



# power of inclusion

## Membership 2021

The Lord Mayor’s Appeal brings together businesses, neighbouring communities, employees and charities to find solutions to some of London’s most pressing societal issues. Our vision is to create A Better City for All, one that is Inclusive, Healthy, Skilled and Fair, helping 1 million people thrive. Through our work we have a transformational impact on people’s lives.



### An Inclusive City



**Watch** 

**Power of Inclusion 2020 Highlights**

The Lord Mayor’s Appeal’s Power of Inclusion aims to create a City that is inclusive and open to everyone regardless of background. This year we will continue our focus on social mobility as we know that inclusive workplaces are more productive, commercially successful, and have a happier and more engaged workforce. Membership enables your business to gain expert insights from others, share best practice on policies and programmes, and collaborate for effective change.



[TheLordMayorsAppeal.org](http://TheLordMayorsAppeal.org)  
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**“We are committed to fostering an inclusive culture and to collaborating with others to drive change. As such, we are proud to support The Lord Mayor’s Appeal and to be part of its ongoing work to improve diversity, inclusion and wellbeing in the workplace.”**  
 Edward Braham, Partner, Freshfields Bruckhaus Deringer



### Power of Inclusion membership includes: Power of Inclusion events

Our 2021 events will build on the awareness raised of the importance of social mobility at last year's events and help you to prioritise and address this in your workplace. With a focus on social mobility through the life cycle of business, you will get the support you need to address barriers to increase social mobility within your organisation. Members explore topical issues and gain tangible and practical solutions for City of London businesses. Initially our events will be online, giving a more flexible and inclusive approach, and enabling members to include a wider cross section of their organisation. We hope to offer in person Power of Inclusion events when it is safe to do so.

### Social Mobility Storytelling Film

Our storytelling film campaign will champion the power of hearing the voices of people from diverse socio-economic backgrounds and support organisations in creating an inclusive culture. The film will raise awareness of the experience of those from diverse socio-economic backgrounds and highlight the importance of social mobility. We will produce a guide to support organisations to create their own storytelling film, having seen how successful this can be with our Healthy 'This is Me' initiative.

### Digital Resource Hub

The purpose of the Digital Resource Hub is to bring together content from the Power of Inclusion events to support businesses in developing their social mobility strategy. It will offer a range of resources including guides, case studies and examples of best practice to enable organisations to implement policies and processes to increase social mobility across the City.

### Senior Leadership Forum

The Senior Leadership Forum is an exclusive forum for Senior Leaders in the City of London to come together to discuss, learn and share good practice on diversity and inclusion issues that are key to their organisation. The forum is also an opportunity to collaborate with other like-minded leaders to help shape and push the diversity and inclusion agenda forward across the City.



# Membership

The cost of Power of Inclusion Membership for 2021 is £5,000 (a reduced rate is available for smaller organisations).

As a member of Power of Inclusion you will have the following benefits:

- **6 places** at our online Power of Inclusion events
- **2 places** at in person Power of Inclusion events
- **1 place** for a senior leader at our Senior Leadership Forum
- **Access** to the Social Mobility Storytelling Film Campaign resources
- **Access** to the Digital Resource Hub

## Sign Up Now

Membership is an opportunity to be part of a collective of businesses and leaders who are committed to turning the dial on creating inclusive workplaces, and transform practices to create happier and more productive workplaces. If you are interested in becoming a member or would like more information please contact Sarah James, Power of Inclusion Programme Manager at [sarah.james@thelordmayorsappeal.org](mailto:sarah.james@thelordmayorsappeal.org)

#jointheconversation