



Public Relations and Economic Development Sub (Policy & Resources) Committee

Date: THURSDAY, 19 MAY 2016

Time: On the rising of the Policy and Resources Committee

Venue: COMMITTEE ROOM - 2ND FLOOR WEST WING, GUILDHALL

Members: Chairman of the Policy and Resources Committee (Chairman)
Deputy Chairman of the Policy and Resources Committee
Deputy Chairman of the Policy and Resources Committee
Deputy Chairman of the Policy and Resources Committee
Stuart Fraser
Jeremy Mayhew
Sir Michael Snyder
*5 Members of the Policy and Resources Committee, appointed this day
4 Co-Opted Members from the Court of Common Council,
to be elected at this meeting*

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John Barradell
Town Clerk and Chief Executive

Please note that part of this meeting could be subject to audio-visual recording.

AGENDA

1. **APOLOGIES**
2. **MEMBERS' DECLARATIONS UNDER THE CODE OF CONDUCT IN RESPECT OF ITEMS ON THE AGENDA**
3. **TERMS OF REFERENCE**
To receive the Sub Committee's terms of reference.

For Information
(Pages 1 - 2)
4. **MINUTES**
To agree the public minutes and summary of the meeting held on 18 February 2016.

For Decision
(Pages 3 - 6)
5. **APPOINTMENT OF CO-OPTED MEMBERS**
The Town Clerk to be heard.

For Decision
6. **QUESTIONS ON MATTERS RELATING TO THE WORK OF THE SUB-COMMITTEE**
7. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT**

Public Relations and Economic Development Sub-Committee

Composition

Chairman and Deputy Chairmen of the Policy and Resources Committee

Past Chairmen of the Policy and Resources Committee, still on the Committee

Chairman of the Finance Committee

5 Members of the Policy and Resources Committee, elected by the Committee

4 Members of the Court of Common Council, co-opted by the Sub-Committee

Terms of Reference

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.

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PUBLIC RELATIONS AND ECONOMIC DEVELOPMENT SUB (POLICY & RESOURCES) COMMITTEE

Thursday, 18 February 2016

Minutes of the meeting of the Public Relations and Economic Development Sub (Policy & Resources) Committee held at the Guildhall EC2 at 12.00 pm

Present

Members:

Mark Boleat (Chairman)
Deputy Roger Chadwick
Sophie Anne Fernandes
Stuart Fraser
Wendy Hyde
Edward Lord

Jeremy Mayhew
Deputy Catherine McGuinness
Hugh Morris
Ian Seaton
Tom Sleigh

Officers:

John Barradell	- Town Clerk and Chief Executive
Alistair MacLellan	- Town Clerk's Department
Fern Aldous	- Town Clerk's Department
Paul Double	- City Remembrancer
Nigel Lefton	- Remembrancer's Department
Damian Nussbaum	- Director of Economic Development
Giles French	- Assistant Director of Economic Development
Bob Roberts	- Director of Communications

1. APOLOGIES

Apologies for absence were received from Deputy Doug Barrow, Oliver Lodge, The Rt Hon the Lord Mayor, The Lord Mountevans, Sir Michael Snyder and Alderman Sir David Wootton.

2. MEMBERS' DECLARATIONS UNDER THE CODE OF CONDUCT IN RESPECT OF ITEMS ON THE AGENDA

There were no declarations of interest.

3. MINUTES

RESOLVED – That the public minutes and summary of the meeting held on 19 October 2016 be approved as a correct record.

4. EUROPEAN UNION UPDATE

The Sub-Committee considered a report of the Town Clerk updating it on arrangements for the proposed EU referendum. It was reported that a special meeting of the Policy and Resources Committee had been convened to discuss the matter, and whether the Corporation should adopt a “corporate” view.

The Chairman indicated that the report to be presented to the Grand Committee on the matter had taken account of reports published by TheCityUK, although it was noted that the City Corporation and the TheCityUK did not necessarily have to adopt identical views. Members agreed that for a decision to be made the contents of the report had to be fair and evidence based, that it had to include different sectors, covering small and large businesses, and that it must give appropriate weighting to those businesses that had not chosen to take a position. On the suggestion of a Member it was agreed that the Law Society or similar organisations should be included to represent the legal profession.

RECEIVED

5. POLICY CHAIRMAN'S VISIT TO NEW YORK, USA, FEBRUARY 2016

The Sub-Committee received a report of the Director of Economic Development detailing the recent visit to New York by the Chairman of Policy and Resources.

RECEIVED

6. LONDON MAYORAL ELECTION 2016

The Director of Economic Development provided an update on the London Mayoral Election to be held in May.

It was felt that Sadiq Khan, the candidate for the Labour Party, had undertaken a wider programme of engagement with businesses than the Conservative candidate Zac Goldsmith. On policy it was reported that both had similar views on housing, with the former supporting more affordable housing and the latter pledging to build more houses. Both candidates opposed a third runway at Heathrow Airport but it was felt this was a more significant factor in Mr Goldsmith's campaign.

It was confirmed that a programme of events would also be organised for the candidates for the London Assembly.

RECEIVED

7. CITY OF LONDON CORPORATION COMMUNICATIONS UPDATE

The Sub-Committee received a report of the Director of Communications providing an update on the Communications Strategy and recent changes to the Communications team.

In response to a query by members, the Director of Communications confirmed that cooperation and liaison with partner organisations such as the Barbican Centre was being promoted through regular meetings. He further confirmed that the consistency of City Corporation branding would be investigated with the Director of Economic Development.

The production of core messages was discussed and it was agreed that residents should be referenced in the text. It was further agreed that Members of the Committee should have access to the communications grid.

RECEIVED

8. **CITY OF LONDON CORPORATION 2016 PARTY CONFERENCE ACTIVITY**
The Sub-Committee received a report of the Director of Economic Development seeking approval for the arrangements for the 2016 Party Conferences. It was explained that the proposal sought to change the format of the events held at the Labour and Liberal Democrat conferences from open to invitation only events on the grounds that attendance at open events had been difficult to predict in previous years.

RESOLVED – That invitation-only roundtable events be organised for all three Party Conferences.

9. **ECONOMIC DEVELOPMENT OFFICE BUSINESS PLAN**
The Sub-Committee considered a report of the Director of Economic Development outlining the Economic Development Office Business Plan. Members asked that metrics be added to the report and that greater emphasis be given to Fin Tech, which was felt to not be sufficiently prioritised.

RESOLVED – That the Sub-Committee recommends the Economic Development Business Plan for approval by the grand committee.

10. **INTERNATIONAL REGULATORY STRATEGY GROUP (IRSG) UPDATE**
Members considered a report of the Director of Economic Development on the work of the International Regulatory Strategy Group (IRSG). It was felt that the enthusiasm for a Capital Markets Union had diminished since its inception. Digitisation and a digital single market were seen to be areas with potential. A Member queried the extent to which Payment Services Directive had been considered and it was confirmed that the IRSG would play a strong role in delivering the message of its implications.

RECEIVED

11. **QUESTIONS ON MATTERS RELATING TO THE WORK OF THE SUB-COMMITTEE**
There were no questions.
12. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT**
The Chairman thanked Ian Seaton, Sophie Fernandes, Tom Sleight and Oliver Lodge for their contributions to the Sub Committee in the past year, noting that this was their last meeting. Members noted that the next meeting would be rescheduled from May to June 2016.

The meeting closed at 13:03

Chairman

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