

### Supporting recovery, shaping an agenda for the future

Over the past year, we have brought together all parts of our industry to tackle some of the extraordinary challenges borne out of the pandemic. We have also been focused on delivering against our strategy, engaging with government and regulators to offer and deliver solutions, and collaborating with our partners to achieve strong outcomes for our members.

#### Key outcomes delivered across our strategic priorities

##### Responding to Covid-19

**Convened over 200 financial and professional services experts to set out how the industry can help mitigate and manage the impending high levels of unsustainable debt.** Many of the options proposed in our report on recapitalising businesses, in partnership with EY, were reflected in the Chancellor's Winter Economy Plan and were suggested by the Treasury Select Committee as a good starting point for HM Treasury's work on recapitalising businesses across the country.

**Set out a roadmap for how the industry can support post-pandemic recovery,** identifying several critical challenges to tackle as the UK rebuilds after the crisis and post-Brexit across areas such as levelling-up, skills and talent, technology and innovation, regulation, international trade and investment, related professional services, tax and sustainability. Work continues with key stakeholders to deliver the report's recommendations.

##### Long-term competitiveness

**Successfully lobbied stakeholders for a long-term strategic vision for the industry.** We fed in key messages ahead of the Chancellor's 2021 Mansion House speech and are actively engaging with HM Treasury on how to deliver on the commitments he outlined in his vision and accompanying strategy 'A new chapter for financial services'.

**Driven positive change in the UK's regulatory system.** One of the main recommendations of the International Regulatory Strategy Group's (IRSG) response to HM Treasury's Financial Services Future Regulatory Framework Review Phase II consultation, led by Julian Adams of M&G and Peter Bevan of Linklaters – to review the regulators' objectives, is being considered by the Treasury as part of the next stage of its review.

**Continued to engage with a range of stakeholders on mobility and immigration.** Our call for simplifying immigration rules to support service mobility has been taken forward through the government's commitment to a Global Mobility Visa, as has our recommendation to prioritise the agreement of reciprocal Youth Mobility Schemes with a commitment to enhanced Youth Mobility Schemes with Australia and India.

##### UK regions and nations

**Set a course for the industry's contribution to the levelling-up agenda.** Our call for government to better define levelling up, set clear metrics for its success, and to appoint a cabinet minister to lead a dedicated civil service delivery team has seen progress, with Neil O'Brien MP's initial appointment as chief adviser to the government on levelling up, and more recent appointment as parliamentary under secretary of state at the newly created Department for Levelling up, Housing and Communities, which will be focused on driving forward this agenda.

**Successfully delivered our fourth National Conference on the theme of 'Recovering, Rebalancing and Revitalising', in an entirely virtual format over three days.** The event attracted high-calibre speakers, including the Secretary of State for International Trade, Governor of the Bank of England, Shadow Chancellor and around 400 senior delegates, with media coverage including Sky News, LBC, Financial Times, The Guardian, Daily Mail, Bloomberg and City A.M., as well as strong social media engagement and promotion.

**Strengthened our regional and national partnerships with successful collaborations.** Alongside our City Chairs we supported the development of a major report by the Financial Services Skills Commission and the Professional and Business Services Council – 'Skills for Future Success' and strengthened our partnership with the City of London Corporation through the development of a series of activities focusing on green finance and levelling up.

## Future UK-EU relationship

**Made strong and consistent calls for industry priorities to be addressed in the UK-EU Brexit negotiations**, helping ensure that the Chancellor's financial services statement in November 2020 granted a package of equivalence decisions to the EEA; the European Commission adopted a data adequacy decision in June 2021; and the technical discussions on the EU-UK Memorandum of Understanding were concluded.

**Closely monitored ongoing developments in the UK-EU relationship** and evolving regulatory regimes in the UK and EU to understand where differences may give rise to issues for firms and the customers they serve, and to inform our ongoing engagement with the UK and EU, including Member State authorities.

**Enhanced cooperation and strengthened bilateral relationships with senior policymakers and stakeholders** through an extensive stakeholder engagement programme in collaboration with the City of London Corporation in Brussels and across the EU Member States.

## International trade and investment

**Ensured the industry's interests were reflected in trade negotiations, new bilateral trade deals and free trade agreements**, including deals with Australia, New Zealand, Japan, and the US, and the UK's application to join the Comprehensive and Progressive Agreement for Trans-Pacific Partnership, as well as FTA consultations for Mexico, India and Canada.

**Continued our strong focus on promoting UK and US regulatory and supervisory cooperation**, presenting practical recommendations to the UK-US Financial Regulation Working Group and the US-UK Financial Innovation Group. Strong progress on this agenda has also been made through the British American Finance Alliance – the forum we co-lead with the US Securities Industry & Financial Markets Association and the City of London Corporation – which brings together leading business groups on both sides of the Atlantic.

**Shaped the future UK-Switzerland trade and investment agreement, pioneering a 'second country model' of close financial regulatory collaboration**. We have been influential in restoring the UK-Swiss share trading obligation which was lost in 2019 due to the EU removing Swiss stock exchange equivalence; and our views were adopted in the successful negotiation of the UK-Swiss Services Mobility Agreement, allowing UK services suppliers to continue to do business in Switzerland.

**Supported the delivery of work for the renewed India-UK Financial Partnership (IUKFP)**. The UK Chancellor and the Indian Finance Minister renewed the mandate of the IUKFP at the bilateral Economic and Financial Dialogue in October 2020 and TheCityUK has supported a busy work programme to drive stronger trade and investment links.

**Expanded our work to support emerging markets**, including the conclusion of a series of UK Foreign, Commonwealth & Development Office funded projects in Russia, Kazakhstan and Uzbekistan. A new agreement was signed with Kenya to support the Nairobi International Financial Centre and further discussions with other posts are underway.

## Trust and reputation

**Championed the contribution of the industry to the wider economy, to regional and national economies, and to people's everyday lives**. Our messaging is regularly played back in speeches by cabinet ministers, policymakers and others highlighting that two thirds of jobs are outside London, that the industry contributes £76bn in tax each year, and that ours is the biggest exporting industry in the UK – dispelling the myth that 'financial services' and 'the City' are synonyms.

**Responded to key consultations and reviews and attended committee hearings on a wide range of industry-related issues**. These included HM Treasury's Future Regulatory Framework Review, Lord Hill's Listings Review, and the Kalifa Review of UK FinTech (the latter two in which we were also actively engaged). We also provided written responses to key BEIS, Ministry of Justice, Home Office and Law Commission consultations.

**Strong engagement with UK Government, opposition parties and regulators** to advocate industry priorities and set out thinking on the future of the industry and how to ensure the UK retains its world-leading status as an international financial centre.

## Sustainability

**Proactively engaged on the UK Taxonomy and set out a roadmap for global progress on social standards** through the IRSG's ESG workstream. The taxonomy paper set out recommendations for reviewing the EU Taxonomy for UK application and considers its purpose and usability as well as the practical challenges of its implementation.

**Collaborated with partners to work towards COP26**, including the City of London Corporation, BNP Paribas and major sector trade associations. Alongside preparatory activity for the COP26 event, we have also had a strong focus on looking beyond COP26 and how we will engage with and take forward relevant discussions, commitments and recommendations.

**Positioned London as a global green hub and sought international alignment on green and sustainable finance issues**, advancing sustainability-related regulatory dialogues with trading partners such as Singapore, Japan, Switzerland, US, India, China and Kazakhstan.

# TheCityUK in numbers



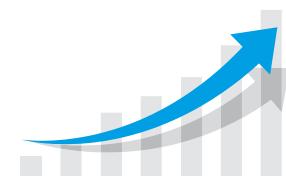
**15** PUBLICATIONS  
PRODUCED



**5,900**  
BROADCAST, PRINT  
AND ONLINE NEWS PIECES  
ACROSS **84** COUNTRIES



TWITTER FOLLOWERS UP **5%** YEAR ON YEAR TO OVER **9,900**  
WITH TWEETS GAINING OVER **1.8 MILLION** DIRECT IMPRESSIONS



THECITYUK WEBSITE VIEWS UP  
**20%** YEAR ON YEAR



**267** MEETINGS AND EVENTS WITH  
**6,422** ATTENDEES, A YEAR ON  
YEAR INCREASE OF **41%**



LINKEDIN FOLLOWERS UP **62%** YEAR ON YEAR  
TO OVER **6,965** FOLLOWERS WITH OVER **383K** IMPRESSIONS



ACHIEVED A **94%**  
MEMBER RETENTION RATE



**9 IN 10** MEMBERS SAY WE'RE  
EFFECTIVE AT ADVANCING THE  
INTERESTS OF MEMBERS\*\*



**9 IN 10** MEMBERS SAY WE MAKE  
A SIGNIFICANT CONTRIBUTION TO  
DEBATES CONCERNING THE INDUSTRY\*\*



**88%** OF MEMBERS HIGHLY RATE OUR ABILITY  
TO POSITIVELY INFLUENCE RELEVANT  
POLICY AND REGULATORY ISSUES\*\*



**80%** OF MEMBERS SAY OUR OBJECTIVES  
AND ACTIVITIES STRONGLY ALIGN  
WITH THEIR ORGANISATION'S  
INTERESTS AND PRIORITIES\*\*

This is inclusive of the time period August 2020 - July 2021 | \*Annual target: 95% | \*\*Source: TheCityUK Member Pulse Survey 2020, conducted by Kantar

## MEMBERSHIP

To find out more about TheCityUK and the benefits of membership visit  
[www.thecityuk.com](http://www.thecityuk.com) or email us at [membership@thecityuk.com](mailto:membership@thecityuk.com)