



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

**Date:** THURSDAY, 14 DECEMBER 2017

**Time:** AT THE RISING OF POLICY AND RESOURCES COMMITTEE (APPROX.  
15:00)

**Venue:** COMMITTEE ROOM 4 - 2ND FLOOR WEST WING, GUILDHALL

**Members:** Deputy Catherine McGuinness (Chairman)  
Sir Mark Boleat (Deputy Chairman)  
Simon Duckworth  
Hugh Morris  
Alderman Sir Michael Bear  
Deputy Keith Bottomley  
Anne Fairweather  
Deputy Edward Lord  
Andrew Mayer  
Jeremy Mayhew  
The Lord Mountevans  
Deputy Tom Sleigh  
Sir Michael Snyder  
James Tumbridge  
Alderman Sir David Wootton

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**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 19 October 2017.  
**For Decision**  
(Pages 1 - 4)
4. **ECONOMIC DEVELOPMENT UPDATE**  
Director of Economic Development to be heard.  
**For Discussion**
5. **POLITICAL AND PARLIAMENTARY UPDATE**  
The Director of Communications and the Remembrancer to be heard.  
**For Discussion**
6. **ENHANCING SPORT ENGAGEMENT**  
Report of the Town Clerk.  
**For Decision**  
(Pages 5 - 24)
7. **MESSAGING FOR LONDON**  
Report of the Director of Communications.  
**For Decision**  
(Pages 25 - 58)
8. **LORD MAYOR'S SHOW 2018**  
Report of the Director of Communications.  
**For Decision**  
(Pages 59 - 60)
9. **6 MONTH MEDIA ACTIVITY**  
Report of the Director of Communications.  
**For Information**  
(Pages 61 - 64)
10. **FUTURE EU/UK TRADING RELATIONSHIP IN FINANCIAL SERVICES**  
Report of the Director of Economic Development.  
**For Decision**  
(Pages 65 - 68)
11. **QUESTIONS ON MATTERS RELATING TO THE WORK OF THE SUB-COMMITTEE**

12. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT**
13. **EXCLUSION OF THE PUBLIC** **For Decision**  
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**

14. **NON-PUBLIC MINUTES**  
To agree the non-public minutes of the meeting held on 19 October.  
**For Decision**  
(Pages 69 - 74)
15. **FUTURE EU/UK TRADING RELATIONSHIP IN FINANCIAL SERVICES - APPENDIX**  
Report of the Director of Economic Development.  
**For Information**  
(Pages 75 - 76)
16. **EUROPE UPDATE**  
The Special Representative for the City to the EU to be heard.  
**For Discussion**
17. **NON-PUBLIC POLITICAL AND PARLIAMENTARY ACTIVITY**  
The Director of Communications and the Remembrancer to be heard.  
**For Discussion**
18. **NON-PUBLIC ECONOMIC DEVELOPMENT UPDATE**  
The Director of Economic Development to be heard.  
**For Discussion**
19. **NON-PUBLIC QUESTIONS ON MATTERS RELATING TO THE WORK OF THE SUB-COMMITTEE**
20. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT AND WHICH THE SUB COMMITTEE AGREES SHOULD BE CONSIDERED WHILST THE PUBLIC ARE EXCLUDED**