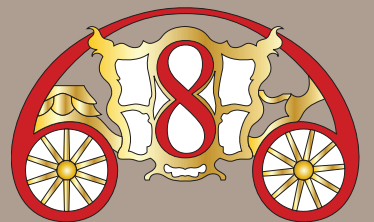




THE LORD
MAYOR'S
686 PLAN



The Energy to Transform Lives

Fiona Woolf's Mayoral Programme

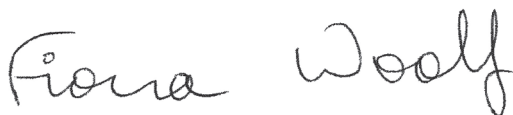
As the 686th Lord Mayor of London, let me welcome you to my "686 Plan". I am honoured to be representing the City of London as the second female Lord Mayor since 1189 and hope that my Mayoral programmes for 2013/14 will offer something for everyone.

Energy has been the driving force in my career as a lawyer specialising in global electricity industry reforms at CMS Cameron McKenna to bring cheaper, cleaner and more energy to more people. My mayoral theme reflects my conviction that the City of London has the energy and talent for innovation necessary to serve the needs of society and the environment – it has **"The Energy to Transform Lives"**.

The overarching messages which underpin my Mayoralty are:

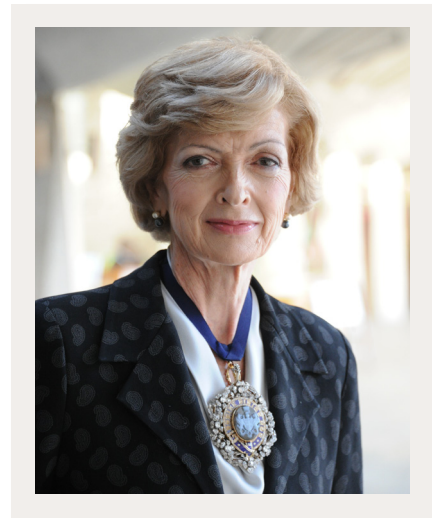
- The City has an abundance of two key resources: people and capital.
- There are huge opportunities for the City to contribute to long-term value creation.
- We are in a "new normal" and business as usual is never a guarantee of future success.
- The world is an economy of cities and London must be a city of cities – a city for cities.

The following sections set out an overview of each of the four programmes making up The 686 Plan: **The Lord Mayor's Appeal**, **The Lord Mayor's Charity Leadership Programme**, **Harnessing Talent: The Power of Diversity** and **Tomorrow's City**. Each programme has its own more detailed information available. They take forward this important and exciting agenda and all benefit from the support, expertise and enthusiasm already given and pledged for the year. I hope that my own enthusiasm is infectious and that you will join me in the programmes and events running throughout my mayoralty. The 686 Plan is an ambitious one, but with your participation we can capture "The Energy to Transform Lives".



Alderman Fiona Woolf CBE
The Rt. Hon. The Lord Mayor of London

8th November 2013
www.fionawoolf.com



The Lord Mayor's Appeal 2014

The Lord Mayor's Appeal 2014 is supporting four community-based charities that are all transforming lives. Fundraising is at the heart of the Appeal programme but there is also a strong commitment to mentor, help raise the profiles of these charities and open up new sources of funding for the future.

Each of these charities is performing above the level that their size might imply in terms of their outreach and impact. They have a real relevance to the "new normal". With your support, the Lord Mayor's Appeal aims to raise over £2 million to allow the charities to expand their programmes to transform even more lives.



Bowel cancer is the UK's second biggest cancer killer yet 90% of people will survive if diagnosed early. Beating Bowel Cancer supports people affected by bowel cancer and raises awareness of the disease and the importance of early diagnosis. The Lord Mayor's Appeal will fund a City of London bowel cancer awareness programme and help pay for expert nurse support for people affected by bowel cancer across the UK.



The Lord Mayor's Appeal will help Princess Alice Hospice deliver more specialized care to more people in their own homes. The Appeal will fund a new model of hospice care which builds on the care already provided by its community nurses but also includes more specialist medical, therapist and social worker input and support.



Raleigh International harnesses the passion and energy of young people to create positive change in very poor communities around the world. The Lord Mayor's Appeal will support disadvantaged young people from across the UK to join the programme with the help of financial bursaries.



Working Chance transforms the lives of women ex-offenders by finding them jobs with quality employers. This enables these women and their children to cross the social divide from exclusion to contribution. The Lord Mayor's Appeal aims to triple the number of women trained and supported into work, and to increase the number of City employers with whom the charity can work.

The City as a Centre of Philanthropy

Lord Mayors have promoted philanthropy and supported charities for hundreds of years. Using the platform of a modern, long-running registered charity, The Lord Mayor's Appeal, my programme will not only raise funds for very relevant causes, but also promote giving, social investment and charity leadership. The platform means that in future, rather than the Lord Mayor beginning afresh each year, there is the opportunity to consolidate and build from one year to the next. This establishment of a registered charity has been achieved with thanks to the Pears Foundation and City Bridge Trust.

I am delighted that my husband Nicholas will be leading all the multifaceted philanthropy elements of my programme, supported of course by many others. With a professional financial background he has an extraordinary track record over the last ten years in the charitable and health sectors leading four different charities. You can be confident we will maximise the value of your support.

Appeal Events Programme

Une Soirée Chablisienne with the new Lord Mayor of London

8th November 2013 at The Charterhouse

Celebrate the installation of the Lord Mayor of London earlier in the day at this special reception at the historic Charterhouse hosted by the Piliers Chabliens. The winemakers from Chablis will showcase the best of their wonderful wine and to honour the new Lord Mayor, the Piliers will carry out a special ceremony to enthrone the Lord Mayor as a Pilier.

The Lord Mayor's Christmas Party

10th December 2013, 7.00 – 11.00pm at Guildhall

A festive party in the medieval Guildhall crypts transformed into a magical Christmas Wonderland. Carol singers, magicians, music, tombola, a casino and Christmas market. Food stalls include; mulled wine and chestnuts; Christmas Carvery; Scandinavian smorgasbord with salmon and oysters; Dickensian Pie Seller; and traditional English cheeses.

Académie du Vin de Bordeaux Wine Tasting and Dinner

12th February 2014, 7.00 – 10.30pm at The Mansion House

A tasting of the finest wines specially chosen for the occasion by the Académie, followed by a gala dinner with matched wines. The Académie du Vin de Bordeaux and the proprietors of many leading Chateaux will present their finest wines to the guests. An experience like no other!

Shakespeare's Birthday Party Celebration

14th April 2014, 7.30 – 11.30pm at Middle Temple

An exclusive evening of Shakespeare in the Great Hall of Middle Temple, where Twelfth Night was first performed. The event will be hosted by the Lord Mayor and The Treasurer of Middle Temple. Prepare to be surprised!

Women in Property Dinner

1st May 2014, 7.30 – 11pm at The Mansion House

Celebrating women in the City property sector this event will feature celebrated female icons, a Michelin starred meal cooked by a female chef with a famous woman speaker. Men welcome too.

The Lord Mayor's Appeal Day

15th May 2014 in the City

For the first time ever, we will be involving the whole of the City of London in a special day of activities and events in aid of the Appeal's four benefitting charities. The Lord Mayor's Appeal Day will be a great opportunity for everyone to get involved!

The City Dip

30th May 2014 at Hampstead Heath and Golden Lane

City residents, businesses, schools, sports clubs and livery companies take part in this annual sponsored swim for the Lord Mayor's Appeal which takes place at Golden Lane Leisure Centre in the City of London, and Parliament Hill Lido in Hampstead Heath. Enter as an individual or as part of a team to swim 5,000 metres – or as far as you like or can get!

Human Table Football

13th June 2014 in Guildhall Yard

Not FIFA's World Cup, but Fiona's World Cup! Enter your team in a day of football fun in Guildhall Yard. Show off your football skills and beat your rivals all the way to the trophy.

Appeal Events Programme

Lloyds of London Abseil

18th September 2014 at Lloyds of London

Raise sponsorship and abseil off this iconic London building. The Chairman of Lloyds of London has agreed to participate in the abseil if the Lord Mayor does it too. The Lord Mayor has accepted the challenge!

The Lord Mayor's Opera

19th September 2014, 7.00 – 11.30pm at Guildhall

Join the Lord Mayor for this special concert on the theme of "Strong Women" by world-famous soprano Nelly Miricioiu, the starry mezzo Nino Surguladze and the Chelsea Opera Group. The performance will be conducted by Gianluca Marcianó. It will be preceded and followed by food and wine in the Guildhall Old Library.

The Lord Mayor's Ball

21st October 2014, 7.00 – 11.30pm at Guildhall

This sumptuous gala event will be the first inter-Livery ball hosted by the Lord Mayor and the glamorous finale to celebrate Fiona's mayoralty.

The Lord Mayor's Golf Day

28th July 2014, at Hadley Wood Golf Club, Hertfordshire

Enter a team in the inaugural Lord Mayor's Golf Day. A day to be enjoyed by golfers of all standards at the splendid Hadley Wood Golf Club.

"What Does Success Look Like?"

27th October 2014, 2.30 – 7.00pm at The Mansion House

As well as being a closing celebratory event for all supporters of The Lord Mayor's Appeal 2014, this final event will explore the lessons learned and successes of the Appeal for the four charities and the donor participants. It will endeavour to capture knowledge and experience for future years and identify next steps to promote giving and to develop new impact and outcome measures from charity and donor perspectives. The event will close with a reception.

For more information on The Lord Mayor's Appeal 2014, including sponsorship opportunities, ticket purchases and to make a donation visit:

www.thelordmayorsappeal.org

T: +44(0)20 7332 3908

E: info@thelordmayorsappeal.org

Registered Charity Number: 1148976

The Lord Mayor's Charity Leadership Programme

Under the chairmanship of The Lord Mayor's Consort, Nicholas Woolf, a partnership has been created between The Lord Mayor's Appeal charity, the Centre for Charity Effectiveness at Cass Business School, Mazars and The Macquarie Group Foundation to deliver The Lord Mayor's Charity Leadership Programme.

The participants are expected to be potential or current charity Chairs from City businesses and professional services firms. The programme may be particularly pertinent for those who are seeking to extend their skills in another sector or who are nearing retirement and looking for new challenges and ways to redeploy their skills to the maximum benefit of the nonprofit sector. The programme, a first of its kind, will:

- Provide information about the responsibilities and activities of charity Chairs and encourage City leaders to take up these roles.
- Provide debate and networking receptions to bring together leaders from the City with charities in order for the leaders to gain better understanding of the nonprofit sector and the opportunities available to support it.
- Support existing Chairs in their own development and in recruiting and leading effective boards.
- Provide a legacy of materials and events to help develop the Chairs of the future.

The City's Giving Lectures

Revolutionising Philanthropy: The Role of the Regulator

13th November 2013, 6.00pm at The Mansion House

The Charity Leadership Programme will be launched on 13th November 2013. William Shawcross, Chairman of the Charity Commission, will set out his vision for charity regulation, explaining why a strong regulator promotes public trust in charities and allows charities to adapt to social change.

Revolutionising Philanthropy: Impact Investment

23rd January 23 2014, 6.00pm at The Mansion House

The second City's Giving lecture will be given by Sir Ronald Cohen, investor, philanthropist and first Chairman of Big Society Capital. Sir Ronald will be challenging traditional charitable thinking by focusing on philanthropic investing to achieve better social outcomes.

Debate and Networking Receptions

There will be three events which will provide the opportunity for charity Chairs, Chief Executives, funders and leaders from the City to network in order to further their understanding of their particular subsectors through sharing experiences and knowledge. The events will begin with a debate with a panel of eminent leaders in the relevant field to provide high level views and context. The three receptions will be focused on Social Welfare, Social Mobility and Social Engagement:

Social Welfare

3rd March 2014, 5.45pm at Mazars

Focused on healthcare, vulnerable adults, those with disabilities, the elderly and ex-offenders.

Social Mobility

25th June 2014, 5.45pm at Macquarie Group Foundation

Focused on young people, education and skills.

Social Engagement

18th September 2014, 5.45pm at Coutts

Focused on sports, arts and volunteering.

Chair's Conference

Chair's Conference

21st October 2014, 2.00pm at The Mansion House

This will be a half-day conference, mid-afternoon to early evening, with drinks and networking afterwards. It will build on the momentum deriving from the earlier parts of the Charity Leadership Programme. The objectives of the conference are:

- To be better informed about the challenges of the role of charity Chair, especially for those coming from a professional or governance background in the City.
- To inspire City professionals to become involved as charity Trustees and, in particular, Chairs of charity boards.
- To foster the development of Chairs and to assist Chairs to lead more effective boards.

For more information about the Charity Leadership programme and event enquiries visit:

www.cass.city.ac.uk/LMCLP

E: LMCLP@city.ac.uk

T: +44(0)20 7040 0901

Harnessing Talent: The Power of Diversity

The City depends upon being able to draw the best talent from an increasingly diverse and inclusive pool for the innovation that society now needs. The Power of Diversity programme will highlight and discuss the critical steps that the City at all management levels must take to maximise the energy and innovation that diversity can bring to business. Where are the new ideas and a new challenge to old ideas going to come from? Is the talent pool wide enough to facilitate the desired social mobility and inclusion? The findings of an extensive survey that I commissioned on City attitudes to diversity and inclusion strongly show the need to put more energy into this agenda. Look out for our three Transport for London buses from January 2014 onwards!

Diversity Breakfasts

The breakfasts will include panels of three or four recognised leaders in their fields who will lead a debate about the key ingredients of successful organisations that harness diverse talent. The themed breakfasts will be:

Attaining Power

11th December 2013, 8.00am at Eversheds

Focusing on getting to the top, staying at the top and anticipating the future. The panel members will discuss their own experience of leading their organisations, of achieving senior executive positions and the resilience and agility required to deal with change and stay at the top.

Exercising Power

13th March 2014, 8.00am at the Southbank Centre

Focusing on exercising power at the top to achieve change and capture the benefits of diversity. The panel will share their experiences of what went well and less well in exercising power, the impact on them and the changes they have achieved in their organisations.

The Power of Giving

2nd May 2014, 8.00am at Coutts

Focusing on the motivations of philanthropists from diverse backgrounds. They will share their strategies, the outcomes they have achieved and what success looks like for them.

The Power of Difference

18th July 2014, 8.00am at The Mansion House

Will explore the positive impact diversity and inclusion has had on businesses and individuals and the recipes for success, particularly at the mid-level. The event will focus on diversity in its widest sense including social mobility.

The Transformation

25th September 2014, 8.00am at The Mansion House

An event to conclude the entire programme and create a "to do" list to achieve transformational change in relation to the talent pool needed for the future.

Diversity Conferences

Harnessing the Power of Diversity

10th June 2014, 1.30pm-8.00pm at The Mansion House

An in-depth event to be held at The Mansion House, bringing together business leaders at all levels to focus on the key challenges that businesses face in creating a diverse workplace and culture to capture the benefits of difference, reflecting on all its forms. This will also question whether there are better ways to apply a true meritocracy and will focus on effective action plans. The conference will include networking opportunities and a drinks reception.

Affinity Conference: Talent Rising

10th July 2014, 1.30pm-8.00pm at Guildhall

In many organisations, the heavy lifting required to unleash the power of diversity is driven and supported by Affinity Groups – like-minded people pooling experiences in pursuit of their companies' aims. For many reasons, Affinity Groups tend to concentrate on their needs and rarely meet others outside their particular focus, firm or sector. This event provides an unprecedented opportunity for the leaders of the City's many Affinity Groups to meet, to share experiences, to find common cause, to build lasting networks and to harness the power of diversity.

For more information on the Power of Diversity programme, including sponsorship opportunities and ticket purchases, visit:

www.thelordmayorsappeal.org/diversity

T: +44(0)20 7332 1582

E: info@thelordmayorsappeal.org



Tomorrow's City

Tomorrow's City is a programme of events and dialogue with City and other leaders which will set out how the City can best ensure its future success as a city of cities by promoting and enabling long-term value creation, drawing on all the talent available. CMS Cameron McKenna and Tomorrow's Company have collaborated to create this programme.

The City of London has two great resources in abundance - people and capital.

Tomorrow's City will explore what the impediments are to long-term value creation and how the City is best able to use its resources to assist its clients in optimising financial, economic, societal and environmental outcomes.

The world is an economy of cities and London is, and must continue to be, a city of cities.

London faces new challenges but also huge opportunities as we enter a new era that is much more focused on optimising the purpose of business – people, planet, and profit. We must ensure that the City continues to meet the evolving business and investment needs of its broad client base, but also of society, the environment and a rapidly changing global economy.

London is in a uniquely advantaged position during this period of uncertainty and change.

It possesses a breadth and depth of financial providers and it brings together legal, engineering, accounting, IT and other services with global experience of the most challenging and complex deals.

The City prides itself on vigorous debate and the co-creation of effective solutions.

Harnessing innovative programmes such as the London Accord, the Tomorrow's City programme will explore how London's world leading service sectors can create the vibrant, resilient cities of tomorrow.

Tomorrow's City Evening Events

The Tomorrow's City Launch

19th November 2013, 6.00pm at The Mansion House

The Tomorrow's City launch will set out the programme and invite the City of London to join the Lord Mayor in the exploration of key themes.

Integrated Reporting – New Framework Launch

4th December 2013, 6.00pm at The Mansion House

Mervyn King, Chairman of the International Integrated Reporting Council, will explain the thinking behind the new framework for integrated reporting at this global launch.

The Mid Term Debate

13th March, 6.00pm at The Mansion House

To explore the key themes of Tomorrow's City and develop the thinking emerging from the debates and events so far.

Finance as a Force for Good

23rd June 2014, 6.00pm at The Mansion House

Katherine Garrett-Cox, Chief Executive, Alliance Trust PLC and Gervais Williams, Lead Fund Manager, Miton Group plc will talk about securing long-term value creation to meet the needs of citizens and savers.

Tomorrow's City: What Next?

29th October 2014, 6.00pm at The Mansion House

A celebration of the Tomorrow's City programme which will draw together conclusions, initiatives and next steps from the programme's debates and discussions.

Tomorrow's City Breakfasts

Financial Regulation: Conducive to Innovation and Sustainable Development?

29th November 2013, 8.00 – 9:30am at The Mansion House

Widening the Talent Pool

5th February 2014, 8.00 – 9:30am at CMS Cameron McKenna

New Thinking on Infrastructure & Energy

29th May 2014, 8.00 – 9:30am at CMS Cameron McKenna

What is the Attraction of Investing in the UK?

9th July 2014, 8.00 – 9:30am at CMS Cameron McKenna

The Lord Mayor's Annual Gresham Lecture: Tomorrow's Cities

30th January 2014, 2.00 – 5.30pm at The Museum of London

The Lord Mayor will give the annual Gresham Lecture on Tomorrow's Cities. This will be followed by a symposium 'Measuring Up Cities', which will explore the concept of cities as units of analysis and challenge those who study cities to define them.

Base London at Guildhall: "A Vision of Tomorrow's Cities"

26th June 2014, 8.00am - 6.00pm at Guildhall

This major annual conference brings together many different aspects of smart city development in an integrated manner that demonstrates the clean, resource-efficient cities of the future as they rise to the challenges of population growth and climate change.

The Lord Mayor's Taxation Forum

30th April 2014, 2.00 – 7.00pm at The Mansion House

Taxation in all its forms is now regularly in the headlines. The issues relating to taxation policy and their future direction are of crucial importance both for those investing in the UK and domestic businesses and individuals. The Chartered Institute of Taxation, in conjunction with the City of London Corporation, have joined together to create a forum to debate progress on the critical issues as this important international policy area develops.

For more details about:

Tomorrow's City programme visit:

www.tomorrowscompany.com/city and www.cms-cmck.com

Base London visit:

www.basecities.com/london

Taxation Forum visit:

www.tax.org.uk

