topical Issues Papers (TIPs) be commissioned externally and, to assist with this, an additional sum of £30,000 be allocated from the Committee's City's Cash Contingency, with expenditure on individual papers being approved by the Town Clerk in consultation with the Chairman and Deputy Chairman.

Current Position

2. Following approval for the additional areas of work in July 2012, work has been undertaken on both the extended contact programme and the TIPs.
3. As part of the Chairman's extended contact programme, the following events were organised:
 - On 2 November a lunch seminar was held in partnership with Policy Exchange to discuss the potential effects of the raft of European legislation and directives on the UK financial services industry. Sharon Bowles MEP, Chair of the European Parliament's Committee on Economic and Monetary Affairs, who is at the centre of all of the current debate and uniquely placed to discuss how the UK can best respond to protect this key sector, was the guest of honour at this event. Over 150 City and Westminster stakeholders attended. The total cost of this event was £2,160.
 - On the 8 November an IPPR Dinner was held to discuss getting young people in London into work. The discussion was led by the Shadow Employment Minister and East Ham MP Stephen Timms. The guest list featured a good mix of the business, 3rd sector,

academic and London political worlds. The total cost of this event was £2,000.

- On 16 January 2013 the Policy Chairman hosted a dinner with Rachel Reeves MP, Shadow Chief Secretary to the Treasury, to discuss relevant financial services issues with senior City representatives. The total cost of this event was £2,000.
 - On 21 January the Economic Crime conference was held at the Guildhall with the guest of honour the Attorney General, the Dominic Grieve MP. This event was for an invited audience of politicians, police and crime commissioners and relevant organisations involved in specialised crime and analysis. The total cost of this event was £8,200.
 - On 24 January the Policy Chairman hosted a dinner with guest of honour Amber Rudd MP, Parliamentary Private Secretary to the Chancellor of the Exchequer. A number of leading and senior City financial figures attended the dinner to discuss financial services and broader economic issues. The total cost for this event was £2,000.
 - On 25 February 2013 the Minister of State for Business and Enterprise, Michael Fallon MP, delivered a lecture entitled 'Deregulating for growth' followed by questions and answer session with an invited audience of City guests. The lecture was followed by a reception and a private dinner hosted by the Policy Chairman. A mixture of senior politicians, business leaders and journalists attended the event. The total cost for this event was £4,000.
 - On 27 February the Policy Chairman will host a high level private dinner with the Minister for the Civil Society, Nick Hurd MP, which considered Social Investment. Representatives of City businesses, the voluntary sector and the media attended the event. The total cost for this event was £1,000.
 - On 28 February the President of the European Council, Herman Van Rompuy, delivered the keynote speech at a Policy Network conference held in Guildhall and hosted by the Policy Chairman (who delivered the opening speech at the conference). Over 250 representatives for City firms, Westminster, academia, media and EU institutions attended the event. The total cost for this event was £4,160.
4. In 2010, the City Corporation commissioned the think tank, Policy Network, to carry out a strategic study exploring attitudes across the rest of the EU towards the future of the City of London as Europe's financial centre and its position in relation to developments in EU financial

regulation. This comprised an element of desk-top research, but mainly a series of in-depth high level interviews with decision-makers and opinion formers in key member states. The results were presented in a private report, which has helped inform the work of both the City Corporation and the IRSG in this area.

5. This report now needs to be significantly updated and rewritten, as in the last year, since the report was submitted, the context has changed substantially. This work is being carried out from February – June 2013 and will culminate in the submission of a detailed private report to the City Corporation, together with an edited version for publication. It is also intended that the latter be presented at a high level seminar in London on 12 July, to be hosted by the City Corporation, with Commissioner Barnier already committed to attend. The substantial part of the cost of the research report, amounting to £30,000, fell to be paid at the start of the work from the funds allocated in 2012/13 for Topical Issues Papers.

Proposals

6. The extension of the Chairman's contact programme, through the organisation of particular **events**, has assisted with the wider delivery of the City Corporation's messages for supporting and promoting the City to our priority audiences.
7. The Topical Issues Papers have allowed the City Corporation to engage with current issues that affect us through short papers. The funding has allowed these to be arranged flexibly and at short notice and have been well received by a number of the City Corporation audiences and key policy makers. Funding for the **Topical Issues Programme** will allow the City Corporation, through events and short papers, to focus on particular current issues and raise questions.
8. It is now, more than ever, important to progress these two areas of work. With heightened political activity at national level and growing uncertainty in UK and EU politics, the City Corporation needs to ensure that its key messages reach the necessary audiences and that it engages with topical issues of strategic importance to it. Both work around the extended contact programme and the Topical Issues Programme allows for the Public Relations Office and Economic Development Office to jointly engage with new and emerging issues through short term tactics. This allows for greater flexibility of the programmes of work for both offices.
9. It is proposed that the cost of continuing both areas of work will remain at the same level as last year of £25,000 for the extended contact programme and £30,000 for the Topical Issues Programme.

Financial implications

10. There is no possibility of meeting the proposed financial support from existing local risk resources, because this proposal entails a substantial one-off item of expenditure, for which no provision has been made in the Public Relations or Economic Development local risk budgets. It is proposed that the required funding of £55,000 is drawn from your *Policy Initiatives Fund* 2013/14, categorised under the “Promoting the City” section of the Fund and charged to *City’s Cash*.
11. The current uncommitted balance available within your Committee’s Policy Initiatives Fund for 2013/14 amounts to some £352,000.

Conclusion

12. By continuing the extended contact programme, through additional events, and engaging with current issues via the Topical Issues Programme, it allows the City Corporation to engage further with key audiences at a time of heightened political activity, both in the UK and EU, and within the financial services industry. Engagement with new and emerging issues on a short term basis allows the City Corporation to maintain and enhance its role and ensures that key policy makers understand the work of the City Corporation.

Contact:

Tony Halmos / tony.halmos@cityoflondon.gov.uk / 020 7332 1450

Paul Sizeland / paul.sizeland@cityoflondon.gov.uk / 020 7332 3600