



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

Date: THURSDAY, 16 FEBRUARY 2017

Time: 12.00 pm

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

Members: Mark Boleat (Chairman)
Deputy Catherine McGuinness (Deputy Chairman)
Simon Duckworth (Deputy Chairman)
Hugh Morris (Deputy Chairman)
Deputy Douglas Barrow
Keith Bottomley
Sheriff & Alderman Peter Estlin
Anne Fairweather
Stuart Fraser
Wendy Hyde
Edward Lord
Jeremy Mayhew
Deputy Tom Sleigh
Sir Michael Snyder
Alderman Sir David Wootton

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Lunch will be served in Guildhall Club at 1PM
NB: Part of this meeting could be the subject of audio visual recording

John Barradell
Town Clerk and Chief Executive

AGENDA

Part 1 - Public Agenda

1. **APOLOGIES FOR ABSENCE**
2. **MEMBERS' DECLARATIONS UNDER THE CODE OF CONDUCT IN RESPECT OF ITEMS ON THE AGENDA**
3. **MINUTES**
To agree the public minutes and summary of the meeting held on 6 October 2016.
For Decision
(Pages 1 - 6)
4. **THINK TANK MEMBERSHIP**
Report of the Director of Economic Development.
NB: This report is due to be considered by the Grand Committee later this day.
For Decision
(Pages 7 - 12)
5. **PARTY CONFERENCES 2017**
Report of the Director of Economic Development.
NB: This report is due to be considered by the Grand Committee later this day.
For Decision
(Pages 13 - 18)
6. **HIGH LEVEL BUSINESS PLAN - ECONOMIC DEVELOPMENT OFFICE**
Report of the Director of Economic Development.
NB: This report is due to be considered by the Grand Committee later this day.
For Decision
(Pages 19 - 22)
7. **UPDATE AND FORWARD LOOK ON THE ACTIVITIES OF THE INTERNATIONAL REGULATORY STEERING GROUP (IRSG)**
Report of the Director of Economic Development.
For Information
(Pages 23 - 32)
8. **GOVERNANCE OF DIGITAL COMMUNICATIONS**
Report of the Director of Communications.
For Decision
(Pages 33 - 36)
9. **COMMUNICATIONS UPDATE**
Report of the Director of Communications.
For Information
(Pages 37 - 46)

10. **QUESTIONS ON MATTERS RELATING TO THE WORK OF THE SUB-COMMITTEE**
11. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT**
12. **EXCLUSION OF THE PUBLIC**
MOTION - That under Section 100A(4) of the Local Government Act 1972, the public be excluded from the meeting for the following items of business on the grounds that they involve the likely disclosure of exempt information as defined in Part I of Schedule 12A of the Local Government Act.

Part 2 - Non-Public Agenda

13. **NON-PUBLIC MINUTES**
To agree the non-public minutes of the meeting held on 6 October 2016.

For Decision
(Pages 47 - 48)

14. **NON-PUBLIC QUESTIONS ON MATTERS RELATING TO THE WORK OF THE SUB-COMMITTEE**
15. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT AND WHICH THE SUB COMMITTEE AGREES SHOULD BE CONSIDERED WHILST THE PUBLIC ARE EXCLUDED**

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

Thursday, 6 October 2016

Minutes of the meeting of the Public Relations and Economic Development Sub (Policy & Resources) Committee held at the Guildhall EC2 at the rising of the Policy and Resources Committee at 2.30pm

Present

Members:

Mark Boleat (Chairman)	Sheriff & Alderman Peter Estlin
Deputy Catherine McGuinness	Anne Fairweather
Simon Duckworth	Wendy Hyde
Jeremy Mayhew	Edward Lord
Deputy Douglas Barrow	
Sir Michael Snyder	
Keith Bottomley	

Officers:

John Barradell	-	Town Clerk and Chief Executive
Peter Lisle	-	Assistant Town Clerk
Alistair MacLellan	-	Town Clerk's Department
Charlotte Taffel	-	Town Clerk's Department
Sheldon Hind	-	Town Clerk's Department
Bob Roberts	-	Director of Communications
Henry Tanner	-	Town Clerk's Department
Damian Nussbaum	-	Director of Economic Development
Emma Sawers	-	Town Clerk's Department
Peter Cannon	-	Town Clerk's Department
Paul Double	-	City Remembrancer

1. APOLOGIES

Apologies were received from Hugh Morris, Stuart Fraser, Tom Sleigh and Alderman Sir David Wootton.

It was noted that Lucy Frew had resigned from the Court of Common Council and therefore was no longer a co-opted member of the Sub Committee.

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

There were no declarations.

3. MINUTES

The minutes of the meeting held on 4 July 2016 were approved as a correct record.

4. **BRANDING OF CITY FAMILY OF SCHOOLS**

The Director of Communications was heard regarding a recent proposal by the City of London School to refresh its branding. The following comments were made.

- Any change of brand would undermine the links between the school and the City of London Corporation, and ran contrary to the City's Education Strategy.
- A number of organisations affiliated with the City used different branding – for example, the Barbican Centre and the Guildhall School of Music and Drama.
- Notwithstanding that point, there was a clear affiliation between the independent schools and the City of London Corporation, and therefore the matter of branding deserved further consideration.

Anne Fairweather arrived at this point of the meeting.

The Town Clerk noted that a report on branding in City Schools would be submitted to the Policy and Resources Committee at a future meeting. The report would also be submitted to other relevant committees, including the Education Board. In the meantime, the City of London School would be asked to defer its decision to adopt a refreshed brand.

Sir Michael Snyder left at this point of the meeting.

5. **THE CITY'S BUSINESS COMMUNICATIONS PLAN: EMPLOYABILITY**

Members considered a report of the Director of Economic Development and the Director of Communications regarding the City's Business Communications Plan, and the following points were made.

- Members should be provided with means – such as a telephone number – to access information on items such as key messages at short notice.
- In response to a comment from a Member that key messages should be tailored to specific audiences, the Chairman noted that the City Corporation was seeking to influence audiences in broad terms and therefore the current messages appeared fit for purpose.
- In response to a comment from a Member, the Director of Communications noted that measuring impact of communications was a challenge, but that work would be undertaken to develop some simple tools to do so.

6. **FEEDBACK ON CITY OF LONDON CORPORATION PARTY CONFERENCE ACTIVITY**

Members considered a report of the Director of Economic Development regarding the City of London Corporation's activities at the 2016 Party Conferences and the following points were made.

- A Member expressed disappointment at not being included in a City Corporation roundtable event. In response, the Chairman noted that the City would derive greater benefit from its Members attending as wide a range of fringe events as possible.
- A Member noted that this year's format of private roundtables was a new approach by the City, and that the format could have been better communicated to Members.
- Members agreed that attendees at conferences should seek to be more collaborative with one another to ensure the City Corporation derived maximum benefit from their attendance. For example, officers should identify a programme of key fringe events that Members should aim to attend.
- Members should be encouraged to feedback from their meetings so that any relevant intelligence was 'captured' and fed into the work of the City Corporation.
- Members felt that the roundtable approach was more effective than fringe events. Officers should however design events that were more likely to attract key audiences. One example would be a reception-style event that would attract flying visits from key stakeholders who wished to attend several events in one evening.
- The Chairman noted that it was his impression that senior City figures did not attend the Conservative Party Conference and that instead attendance came from mid-level public affairs figures. In response, a Member therefore suggested that the Economic Development Office map out likely attendees from City businesses so that guest lists could be designed accordingly.
- A Member noted that the City should seek to reach out beyond City issues and deal with other issues such as social mobility.

6.1 **Liberal Democrat Party Conference**

A note on feedback from the Liberal Democrat conference was received.

6.2 **Labour Party Conference**

A note on feedback from the Labour Party Conference was tabled and received.

6.3 Conservative Party Conference

A note on feedback from the Conservative Party Conference was tabled and received.

7. **INTERNATIONAL REGULATORY STRATEGY GROUP (IRSG) UPDATE**
An update report of the Director of Economic Development on the work of the International Regulatory Strategy Group was received.
8. **EU ENGAGEMENT UPDATE**
An update report of the Director of Economic Development on EU Engagement was received.
9. **CITY OF LONDON CORPORATION - BREXIT MESSAGING**
A report of the Director of Communications on Brexit messaging was received.
10. **QUESTIONS ON MATTERS RELATING TO THE WORK OF THE SUB-COMMITTEE**
There were no questions.
11. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT**
There were no urgent items.
12. **EXCLUSION OF THE PUBLIC**
RESOLVED, that under Section 100A(4) of the Local Government Act 1972, the public be excluded from the meeting for the following items of business on the grounds that they involve the likely disclosure of exempt information as defined in Part I of Schedule 12A of the Local Government Act.
13. **POLICY CHAIRMAN'S BREXIT UPDATE**
The Chairman was heard on his recent Brexit-related activity.
14. **NON-PUBLIC APPENDIX - EU ENGAGEMENT**
The non-public appendices to item 8 were received.
15. **NON-PUBLIC QUESTIONS ON MATTERS RELATING TO THE WORK OF THE SUB-COMMITTEE**
There were no non-public questions.
16. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT AND THE SUB-COMMITTEE AGREES SHOULD BE CONSIDERED WHILST THE PUBLIC ARE EXCLUDED**
There were no urgent non-public items.

The meeting closed at 3.53 pm

Chairman

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Committee(s)	Dated:
Policy & Resources – for decision Public Relations and Economic Development Sub (Policy & Resources)	16 Feb 2017
Subject: Think tank review and memberships, 2017	Public
Report of: Director of Economic Development	For Decision
Report author: Eugenie de Naurois, Head of Corporate Affairs	

Summary

1. As part of the City Corporation’s political engagement programme, the Corporate Affairs Team has reviewed the City of London Corporation’s work with and membership of think tanks. Building on our long-standing programme of working closely with over 35 think tanks over the past 15 years, nine of which the City Corporation is a member. The purpose of the review was to:
 - refresh our approach to working with think tanks to ensure that we have the maximum impact with these partnerships.
 - test whether we are members of the right think tanks in the given context.
2. It is clear from the outcome of the review that the City Corporation’s engagement with think tanks is beneficial to the organisation. The intention is that future engagement will focus on mapping the City’s interest and those of the think tanks to identify greater collaboration. The Corporate Affairs Team will also continue to ensure that a balance is maintained politically. In addition it is proposed that the City Corporation maintains its membership of the seven think tanks referred to below and that it ceases its membership of two of them.

Recommendation

Members are asked to agree to:

1. The updated approach to working with think tanks which will be based on proactively searching out opportunities aligned to the Corporation's priorities.
2. Agree to renew the City of London Corporation’s corporate membership of the seven think tanks listed below at a total cost of £56,800, to be met from your Committee’s Policy Initiatives Fund(£25,300 from 2016/2017 and £31,500 from 2017/2018) categorised under the Events section of the Fund and charged to City’s Cash:
 - o Centre for the Study of Financial Innovation

- Chatham House
 - European Policy Forum
 - Institute for Public Policy Research
 - Local Government Information Unit
 - Reform
 - Whitehall and Industry Group (WIG)
3. Agree to discontinue the corporate membership of:
- The New Local Government Network
 - Foreign Policy Centre

This does not preclude working with either of these think tanks on an ad hoc basis.

4. A think tank grid is available at members' request. It summarises the think tanks we are currently members of, those with whom we work with on an ad hoc basis and those we could work in the future.

Main Report

Background

1. In October 2015, the Public Relations & Economic Development Sub Committee agreed that the City Corporation's relationships with think tanks should be reviewed, and that this review should consider existing engagement, the policy context, policy themes and cost. At that time, the City Corporation had taken the decision to discontinue its corporate membership of two think tanks, Centre Forum (now the Education Policy Institute) and Demos, bringing the number of think tanks it was a member of down from ten to eight.
2. The City Corporation has worked with over 35 different think tanks across the political spectrum and covering a broad range of topics, over the last 20 years. This costs £250k per year.
3. In addition, the City Corporation is a corporate member of eight think tanks. This costs £78k per year with benefits such as:
 - a. strengthening relationships with the think tank
 - b. inputting into its areas of focus
 - c. invitations for Members and officers to attend high level events
 - d. copies of publications and policy briefings.

Current Position

4. The Corporate Affairs team has undertaken a thorough review of the City Corporation's engagement with and membership of think tanks over the last year. This included:
 - a. meeting all the think tanks of which the Corporation is a corporate member of and some of those which we regularly work with.
 - b. analysing the work and relationships we have with those think tanks we work with less frequently.

- c. understanding think tanks' priorities for the year(s) ahead
 - d. gauging the best relationship the City Corporation can have with them to ensure it is relevant, proactive and beneficial to both parties
5. We also examined all the think tanks of which the City Corporation was a member in 2016/2017. The City Corporation was a corporate member of the following think tanks:
- a. **Centre for the Study of Financial Innovation** -specialising in organising debates on the financial services sector and regulatory issues.
 - b. **Chatham House** - leading foreign policy institute, providing research and organising events on international affairs with senior political and diplomatic figures.
 - c. **European Policy Forum** - aiming to improve the quality of policy ideas in the UK and EU, particularly in the financial, energy, telecoms and other regulated sectors.
 - d. **Foreign Policy Centre** - progressive foreign affairs think tank specialising in issues pertaining to Africa.
 - e. **Institute for Public Policy Research (IPPR)** - progressive think-tank, aiming to produce policy ideas for a fair, democratic and sustainable world.
 - f. **Local Government Information Unit (LGIU)** - membership organisation for UK local government, providing news bulletins and research reports on local government issues.
 - g. **New local Government Network** - think tank promoting the decentralisation of power, public service reform and enhanced local governance.
 - h. **Reform** - centre-right think tank promoting new directions for public policy based on free market solutions.
 - i. **Whitehall and Industry Group** - a charity which helps leaders in all sectors in the UK come together to discuss mutual challenges, and find the synergies that would help them work more effectively together.
6. Following the City Corporation's decision to sponsor a major IPPR project, the Corporate Affairs Team negotiated a 50% discount in the City Corporation's membership subscription to IPPR over the next two years.

Proposals

7. Following the review it is clear that the Corporation's engagement with think tanks has strong benefits for the City of London. The four benefits of this programme are to:
- a. Strengthen visibility for the Corporation's contribution.
 - b. Provide Members with the opportunity for excellent networking.
 - c. Input into the policy agenda on issues of importance to the Corporation and its stakeholders.
 - d. Support think tanks in their role as a vital contributor to political debate.
6. In leading the engagement with think tanks, Corporate Affairs proposes the following approach:

- a. Shift the focus towards an annual cycle of proactive engagement with think tanks to map their interests for the year ahead, our interests, and identify where we can best work together.
- b. Continue to be agile, by welcoming unsolicited ideas as well.
- c. Ensure a broad balance of think tanks that we work with - both thematically and politically.
- d. Insist on excellence, both as a collaborative delivery partner and the quality of their products/events.
- e. Ensure that we are getting the best value for money.

If Members agree, this will be the framework for our think tank engagement going forward.

13. In terms of memberships, these offer an effective means of supporting think tanks and accessing benefits. Payment is due in 2017 to all these think tanks in order to renew the City Corporation's membership for 2017/2018. In view of the review and the current political and economic context it is proposed that the City Corporation renew its membership of the following seven think tanks for 2017 for a total cost of **£56,800**:

- a. Centre for the Study of Financial Innovation - £5,000
- b. Chatham House - £14,000
- c. European Policy Forum - £7,500
- d. IPPR - £6,300
- e. Local Government Information Unit - £10,000
- f. Reform - £9,000
- g. WIG - £5,000

15. It is proposed that the City Corporation discontinues its membership of the following think tanks for 2017:

- a. Foreign Policy Centre
- b. New Local Government Network

In both cases, while we intend to continue to work with these think tanks on specific projects or events, the review has highlighted that the costs of membership outweigh the benefits.

Corporate & Strategic Implications

16. Proactive engagement and focused relationship-building with think tanks of relevance to the City Corporation's priorities will enhance our visibility, enable us to contribute effectively to the policy debate and contribute positively to our political engagement programme.

17. Renewing the membership of those key think tanks will provide the City Corporation with opportunities to engage with government on key issues of concern, by facilitating events, meetings and occasions for policy discussion. It will also enable the City Corporation to promote and participate to the policy-making process and debate.

Financial Implications

18. It is proposed that the required funding of £56,800 is drawn from your Policy Initiatives Fund (£25,300 from 2016/17 and £31,500 from 2017/18), categorised under the Events section of the Fund and charged to City's Cash. The current uncommitted balance available within your Committee's Policy Initiatives Fund 2016/17 amounts to £117,400 and for 2017/18 £505,300 prior to any allowance being made for any other proposals on today's agenda.

Conclusion

18. Adopting a new approach to think tanks will strengthen the Corporation's political engagement programme, and allow it to contribute more effectively to the debate. Renewing seven think tank memberships for 2017 will contribute to the improvement of the City Corporation's targeted engagement with Government and participation in policy-making in relevant policy areas.

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Committee Public Relations and Economic Development Sub Policy and Resources	Dated: 16 February 2017 16 February 2017
Subject: City of London Corporation – Recommendations for 2017 Party Conferences	Public
Report of: Damian Nussbaum, Director of Economic Development	For Decision
Report author: Colton Richards, Corporate Affairs Officer	

Summary

The City of London Corporation delivered a programme of strategic political engagement at four party conferences in 2016 – Liberal Democrat, Labour, Conservative and Scottish National Party (SNP). This report provides an opportunity for Members to review the 2016 programme and approve recommendations for the 2017 conference season.

As in recent years, large dinners were held at the 2016 Liberal Democrat, Labour and Conservative conferences. In addition, private roundtables were organised at all three, marking a change in recent years, when larger public fringe events were held. There was an additional public fringe, however, at the Conservative conference, organised with Open Europe. At the SNP conference, the City Corporation did not host an event, but was represented by Deputy Catherine McGuinness, who attended a number of roundtables, a dinner with the Institute for Public Policy Research and held a number of bilateral meetings with SNP politicians.

Recommendation

1. It is recommended to:
 - a. continue hosting events at the Liberal Democrat, Labour and Conservative conference, with slight changes to the format;
 - b. extend activity at the SNP conference.

Main Report

Background

2. A brief summary of the City Corporation’s activity at the 2016 party conferences:
 - **Liberal Democrat:** Organised a private roundtable with the Education Policy Institute, hosted a private dinner and organised bilateral meetings for the Chairman of Policy and Resources.
 - **Labour:** Organised a private roundtable with the Smith Institute, hosted a private dinner and organised bilateral meetings and appearances on panels at fringe events for the Chairman of Policy and Resources.
 - **Conservative:** Organised a private roundtable with Bright Blue, a public fringe event with Open Europe, hosted a private dinner and organised bilateral meetings and appearances on panels at fringe events for the Chairman of Policy and Resources.
 - **Scottish National Party:** The Deputy Policy Chairman attended on behalf of the Corporation and participated in private roundtables, a private dinner and held bilateral meetings with key political stakeholders.

3. An evaluation of the City Corporation's programme of activity at the four party conferences in 2016 can be found in Appendix A.

Proposals

4. Similar to 2016, it is proposed that the Chairman of Policy and Resources attends four party conferences: Liberal Democrat, Labour, Conservative and Scottish National Party.
5. For each conference, it is essential to identify the right activity the City Corporation should undertake, which provides the most effective opportunities for strategic political engagement with each political party.
6. The Corporate Affairs team has evaluated the programme of engagement undertaken in 2016 and sought feedback from guests at City Corporation events. Based on the latter, it is recommended that the 2017 season follows the following format:

2017 Liberal Democrat Party Conference, 16-20 September, Bournemouth:

Context: The Liberal Democrats are well represented in the House of Lords and MPs. Because they are active in the on-going Brexit debate and are have a clear pro-EU stance, it is important to continue engaging and ensure our messages are relayed.

Proposal: to host a private roundtable in partnership with a think-tank and independently host a smaller private lunch or dinner.

2016 Evaluation: Both events organised were well-attended politically. The City Corporation's presence at Liberal Democrat Conference was noted. While the Liberal Democrats are very vocal on Brexit, they still have only nine MPs. It is felt a smaller dinner, with a more select, focused guest list, can deliver effective engagement.

2017 Labour Party Conference, 24-27 September, Brighton:

Context: The City Corporation is engaging with Labour Party figures, both inside and outside the Shadow Cabinet. While the Opposition Frontbench is leading Labour's scrutiny of the Government's Brexit plans, a number of senior Labour MPs, many who are former Ministers, hold prominent select committee positions and play a leading role in Parliament's scrutiny of Brexit negotiations.

Proposal: to host a private roundtable in partnership with a think-tank and independently host an evening drinks reception, followed by a small, private dinner.

2016 Evaluation: The traditional dinner was successful. However it is proving difficult to bring in new political invitees. Given the nature of Labour conferences, an informal drinks reception may prove to be more useful in engaging with key Labour figures.

2017 Conservative Party Conference, 1-4 October, Manchester:

Context: The City Corporation is engaging with Government Ministers to outline the concerns of the financial services sector in Brexit negotiations. Party conference provides additional opportunities to engage with government and business and to ensure our presence is felt in the policy debate.

Proposal: to host a private roundtable in partnership with a think-tank, a public fringe event in partnership with another think-tank, and to independently host a private large-scale dinner.

2016 Evaluation: This format worked well in 2016. The City Corporation is well known at this annual event, so should maintain its presence. There was a very high level of attendance among senior business figures also.

2017 Scottish National Party Conference, *dates and location TBA:*

Context: Scotland voted to remain in the European Union at the Referendum. This has led to repeated calls from First Minister Nicola Sturgeon for a separate deal that retains membership of the Single Market for Scotland. This has raised the prospect of a second independence referendum. There is widespread interest in the SNP, corroborated by the high level of business attendance at the 2016 Conference.

Proposal: to host a small, private roundtable and continue with a programme of bilateral meetings and appearances at roundtables.

2016 Evaluation: this was a very useful event and the Deputy Policy Chairman formed many relationships with financial services practitioners based in Scotland. With regards to Brexit and financial services, there were shared concerns and our presence there was noted and appreciated by a number of SNP political figures..

7. The City Corporation will also undertake a programme of political engagement at the four aforementioned party conferences for the Chairman of Policy and Resources in 2017. This will include at each conference: bilateral meetings with relevant political and business figures, attendance at private roundtables, where issues of key importance for the City Corporation will be discussed and speaking opportunities at other open fringe events.

Conclusion

8. Members are asked to approve recommendations for the City of London Corporation's programme of engagement at the 2017 party conferences.

Appendix

A. Evaluation of City Corporation activity at party conferences

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Director of Economic Development

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Appendix A –E valuation of City Corporation activity at the four party conferences

2016 Liberal Democrat Conference

What worked well	To look at in 2017
Well-organised, well attended dinner; Well-attended private roundtable with the Education Policy Institute; Opportunities for networking and private meetings	Better chairing of fringe event and a stricter focus on the topic. Lower level of general attendance than at previous conferences, reflecting the current state of the party in British politics. We may need to assess whether or not it is worth hosting a fringe and dinner.

2016 Labour Party Conference

What worked well	To look at for 2017
Well-attended dinner, very well organised by event staff; Good roundtable, good subject discussion, good mix of guests around the table. The think-tank were running only a handful of events at conference and were able to give ours sufficient attention.	More bilateral meetings with business and political figures who are at conference; Ensure we look at more options to meet new people who do not know the City Corporation well.

2016 Conservative Party Conference

What worked well	To look at for 2017
Engagement through bilateral meetings with business figures and Conservative politicians; Very well-attended dinner; Very well-attended private roundtable.	A better dinner venue, suitable for a larger audience; Sharply focused speeches at the dinner, from both the Policy Chairman and guest speaker.

2016 Scottish National Party Conference

What worked well	To look at for 2017
A good mix of bilateral meetings and private roundtables for the Deputy Policy Chair to participate in; Opportunities for informal networking, which were extremely well used.	Given the increasing attention businesses now give SNP conference, it may be worth considering how the City Corporation 'ups' its presence there.

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Agenda Item 6

Committee(s)	Dated:
Policy & Resources Committee – for decision Public Relations & Economic Development Sub Committee – for decision	16 th February 2017 16 th February 2017
Subject: Economic Development Office High Level Business Plan	Public
Report of: Director of Economic Development	For Decision
Report author: Emma Sawers, Business and Policy Officer	

Summary

The attached draft high level Business Plan for 2017-2020 builds on last year's plan approved by the Policy and Resources Committee in February 2016 and since the Promoting the City resource has been allocated to the Economic Development Office (EDO) as agreed by the Policy and Resources Committee in July 2016.

Recommendations

Members of the Public Relations and Economic Development Sub-Committee are asked to:

- Approve the content and recommend approval by the Policy and Resources Committee of the EDO Business Plan for 2017-2018 and the associated budget which will be the subject of regular scrutiny against the backdrop of the City Corporation's financial position.

Members of the Policy & Resources Committee are asked to:

- Approve the EDO Business Plan for 2017-2018 and the associated budget.

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We foster inclusion and growth by promoting the City as the world's leading financial centre, supporting a strong and diverse London and contributing to the success of the regions and nations.

Our ambitions are:

- To sustain the City's competitive business environment with strong access to overseas markets
- To support the City as it contributes to and supports an inclusive London, and the UK's regions and nations
- To help the City sustain a vibrant eco-system in which talent, diversity and innovation contribute to the City's on-going success

What we do is:

- Help to maintain the City Corporation as a credible voice for the City
- Innovate future financial services products
- Influence policy and regulatory issues affecting the City
- Deliver a trade and investment strategy
- Promote responsible business and build trust
- Engage with business to realise the benefits of diversity
- Ensure that business has access to the skills it requires for success
- Put research at the heart of everything we do

Our 2017-18 budget is:

	£000
Employees	4,213
Premises	187
Transport	165
Supplies & Services	2,277
Third Party	45
Contributions	(14)
Client Receipts	(6)
Total Operational Budget	6,867

Our top line objectives are to:

HELP TO MAINTAIN THE CITY CORPORATION AS A CREDIBLE VOICE

- Maximising our strong networks to connect people, share insights and communicate the City's position

INNOVATE FUTURE FINANCIAL SERVICES PRODUCTS

- Responding to new challenges and secure the position of the City as a premier financial services centre for the future by supporting and promoting innovation in the financial services industry

INFLUENCE POLICY AND REGULATORY ISSUES AFFECTING THE CITY

- Providing strong leadership for the City on strategic policy and regulatory issues affecting the City

DELIVER A TRADE AND INVESTMENT STRATEGY

- Making a significant difference to trade and investment for financial and business services in the UK

PROMOTE RESPONSIBLE BUSINESS AND BUILD TRUST

- Inspiring, influencing and facilitating approaches to responsible business in London in order to build trust including the City Corporation leading by example

ENGAGE WITH BUSINESS TO REALISE THE BENEFITS OF DIVERSITY

What we'll measure:

- Significant progress made on financial services priorities in Brexit negotiations
- Provide a service for business where the dedicated relationship management team will work with the industry to identify priority markets and sectors with the best opportunities for exports and investment
- External and internal stakeholders feedback positively on our performance
- MoUs agreed with key

- Reinforce City competitiveness by connecting City opportunities with the diversity of Londoners

ENSURE THAT BUSINESS HAS ACCESS TO THE SKILLS IT REQUIRES FOR SUCCESS

- Connect City opportunities with talented and appropriately skilled Londoners

RESEARCH

- Putting research at the heart of City Corporation policy making

PARTNERS

- Working in collaboration and partnership with the City's businesses, stakeholders, communities and Government

How we plan to develop our capabilities this year

- Roll out a Strategic Engagement Management System (SEMS) across EDO
- Engage on a programme of business engagement and training
- Learn to produce effective briefings for our leaders through in-house training sessions
- Think strategically to link in with the People, Place, Prosperity Steering groups and Summit Group
- Develop our presence through communication and promotion
- Improve our induction process so new starters have a good understanding of issues right from the beginning
- Introduce cross-cutting teams to shape our culture
- Manage and embed change within the Department

What we're planning to do over the following two years

- Increase levels of impact by focusing on deploying right interventions for right challenges
- Good partnerships with local/national government and industry
- Move to a strategic approach to business relationship management
- Build on our strengths and be recognised as a key voice in the responsible business field

- government departments
- City of London Corporation is recognised as a credible voice in promoting responsible business practice
- City of London Corporation plays a significant role in the trust agenda and supports businesses to enable behaviour change
- We are seen to have contributed to raising the profile of the City of London Corporation in our activities amongst internal stakeholders
- City of London Corporation becomes a credible (and go to) voice in the skills debate and contributes to the London agenda
- Internal and external stakeholders are aware of the work of the Economic Development Office
- Our research work receives full coverage in the press
- City of London seen as a valued and trusted partner in widening access to employment and finance

Committee: Public Relations and Economic Development Sub-Committee	Date: 16 February 2016
Subject: Update and forward look for the IRSG (International Regulatory Strategy Group)	Public
Report of: Director of Economic Development	For Information
Report Author: Ben Stafford, Head of Regulatory Affairs	

Summary

This paper provides an update on the key areas of progress made by the International Regulatory Strategy Group (IRSG) and the key priorities going forward.

Recommendation

Members are asked to:

- note the work of the IRSG Council and its associated work outlined in the appendix;
- provide input to the IRSG via the Chairman of Public Relations and Economic Sub Committee

Main Report

IRSG Council

1. The IRSG Council held its first meeting on 7th February. The meeting was scheduled to allow a final exchange of views and analysis between government and industry representatives ahead of the triggering of Article 50, with representatives from HM Treasury, DExEU, FCO, and the Bank of England present to provide updates on Brexit priorities.
2. The Council was also updated on key IRSG workstreams that are providing industry analysis on the future needs of UK-based financial and professional services firms during the negotiations and over the longer term. The Council also heard updates from representatives of the IRSG Bilateral Dialogues with France, Germany, Italy and Ireland ahead of a London meeting of the UK Dialogue chairs to take place on February 20th.

Key issues

3. **The EU's Third Country Regime and market access** – The IRSG report '*The EU's third country regimes and alternatives to passporting*', (available

[here](#)) was published on 23 January and has been shared with policymakers. The report concludes that ‘Third Country Regimes’ (TCRs) – provisions of existing EU law that provide certain rights and protections to countries outside the EU – do not provide a long-term, sustainable solution for City firms to access EU markets. Current alternatives to passporting and TCRs are subject to limitations or are significantly less efficient than existing arrangements, and a separate IRSG workstream is preparing a new, separate report looking at possible alternative options that would work both for UK-based and EU27 firms based on a bespoke agreement offering mutual market access. This work is expected to be complete in mid-February.

4. **Post Trade** – The IRSG’s has also produced a cross-sector review of the post-trade services which form a core part of the City’s market infrastructure, focusing on UK-based Central Counterparties (CCPs). The report underlines the UK’s status as the dominant global centre for clearing, with around 40% of global trading taking place through UK CCPs compared to less than 10% in the EU27. The report advocates transitional arrangements to enable markets to continue operations and avoid the risks of market disruption and sharply increased costs of clearing – both of which will affect the non-financial end-users of markets in both the UK and the EU27. The report has been shared with key policymakers and will be published shortly.
5. **IRSG Bilateral Dialogues** – The IRSG Council also heard updates from representatives of the IRSG Bilateral Dialogues with France, Germany, Italy and Ireland. The bilateral dialogues exist to enable contact between senior industry representatives from the UK and counterpart countries, which is proving valuable to the Corporation’s work to engage with EU counterparts and highlight key points of concern. A London meeting of the UK Dialogue chairs is being held on February 20th to discuss forward IRSG Dialogue activity and ensure key policy themes deliver positive outcomes with EU government and industry counterparts.

Appendices

- **Appendix A:** IRSG Bilateral Dialogues
- **Appendix B:** IRSG Workstreams

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Appendix A: Bilateral Dialogues

Anglo-French Dialogue

The last meeting of the Anglo-French Dialogue was held on 18 January in Paris. The importance of the Dialogue was restated, as was the enthusiasm and desire to continue to engage and work bilaterally in areas of common interest. A brief political overview was given by Mark Boleat and Vivien Levy-Garboua touching on Brexit, the forthcoming Presidential election in France, and the new US administration.

Issues discussed:

- Regulatory equivalence and transitional arrangements in the context of Brexit – UK representatives set out the key asks of the UK financial and related professional services industry in relation to Brexit. From a French perspective, discussions regarding the technical aspects of the UK's withdrawal from the EU are still at an early stage. France, along with other EU Member States, is keen to know the UK's negotiating position upon the triggering of Article 50. Should the EU be willing to agree transitional arrangements, it is important to first agree on the future relationship between the EU and the UK.
- Long-term vision for European capital markets: The Maltese Presidency (January to June 2017) hopes to make significant progress on current EU proposals in areas including securitisation, venture capital funds, and the forthcoming mid-term review. Other areas of work relate to the European Commission's EU Banking Reform Package, CCP Recovery and Resolution, the revision of the Anti-Money Laundering Directive, and the forthcoming Action Plan for Retail Financial Services. The Dialogue will continue to explore ideas for collaborative work in areas of common interest such as long-term investment in infrastructure (e.g. the European Fund for Strategic Investment (EFSI)) and green projects, linking long-term savings to capital markets (e.g. the Pan-European Personal Pension (PEPP) product).
- On the 'Basel IV' proposals, Dialogue participants acknowledged the IRSG letter sent to Mario Draghi, Stefan Ingves, and Finance Ministers in France and the UK, and Governors of Banque de France and Bank of England which expressed industry concerns that the current proposals would severely impact the ability of European banks to finance the wider economy and thus further engagement would be required. The Dialogue will distribute a new letter to EU Finance Ministers reiterating its position as regards the finalisation of the Basel package.
- Participants requested the opportunity to discuss the European Commission's EU Banking Reform Package at the next meeting of the Anglo-French Dialogue, which is due to take place in April. The following topics were also raised as potential priorities for the Dialogue: access to talent; smart regulation; investment initiatives; and opportunities for start-ups.

Dialogue with Ireland

Following a meeting of the UK-Ireland Dialogue in Dublin in October, forward activity includes a Dialogue dinner with the Irish Ambassador to the UK on February 28th, and a plenary meeting in London on March 1st. The October meeting and contact with Irish counterparts since then has confirmed willingness to work together on areas of common interest for London and Dublin-based financial services.

Activity includes:

- Green finance – work towards engagement in Brussels with policymakers on environmentally sustainable growth and the role that green finance plays in advancing this agenda, including engagement with Sustainable Nation Ireland – a representative body for the Irish sustainability and low carbon sector. This work should include produce a narrative and roadmap to be used in engagement with policymakers.
- Fintech – plans to host an event in London on the impact of Brexit on British and Irish Fintech, bringing together representatives from the UK and Irish FinTech sectors.
- Brexit – production of a summary document setting out what the future EU regulatory framework for financial services will look like post Brexit, reflecting priority themes for the UK and Irish industries. This will include specific focus on the implications for Ireland, including the customs and border issues.

Anglo-German Dialogue

The Anglo-German Financial Services Dialogue (AGFSD), which is chaired by Sir Winfried Bischoff of the Financial Reporting Council in the UK and Dr Lutz Raettig of Morgan Stanley in Germany, was launched in Berlin in June 2016. Policy & Resources Committee Chairman Mark Boleat is a Dialogue member and attended the meeting.

Dialogue participants reconfirmed their support for the dialogue at a meeting on January 31st. At this second meeting, members discussed implications for a range of sectoral groups including banks, asset management, insurance, market infrastructure providers and professional services. Other areas of discussion included FinTech as an enabler for growth in Europe, financial services regulatory reform in Europe and the future of the EU. The next meeting of the Dialogue will be held in Frankfurt in June.

Anglo-Italian Dialogue

Following a meeting of the Anglo Italian Dialogue in Rome in October, the next meeting is scheduled to be held in London in March. This group has discussed the need for a two-pronged approach in future dialogue discussions, addressing the Brexit negotiations and their impact on financial services in Europe while also looking to pursue business-as-usual topics. The dialogue is particularly interested in securitisation and the opportunities from FinTech as an enabler for growth in financial services and will focus on this theme at the March meeting.

Appendix B

1. IRSG COUNCIL

IRSG Objective:

The role of the Council is to provide the overarching strategic direction to the IRSG.

City of London input: The Policy Chairman is the Deputy Chair of the Council. EDO provides the secretariat to the Council.

Latest developments: The latest Council meeting was held on 7 February 2017. At this and the previous meeting in December, members had the opportunity to hear from representatives of HM Treasury, DExEU, FCO, and the Bank of England on their approach to Brexit negotiations.

Council members were updated on key IRSG workstream activity including new reports on the EU's Third Country Equivalence Regime and the impact of Brexit on central counterparties (CCPs).

Next steps: The next meeting of the Council will take place on 18th May October.

2. IRSG EXECUTIVE BOARD

IRSG Objective:

The role of the Executive Board is to oversee the ongoing work of the IRSG.

City of London input: The Director of Economic Development, Damian Nussbaum, is the Co-Chair of the Board. EDO provides the secretariat to the Board.

Latest developments: The Executive Board last met on 17th January. Brexit remains the primary issue for discussion, with the Board focusing on the focus and quality of IRSG activity and coordinating outputs from the IRSG workstreams.

Next steps: The next meeting of the Board will take place on 21st March.

KEY IRSG WORKSTREAMS

1. TAXATION

IRSG Objective: To exchange views and establish positions on tax proposals and measures at EU and international levels which:

- Do not impact one financial sector alone (i.e. not solely impactful on banks, asset managers or insurers etc.).
- Have, or could potentially have, a material impact on London as Europe's leading financial centre.

To contribute to the evidence base on the impacts of multi-jurisdictional tax proposals and measures, taking into account effects on markets, corporates, customers and the global competitiveness of the EU. The Group will also take into account other EU agendas such as the European Commission's Investment Plan, the Capital Markets Union Action Plan and the Better Regulation agenda.

City of London input: An EDO officer provides the secretariat function to the IRSG workstream, which can include the drafting of position papers and facilitating EU level engagement. We maintain contact with the relevant officials in the Permanent Representations in Brussels and have previously hosted related events.

Latest developments:

The IRSG Taxation Working Group last met on 26 January. This meeting covered the European Commission's Corporate Tax Reform Package, published in October, which comprises a two-step proposal for a Common Consolidated Corporate Tax Base (CCCTB), Hybrid Mismatches involving third countries (through a revision of the Anti-Tax Avoidance Directive (ATAD)) and a proposal for a Double Taxation Dispute Resolution Mechanism.

The issue of the financial trader exemption under the revision of the ATAD was raised as a concern. The EU proposal is much narrower in scope than that proposed at UK level, and many industry representatives have discussed this issue with HMT and HMRC. AFME is engaging on this issue at EU level. The IRSG Taxation Working Group chair will be following up with relevant parties to examine possible engagement under IRSG. There was also a state of play provided on the Financial Transaction Tax (FTT). The file has not progressed since November 2016 and was not discussed on the margins of the January ECOFIN Council as expected.

An update was given on the public country-by-country reporting (CBCR) file. As a revision of the Accounting Directive, the Council and Parliament will have to agree on the ultimate amendment to the existing legislation. On the Council side, the most

contentious issue remains the agreement of a blacklist of non-cooperative jurisdictions. This also remains an issue on the Parliament side, as does the triggering threshold of €750M. It is hoped that an agreement can be reached by the end of the Maltese Presidency.

Next steps: The Tax workstream next meets on 23rd March.

2. REGULATORY COHERENCE

IRSG Objective: the principal objectives for this workstream is to build on the findings of the EU Third Country Regime analysis, explore options for market access post-Brexit and also identify options for maintaining UK influence in regulatory policymaking.

City of London input: two officers from the Regulatory Affairs team provide the secretariat to the workstream. This includes support for the Chair and liaison with industry leads and key officials.

Latest developments: The last workstream meeting took place on 27th January, discussing a draft report on options for the UK to maintain market access following Brexit. This report has received extensive input from members and key government departments and is due to be completed by mid-February. Analysis on the UK influence element will be produced in March.

3. DATA

IRSG Objective: the principal objectives for this workstream is to provide expert analysis on the implications of Brexit from a data protection perspective, and industry recommendations to the Government as it prepares for exit negotiations with the EU. Outputs from the workstream will focus on the needs and priorities of UK-based financial and professional services firms and the likely impact of the UK's departure and any eventual UK-EU agreement.

City of London input: an EDO officer provides the secretariat to the workstream. This includes the drafting of position papers and facilitating UK and EU level engagement.

Latest developments: The Data workstream last met on 6th February and discussed a renewed Terms of Reference to focus on new challenges and opportunities for the City created by Brexit. Two specific outputs will be pursued as priorities:

- a. Analysis of the implications of the UK's departure for:
 - Personal data flows in and out of the EU27

- The extra-territorial scope of the GDPR
 - Supervisory arrangements
 - International data transfers
 - Broader data protection requirements
- b. Identification of possible options for the UK to ensure:
- The ongoing free flows of data in and out of the EU27
 - The continuation of international data transfers
 - The development of a beneficial regulatory framework for UK-based firms

Next steps: The workstream is due to meet in early March to set out a timeframe for delivering new analysis on these areas and finalising the group's specific focus.

4. POST TRADE

IRSG Objective: to ensure that Europe's post-trade infrastructure is open and efficient and supports the development of integrated European markets, reducing costs for issuers and investors alike.

City of London input: an EDO officer provides the secretariat to the workstream. This includes the drafting of position papers and facilitating EU level engagement.

Latest developments: the latest meeting took place on 6th January, with members discussing final amendments to the report which has now been approved by the IRSG Executive Board. The report has been shared with officials from key government departments, with whom workstream members are shortly due to meet to discuss the paper's findings.

Next steps: Meetings to be scheduled with key officials in February, with further analysis of Brexit impact on trade depository and non-CCP institutions in next workstream meeting (date tbc).

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Committee Public Relations/Economic Development Sub	Dated: 16 February 2017
Subject: Governance of Digital Communications	Public
Report of: Director of Communications	For Decision
Report Author: Bob Roberts Director of Communications	

Summary

After a short review of our websites and digital platforms it was found there was an urgent need to clarify the governance and editorial control of all our digital output.

Clarity around governance will allow us to resolve confused procedures around deciding what material appears on the website. It will allow us to improve the experience of people who use our websites and digital platforms. It will allow us to use plain English as standard and ensure outward facing content.

Recommendation(s)

It is recommended that Members agree:

1. The Director of Communications has overall responsibility for the content and design of all the City Corporation's websites and digital platforms;
2. The Communications Team should oversee and regulate all digital output as the office has ultimate responsibility for all communication originating from the City Corporation;
3. This arrangement covers all digital assets including the intranet, apps and social media.

Main Report

Background

1. Responsibility for the management of the Publishing Team which includes staff running the City Corporation's website and intranet was given to the Director of Communications from the retiring Deputy Town Clerk on October 1st 2016.
2. A short review found there was widespread dissatisfaction in the way users experience both the website and the intranet.
3. The common thread of all the complaints is that both the City Corporation website and Colnet, the intranet site, are too crowded. They are too cluttered and there is not enough use of clear English, to match our core values of providing a reliable and responsible service to users. This is because of a lack of governance.

4. Officers do not believe they have the authority to edit material, refuse material or remove material. In addition Officers do not believe they have the ability to set out a clear direction for digital platforms and a mandate to maintain quality standards.
5. The only reference found during the review over who has editorial control of the digital platforms is from a Year 2000 report of the Computer Working Party which said: *“The Director of Public Relations be given overall responsibility for the co-ordination of the content and design of all the Corporation’s websites”*
6. Therefore as there is no longer a public Relations Office we are asking Members to make clear that the Director of Communications has editorial control of all the City of London Corporation’s digital platforms.
7. This will resolve confused and idiosyncratic approval routes for content before it is even added to the website and the intranet.
8. It will allow us to:
 - Serve customer needs better
 - Use plain English as standard
 - Ensure outward facing content for the website
 - Achieve better adherence with compliance issues such as accessibility
9. It will also allow us to agree a stated purpose for the website or intranet for which none now exists. This needs to be scoped out, proposed and agreed for both in order to ensure that content and focus is relevant. This should also be reviewed for the other digital assets.
10. This proposal has been supported by officers and Chief Officers in the Customer Services Group and the Summit Group.

Proposal

11. We propose Members agree:
 - The Director of Communications has overall responsibility for the content and design of all the City Corporation’s websites and digital platforms
 - The Communications Team should oversee and regulate all digital output as the office has ultimate responsibility for all communication originating from the City Corporation.
 - This covers all digital assets including the intranet, apps and social media.

Corporate and Strategic Implications

To allow clear, consistent and confident messaging.

General Implications – None

Contact: Bob Roberts, Director of Communications
Tel. 020 332 3389

Committee(s) Public Relations/Economic Development Sub	Dated: 16 February 2017
Subject: City of London Corporation Communications Update	Public
Report of: Director of Communications	For Information
Report Author: Bob Roberts, Director of Communications	

Summary

This report is to update Members on changes to the Communications Team in the last six months.

It updates Members on new members of the media team their new briefs and contact details.

It updates Members on the new structures of the wider Communications Team.

Recommendation

It is recommended that Members:

Note the report.

Main Report

1. The Communications Team is part of the Town Clerk's Department and consists of four parts: Media, Publishing, Corporate Affairs and Film.

Changes to the Media Team

2. Following the Fraser Review the Policy and Resources Committee agreed to increase the capacity of the Media Team to meet the challenges posed by the emerging political environment.
3. The Media Team increased in size from eight media officers to 12 media officers with increased focus on promoting FPBS to domestic and international audiences.
4. The Media Team was also given extra administrative support.

5. Details of officers, their briefs and their support officers are included as Appendix 1.
6. Members will be aware of improved coordination and mapping of our media interventions through the weekly media grid which members of this committee receive.
7. A Weekly Media Summary has now been introduced to measure the success of media interventions.
8. The Weekly Media Summary records the number of times the City of London Corporation features in printed and broadcast media, gives some indication of our impact across digital media and measures the Advertising Value Equivalence of those interventions.
9. An example of the Weekly Media Summary is included as Appendix 2.

Changes to the wider Communications Team

10. The future aim of the Communications Team must not only be to be clear, consistent and confident in what we say to the media but also to be clear, consistent and confident in what we to say all stakeholders.
11. To help with the above aim there have been two organisational changes:
 - Publishing responsible running the City Corporation's website, intranet and internal communications joined the Communications Team in October 2016.
 - Corporate Affairs joined the Communications Team in February 2017.
12. These changes will allow our messaging and communications to be coordinated across our media output, our website, our internal communications and our stakeholders.
13. Further changes will follow.

Contact: Bob Roberts, Director of Communications
Tel. 020 332 3389

APPENDIX ONE

MEDIA TEAM CONTACT DETAILS AND RESPONSIBILITIES

Listed below are the contact details for all of the officers in the Media Team. A short summary of each individual's key responsibilities is also provided.

Bob Roberts

Director of Communications

Email: bob.roberts@cityoflondon.gov.uk

020 7332 1111 / 07901 995 276

Bob Roberts is Director of Communications and is responsible for:

- Managing and directing all of the City of London Corporation's external media communications across print, broadcast and digital.
- Providing high-level strategic communications advice to Senior Members and officers as required on political and/or other reputational risks.
- Managing and directing the Publishing Team and the Corporate Affairs Team to ensure clear, consistent and confident messaging.



Henry Tanner

Head of Media, Financial Services

Email: henry.tanner@cityoflondon.gov.uk

020 7332 1835 / 07717 797 821

Henry Tanner manages the Financial Services news desk within the Media Office. He also manages the media logistics for high profile events at Guildhall and The Mansion House alongside John Park.



John Park

Head of Media, Public Services

Email: john.parks@cityoflondon.gov.uk

020 7332 3639 / 07824 343 456

John Park manages the Public Services news desk within the Media Office. He also manages high-profile media events at Guildhall and The Mansion House alongside Henry Tanner.



Julie Zhu

Media Officer, Financial Services – China & Wholesale Markets

Email: julie.zhu@cityoflondon.gov.uk

020 7332 3451 / 07912 041 124

Julie Zhu is part of the Financial Services desk, she leads on managing the media for:

- Chinese and Asian journalists
- Green Finance
- Special Representative to Asia, Sherry Madera

Ian Schofield

Media Officer, Financial Services - International

Email: ian.schofield@cityoflondon.gov.uk

020 7332 1906 / 07725 634 564



Ian Schofield is part of the Financial Services desk. His responsibilities include:

- Managing media for the Policy Chairman, Lord Mayor and Jeremy Browne on their international media activity and engagement.
- International financial services

Millie Allen

Media Officer, Financial Services - Domestic

Email: millie.allen@cityoflondon.gov.uk

020 7332 1388 / 07710 860 886



Millie Allen is part of the Financial Services desk, she is responsible for:

- Managing media interviews for the Policy Chairman and Lord Mayor within the UK and communicating for the City.
- Domestic financial services
- FinTech

Jennifer Ogunleye

Media Officer, Financial Services – Planning and Transportation

Email: jennifer.ogunleye@cityoflondon.gov.uk

020 7332 3946 / 07710 860885



Jennifer Ogunleye is part of the Financial Services desk, she is responsible for:

- Media lead for major planning applications, transport and infrastructure developments
- MIPIM property conference
- Media inquiries relating to the Planning Chairman

Andrew Buckingham

Media Officer, Public Services - Arts & Culture

Email: andrew.buckingham@cityoflondon.gov.uk



020 7332 1452 / 07795 333 060

Andrew Buckingham is part of the Public Services desk, he is responsible for managing media related to:

- Arts, culture and heritage
- The Lord Mayor's Show

Stephanie Basten

Media Officer, Public Services - Education and Skills, Employability, Housing

Email: stephanie.basten@cityoflondon.gov.uk

020 7332 1528 / 07725 636 917

Stephanie Basten is part of the Public Services desk, she is responsible for managing media related to:

- Education and skills
- Employability
- Housing and community services
- Children's services



Kristina Drake

Media Officer, Public Services - City Bridge Trust, Responsible Business

Email: kristina.drake@cityoflondon.gov.uk

020 7332 1125 / 07710 860884

Kristina Drake is part of the Public Services desk, she is responsible for managing media related to:

- City Bridge Trust
- The Corporation's 'giving agenda'
- Responsible business.



Carl Locsin

Media Officer, Public Services - Green Spaces, Environment, Council Services

Email: carl.locsin@cityoflondon.gov.uk

020 7332 3654 / 07738 862229

Carl Locsin is part of the Public Services desk, he is responsible for managing media related to:

- Open Spaces
- Air quality
- Council services such as trading standards, licensing and street cleansing
- Heathrow Animal Reception Centre.



Susanna Lascelles



Media Officer, Public Services – Green Spaces
Email: susanna.lascelles@cityoflondon.gov.uk
020 7332 1754 / 07990 740 045

Susanna Lascelles works part-time (Monday and Tuesday) for the Public Services team. Alongside Carl, she also covers the Corporation's Open Spaces brief.

Gavin Simpson

Digital Communications Manager
Email: gavin.simpson@cityoflondon.gov.uk
020 7332 3073 / 07718 668 806

Gavin Simpson manages Digital Communications, he is responsible for:

- Digital and social media across the organisation
- Providing in-house consultancy and ensuring reputation management across our online assets.
- Manages the monthly eShot.



Tara Macpherson

Media Office Assistant
Email: tara.macpherson@cityoflondon.gov.uk
020 7332 3328 / 07710 860883

Tara Macpherson supports both the Financial Services and Public Services media desks. She ensures the 'media grid' is up to date, provides assistance to officers in the teams and writes the weekly media summary.



Maria Zitout

Media Office Administration Assistant
Email: maria.zitout@cityoflondon.gov.uk
0207 7332 3536

Maria Zitout works part-time and supports both desks in the media team with administration and collating printed media coverage.



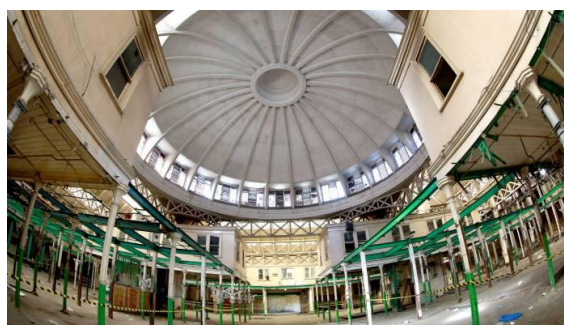


In the Media this Week

Weekly summary of coverage 21/01/2017 – 27/01/2017

Museum of London Funding

This week the City of London Corporation and the Mayor of London (GLA) pledged £110m and £70m respectively to fund the Museum of London's proposed move to West Smithfield by 2022. The new building would save what are the last remaining derelict Victorian structures in central London and give the museum 8,000sq m of permanent gallery space and 1,500sq m of temporary exhibition space.



There was extensive media coverage of the funding including [BBC News](#), [BBC London](#) [skip to 21:48 for report; and 23:14 for Policy Chairman Mark Boleat's interview], [The Guardian](#), [Evening Standard](#), [Financial Times](#) (£), [The Times](#), [City A.M.](#) [viewable internally]; [Time Out](#), [Architects' Journal](#), [Property Week](#) and [LBC Radio](#) [link unavailable].

1 Leadenhall

City of London officials approved the planning for a 36-storey tower next to Leadenhall Market this week. The skyscraper, which will be as tall as the Walkie-Talkie will join the eastern cluster and be known as 1 Leadenhall. Coverage appeared in the [Financial Times](#) (£), [The Guardian](#), [CityAM](#), [Property Week](#), [Architects' Journal](#), [Construction Index](#), and [Architect](#).

Lord Mayor visit to Nepal

Lord Mayor Andrew Parmley has been visiting Nepal and Pakistan this week to help boost economic relations with the two countries. Writing in [CityAM](#) on Monday he stated how Britain must look beyond the 'economic giants' to reaffirm its place as a great trading nation. Coverage of his policy visit throughout the week has been in [MyRepublica](#), [MyRepublica](#), [Annapurnapost](#) and [Nepali Headlines](#). [The Kathmandu Post](#) also writes a feature interview with the Lord Mayor.

Brexit

Discussing banking after Brexit, Policy Chairman Mark Boleat is quoted in [The Observer](#), [The Sunday Times](#). Further coverage appears in [The Statesman](#) and [The Guernsey Press](#).

Mark Boleat is also referenced in [The Guardian](#) on a piece about post-Brexit London and why it will remain Europe's financial capital.

City Bridge Trust

City Bridge Trust has awarded nearly £1.55m in grants to 17 charities and organisations tackling inequality and disadvantage across London this month. Coverage appears in [Charity Times](#) and [The London Bulletin](#).

David Farnsworth, Director of City Bridge Trust, was interviewed by [London Live](#) to discuss the organisation's work to coincide with yesterday's Young Carers Awareness Day.

Alderman Alison Gowman, Chairman of the City Bridge Trust Committee, is quoted in another [Charity Today](#) report about a City Bridge Trust grant of £102,000 to the Soldiers, Sailors, Airmen and Families Association to support women in the military community escape domestic violence.

In other news...

Wendy Mead, Chairman of the Environment Committee is quoted in [The Guardian](#) which reports that the City of London Corporation has partnered with Network Rail to boost disposable coffee cup recycling in the City. Further coverage also appears in [the Daily Mail](#), [Packaging News](#) and [Plastics in Packaging](#).

Selected tweets of the week:



Lord Mayor of London @citylordmayor · Jan 26

Inspiring work by @BritishCouncil in #Pakistan: administered c500k exams last yr, incl @ACCANews and @UoLondon. Vital for sustainable growth

362.1k potential reach
25 retweets



Lord Mayor of London @citylordmayor · Jan 23

I met with the Nepalese Industry Minister to discuss how British investment can develop and grow #Nepal's economy. It's been a full day!

99.2k potential reach
18 retweets



Mark Boleat @markboleat · Jan 23

There are many assets that #London has. We will remain the leading financial centre #brexit @guardian

71.3k potential reach
11 retweets

This week, City of London had 44 articles in national and local newspapers. Advertising Value Equivalent was £465,048. This excludes radio and broadcasting coverage. There were also at least 25 articles in international media which are not collated by the cutting agency.

We would welcome your feedback and comments on this summary report. Please contact Bob Roberts, Director of Communications at: bob.roberts@cityoflondon.gov.uk

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By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

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