

UK and Global Advocacy Quarterly Roundup

Quarter 2 - 2021

Introduction:

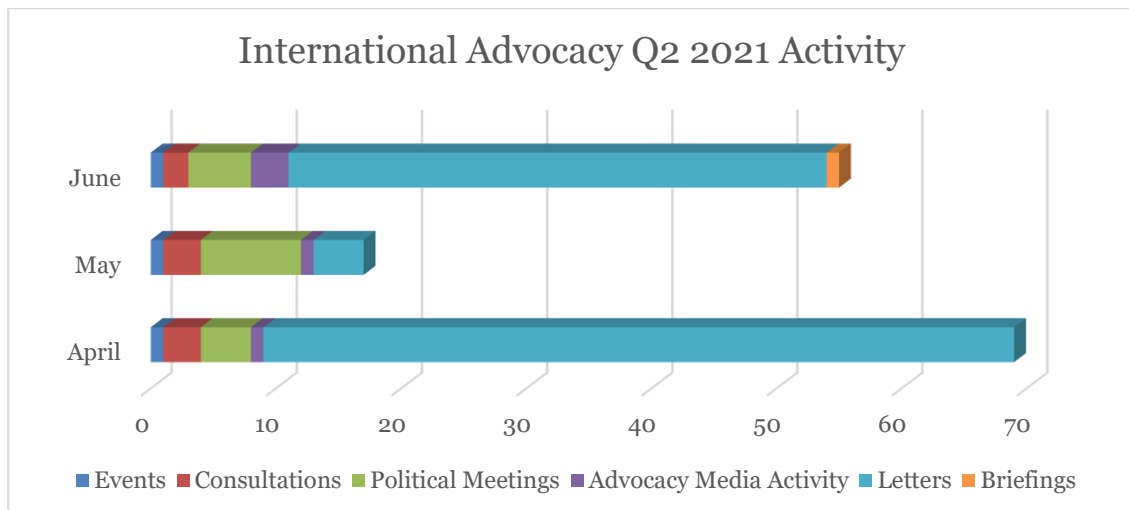
In Quarter 2 of 2021 the Global Advocacy Team have continued to engage in issues that matter to Association members including tax, audit reform and corporate governance, economic recovery and upskilling.

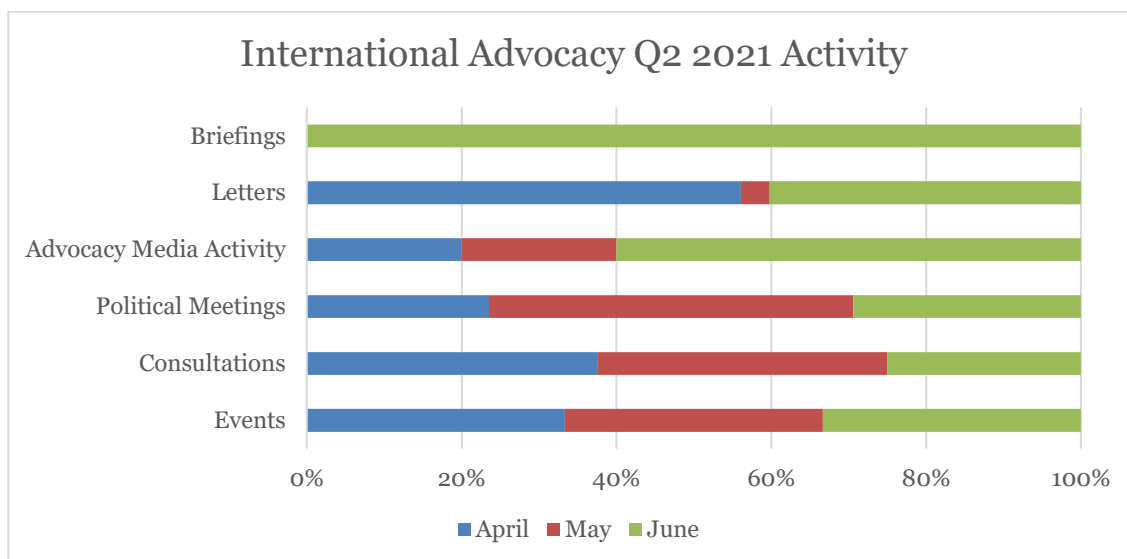
In the UK the country is getting ready to reopen on the 19th of July with most Covid-19 legal resections planned to be removed in place of non-mandatory guidance. However, even with these businesses are still facing uncertainty and the UK has rising case numbers that could mean restrictions are restored or affect consumer behavior and demand.

Across the globe the picture for businesses is still uncertain with nations at different stages of their vaccination roll out and across this Quarter facing new waves of Covid-19 and government responses to that.

A continued focus of our advocacy efforts this quarter has been on economic recovery and will continue to be throughout the year.

Below, we outline our activities in Q2 of 2021.





Association Letters and Briefings to Parliament

The Association continues to call on Government to put in place measures to drive long term economic recovery from the global pandemic. We are advocating for policies that will rebuild confidence, create jobs and allow businesses to look ahead with a degree of certainty. Alongside, this we are still focused on issues of audit reform, corporate governance, trade and apprenticeships to name a few.

The International Advocacy Team has written the following letters to Government and key stakeholders:

UK	Chairman's Forum Invitation – Ministers Kwasi Kwarteng and Lord Callanan	15 April
UK	Letters to 59 MPs on Corporate Governance and Audit Reforms	21 April
UK	Letter to 3 Labour MPs following shadow cabinet reshuffle	13 May
UK	Letter to Gillian Keegan Apprenticeship Minister Letter about the recent rise in apprenticeships applications, aimed at ensuring school leavers have the full range of information available to them to make an informed choice about their pathway into their chosen career.	21 May
Hong Kong	Letter to government on economic recovery	21 June
UK	Letter to 42 Northern Research Group MPs on Levelling Up Briefing	21 June

Events

Credit Services Association Event - Building Operational Resilience April 2021

Workshop focused on expert advice on how to embrace regulatory, financial, and workplace culture changes to strengthen firms, teams, and individual employees, while mitigating the potential downsides of this 'new normal'. Change management and business transformation have now taken on a whole new meaning and it was explored what we can learn from the pandemic to become both more adaptable and more stable.

Ross Archer, our Public Policy Lead Manager, attended as guest speaker discussing on the below matters:

- Important business services
- Impact tolerances
- Mapping
- Scenario testing
- Self-assessment



CreditServicesAssoc @CreditServicesA · Apr 8

Following @thefca #operationalresilience policy statement this workshop is even more topical. We'll be joined by Lorraine O'Donnell, Principal Operational #Resilience, @UKFtweets along with Ross Archer of @CIMA_News and Julian Cox of @blm_law. Full agenda: bit.ly/3vW1hfH



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She Can Be - Lord Mayors Appeal May-21

In a society where young women believe they do not have the same chances in business as their male counterparts, She Can Be aims to change this perception and empower young women to see the City as not only a viable, but an exciting career option for them. She can be aims to boost young women's confidence in their abilities by equipping them with the tools to consider careers in the City, if they want one.

The Association of Business Service Leaders (ABSL) Poland Event June 2021



On 15 June 2021, Andrew Harding, FCMA, CGMA, CEO, Management Accounting, AICPA & CIMA, delivered an expert speech "How the New Regulatory Environment Will Impact Financial Business Models". He talked about the opportunity for developing finance skills for the future and increasing the competitiveness of the modern business services sector in Poland and CEE. AICPA & CIMA was the Gold Partner of ABSL FDI Forum. The event gathered guests from global businesses and national authorities and international experts. The Polish Prime Minister Mateusz Morawiecki also attended.

Reports/Bitesize briefings

UK	Levelling Up Briefing	June 21
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Advocacy Related Media and Press Activity

(OLDEST TO NEWEST) # Title Date

1	UK	Media comment: Short-term productivity matters, but it's not everything	April 21
2	UK	Skills blueprint is essential to help UK workforce thrive in the post-COVID job market says The Chartered Institute of Management Accountants	May 21
3	UK	Media comment - State aid should be compatible with the skills agenda	June 21
4	Hong Kong	https://futurecfo.net/cima-how-hong-kong-can-improve-employment/	June 21
5	Hong Kong	http://www.hkcd.com/content/2021-06/15/content_1274618.html	June 21

Government Inquiries and Consultations

CIMA has participated in the following inquiries:

	Name of inquiry/consultation	Month responded
UK	BEIS Social Distancing in Workplace	April 21
South Africa	Response to the National Implementation Framework towards the Professionalisation of the Public Service	April 21
UK	BEIS Non-Financial Climate Related Reporting	April 21
UK	Jobs, Growth and Productivity after Coronavirus, submitted to the Treasury Select Committee (May 2021)	May 21
UK	Response to the Department for Education Consultation on Flexi-job apprenticeships: reshaping the role of apprenticeship training agencies (May 2021)	May 21
UK	Response to HM Treasury Consultation on R&D Tax Relief (May 21)	May 21
UK	Response to HM Treasury Consultation on Raising Standards in The Tax Advice Market (Jun 21)	June 21
EU	Response to the Consultation on EU Corporate Sustainability Directive, submitted to the European Commission (Jun 21)	June 21

Political and Stakeholder Meetings

The international advocacy team met with the following:

	Organisation	Purpose of meeting	Association attendees	Date
UK	Centre for Cities	Regular catch-up	Ross Archer/Sam Louis	April -21
UK	PBSC Trade Working Group	Chat with Chairs of PBSC Trade Working Group about joining	Ross Archer/Sam Louis	April-21
UK	PBSC Skills and Inclusion Working Group	Chat with chairs of PBSC Skills and Inclusion Working Group about joining	Ross Archer/Sam Louis	April-21
UK	BEIS Civil Servant Catch Up	Regular catch up with BEIS	Ross Archer	April-21
UK	GAA	GAA Video conference to discuss BEIS Audit Reform consultation	Ross Archer	May 21
UK	BEIS	Regular catch up with BEIS	Ross Archer	May 21
UK	PBSC Trade Working Group	Regular meeting of Trade PBSC Working Group	Ross Archer	May 21
UK	Richard Fuller MP	BEIS White Paper on Restoring Trust in Audit and Corporate Governance, Government priorities and CIMA Response	Ross Archer/Arianna De Angelis	May 21
UK	Dan Carden MP	BEIS White Paper on Restoring Trust in Audit and Corporate Governance, Government priorities	Ross Archer/Arianna De Angelis	May 21

		and CIMA Response		
UK	Peter Grant MP	BEIS White Paper on Restoring Trust in Audit and Corporate Governance, Government priorities and CIMA Response	Ross Archer/Arianna De Angelis	May 21
UK	Rt Hon Karen Bradley MP	BEIS White Paper on Restoring Trust in Audit and Corporate Governance, Government priorities and CIMA Response	Ross Archer	May 21
UK	Marion Fellows MP	BEIS White Paper on Restoring Trust in Audit and Corporate Governance, Government priorities and CIMA Response	Ross Archer	May 21
UK	Sir Bernard Jenkin MP	BEIS White Paper on Restoring Trust in Audit and Corporate Governance, Government priorities and CIMA Response	Ross Archer/Arianna De Angelis	June-21
UK	Iain Stewart MP	BEIS White Paper on Restoring Trust in Audit and Corporate Governance, Government priorities and CIMA Response	Ross Archer/Arianna De Angelis	June-21
UK	BEIS Civil Servant Catch Up	Regular catch up with BEIS	Ross Archer	June-21
UK	Lord Grimstone	Regular sector PBSC Call with the Minister	Andrew Harding	June-21
UK	PBSC Trade Working Group	Regular meeting of Trade PBSC Working Group	Ross Archer	June-21
UK	John Howell MP	Multiple meetings regarding the APPG	Ross Archer	N/A

Ongoing Research

CIMA is conducting the following:

UK	Productivity Research: The primary purpose of this research is to inform and provoke CIMA members to develop a holistic approach towards analysing and managing productivity. On the basis of the gathered evidence, the research will generate specific proposals to inform CIMA's advocacy strategy towards productivity.
UK	Purpose Beyond Profit Research: Purpose Beyond Profit is a survey of executives from across the globe that seeks to understand trends and challenges in measuring, disclosing and understanding the value that companies create.
UK	Audit reform and Corporate Governance Bitesize Briefing: For distribution to UK MPs based on our consultation response.

APPG Accounting for Growth

In Jun the All-Party Parliamentary Group on Accounting for Growth launched a call for evidence as part of a new inquiry into Apprenticeships and Skills: How to boost financial and professional and business skills in the UK? The inquiry seeks evidence from businesses, representative organisations, local authorities, colleges, independent training providers and charities and other interested parties.

The focus areas of the inquiry are:

- Skills policy
- The Apprenticeship scheme and possible reforms
- Skills and the newly unemployed
- Lessons from abroad
- Higher level apprenticeships and the professional services

Policy Wins

Below we outline our policy wins for Q2. Our list of wins will be updated as more information becomes available.

Country	Issue	Wins	Weblink
UK	More being done to promote Apprenticeships - UCAS website providing more information about apprenticeships	DFE/UCAS called previously for this in meetings and letters to DFE	
UK	Digital Voucher Scheme part of Help to Grow Digital	HM Treasury/BEIS Called for it in Budgeting for Recovery Report and seen in details of the Help to Grow Digital scheme there will be a voucher to help SMEs pay for software	https://helptogrow.campaign.gov.uk/

Parliamentary Mentions

Organisation	Topic	Outcome	Date
BEIS Select Committee	Post-pandemic economic growth: Industrial policy in the UK Report	<p>CIMA was mentioned and quoted as follows:</p> <p>“The Chartered Institute of Management Accountants argued that there was a need for new sector deals, for instance for the professional services sector which would provide essential support for UK businesses but which was also a key sector in its own right in terms of employment and contribution to the UK economy”</p> <p>Page 21, Chapter 4 – Sector Deals, Point 68</p> <p>In addition, they recommended policy changes which BEIS should enact. These included recommendations we submitted to the Committee Inquiry on Post Pandemic Economic Growth: Industrial Policy in the UK. The recommendations and conclusions were:</p>	June 21

		<p>Productivity was not a 'Grand Challenge' or 'Mission' of the previous Industrial Strategy and this may have led to its lack of purpose.</p> <p>That the Industrial Strategy was remote to SMEs.</p> <p>In light of the pandemic the government should review each sector deal and have a focus on productivity.</p>	
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Future Activity Planned

Future Events

Chairmen's Forum

July 2021



The Chairmen's Forum is an independent, not-for-profit forum run by the Association that provides an opportunity for chairmen to share experiences, ideas and views to improve corporate performance, boardroom experience, skills and knowledge. It seeks to identify best practices in areas such as corporate governance; board performance evaluation; the recognition of shareholder and employee expectations; and our responsibility to other stakeholders and wider society.

On this occasion our guest speaker will be Lord Callanan who will share his ministerial knowledge and expertise on Corporate Governance and reporting reform in the UK.



Purpose Beyond Profit Webinar

July 2021

Event on the importance of understanding the value creation potential of organisations to build relationships with stakeholders and improve integrated thinking and strategic decision-making.

SME Webinar - SME and Advocacy

July 2021

Andrew Harding, Secretary General of CIMA, will discuss how advocacy is supporting our members and the wider public interest. The event will show the role of advocacy, why it is important and how it supports members. The event will touch upon the pandemic and the needs of SMEs and how CIMA through its advocacy efforts supported SMEs and its members

Future consultations

UK	DIT - Trade with India
UK	DIT - Trade with Canada
UK	HM Treasury: the tax administration framework: supporting a 21st century tax system
UK	BEIS Restoring Trust in Audit and Corporate Governance
South Africa	South African Government: Recognition of Prior Learning Coordination Policy

Future Political and Stakeholder Meetings

	Organisation	Purpose of meeting	Association attendees	Date
UK	Mark Holmes - Deputy Director Audit Reform at BEIS	Meeting with Mark Holmes and other BEIS officials to discuss audit reform white paper and where we support and have concerns	Andrew Harding, Ross Archer	July-21
UK	BEIS - Help to Grow Management Civil Servant Meeting	Meeting to discuss Help to Grow Management scheme and explore opportunities of the Association to be involved in it and support the campaign	Ross Archer	July-21
UK	Nick Fletcher MP	Meeting to discuss our Levelling Up briefing	Ross Archer, Arianna De Angelis	July-21
UK	Christian Wakeford MP	Meeting to discuss our Levelling Up briefing	Ross Archer, Arianna De Angelis	July-21
UK	James Daly MP	Meeting to discuss our Levelling Up briefing	Ross Archer, Arianna De Angelis	July-21

UK	Saqib Bhati MP	BEIS White Paper on Restoring Trust in Audit and Corporate Governance, Government priorities and CIMA Response	Ross Archer, Arianna De Angelis	August-21
UK	Andrew Griffith MP	BEIS White Paper on Restoring Trust in Audit and Corporate Governance, Government priorities and CIMA Response	Ross Archer, Arianna De Angelis	TBC