



Public Relations and Economic Development Sub-Committee

Date: THURSDAY, 14 FEBRUARY 2013
Time: 10.45am (NB: Please Note Change of Time)
Venue: COMMITTEE ROOM - 2ND FLOOR WEST WING, GUILDHALL

Members: Mark Boleat (Chairman)
Stuart Fraser (Deputy Chairman)
Deputy Michael Cassidy
Roger Chadwick
Sir Michael Snyder
Deputy Douglas Barrow
Deputy Edward Lord
Jeremy Mayhew
Deputy Catherine McGuinness
James Tumbridge
Alderman Alan Yarrow

Enquiries: Angela Roach
020 7332 3685

John Barradell
Town Clerk and Chief Executive

AGENDA

Part 1 - Public Agenda

1. **APOLOGIES**
2. **DECLARATIONS BY MEMBERS OF PERSONAL OR PREJUDICIAL INTERESTS IN RESPECT OF ITEMS TO BE CONSIDERED AT THIS MEETING**
3. **TERMS OF REFERENCE**
To note the terms of reference of the Sub-Committee as follows:-

“To consider and report to the Grand Committee on all matters relating to the City Corporation’s Economic Development, Public Relations, Public Affairs and Communication activities, including any related plans, policies and strategies”.
4. **WORK OF THE SUB-COMMITTEE**
To consider the work of the Sub-Committee.

For Decision
5. **APPOINTMENT OF CO-OPTED MEMBERS**
To consider the appointment of up to 3 Members co-opted from the Court of Common Council.

For Decision
6. **CITY OF LONDON COMMUNICATIONS STRATEGY - 2013 - 2016**
Report of the Director of Public Relations (copy attached).

For Decision
(Pages 1 - 28)
7. **PUBLIC RELATIONS OFFICE BUSINESS PLAN - 2013 - 2016**
Report of the Director of Public Relations (copy attached).

For Decision
(Pages 29 - 54)
8. **ECONOMIC DEVELOPMENT OFFICE BUSINESS PLAN - 2013-16**
Report of the Director of Economic Development (copy attached).

For Decision
(Pages 55 - 86)
9. **QUESTIONS ON MATTERS RELATING TO THE WORK OF THE SUB-COMMITTEE**
10. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT**