

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

Thursday, 14 December 2017

Minutes of the meeting of the Public Relations and Economic Development Sub (Policy & Resources) Committee held at the Guildhall EC2 at 3.15 pm

Present

Members:

Deputy Catherine McGuinness (Chairman)	Deputy Edward Lord
Sir Mark Boleat (Deputy Chairman)	Andrew Mayer
Simon Duckworth	Jeremy Mayhew
Hugh Morris	The Lord Mountevans
Deputy Keith Bottomley	Deputy Tom Sleigh
Anne Fairweather	Alderman Sir David Wootton

Officers:

John Barradell	-	Town Clerk and Chief Executive
Bob Roberts	-	Director of Communications
Paul Double	-	City Remembrancer
Simon Murrells	-	Assistant Town Clerk
Damian Nussbaum	-	Director of Economic Development

1. APOLOGIES FOR ABSENCE

Apologies for absence were received from James Tumbridge.

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 2017 be approved as a correct record.

4. ECONOMIC DEVELOPMENT UPDATE

The Director of Economic Development updated the Sub-Committee on the work of the Economic Development Office. He referenced that the last month had been particularly busy with key highlights including:

- The Policy Chairman visiting China twice in three weeks, the second time as part of a delegation with the Chancellor of the Exchequer.
- The Memorandum of Understanding has been signed between Tokyo and London and the subsequent work is being led by TheCityUK.
- Engagement is being undertaken with Ireland and Switzerland in the lead up to Brexit.

- The 10th anniversary of the Total Tax report has been an opportunity to communicate the contribution that the financial and related professional services sector makes to the UK economy.
- Further investigation of the work that can be done in cyber is being carried out in partnership with The Chemistry Club, which brings together different parts of the industry.
- Regarding social mobility, there have been a series of workshops, regarding raising potential and best practice.

The Chairman commended the work of the Economic Development Office, which is often unseen and Members asked for a Public Relations and Economic Development Sub Committee Away Day to find out more about the work of the Economic Development Office as well as the Communications Department.

5. **POLITICAL AND PARLIAMENTARY UPDATE**

The Director of Communications updated Members on Brexit developments and that measures that the City Corporation has been lobbying for are in the Phase 1 agreement. There was speculation on whether the negotiations were now going to get harder as everyone is starting to suffer from Brexit fatigue.

The Director updated Members that the City Corporation messaging on the 3 T's (transition, trade and talent) were to be continued, however there would now be an emphasis on trade.

A Member then raised the issue of how British representation will come off EU regulatory committees and then there were comments on how the UK being a "rule-taker" puts the City in a difficult position.

The Policy Chairman reminded Members of how we are trying to raise our voices on these matters by boosting representation in Brussels and focusing a lot on regulatory coherence. She also commended the Director of Communications on the positive press coverage.

The Remembrancer then made a few points on the EU Withdrawal Bill where he referred to two MPs who had supported and pushed through 5 of the City of London Corporation's 8 amendments to the Bill.

6. **ENHANCING SPORT ENGAGEMENT**

The Sub-Committee received a report of the Town Clerk asking Members to consider proposals by an independent consultant on supporting upcoming major sport competitions.

Some Members felt that the City Corporation should take a proportionate and strategic approach to support sport, and to focus on access to sport for people with disabilities. It was also noted that there were significant sports already happening on our own open spaces which should be taken on board, and more generally plugging into what the City Corporation is already doing.

Other Members were minded to disagree with the argument that as the City Corporation were on the verge of spending £1bn on the Culture Mile, it should be prepared to spend £0.5m on sport. There was a feeling amongst some Members that stopping this now could be interpreted externally as a lack of interest or empathy.

RESOLVED, that:

- 1) The City Corporation adopt a more pro-active and strategic approach to sport engagement in recognition of the organisational and stakeholder benefits;
- 2) Further work should be undertaken and reported back next year on the process for supporting this new enhanced approach in relation to the following aspects:
 - a) Sport Engagement Assessment Matrix
 - b) 2018/19 Engagement
 - c) Resourcing and Staffing Implications
 - d) Committee Approval Process.

7. **MESSAGING FOR LONDON**

Members considered a report of the Director of Communications on a debrief of the research project developing key messaging for London.

The Sub Committee were reminded that Policy and Resources Committee had previously committed £50,000 to support this project carried out alongside the Greater London Authority (GLA) and London & Partners. The Director of Communications told Members that this paper is a result of over 4,000 interviews and there were some interesting findings, which can be read in detail in the report.

Members were generally positive on the report and enquired into what the GLA and London & Partners conclusions were and if the City Corporation was consistent in its interpretations. The Director of Communications updated Members that the two bodies had been enthusiastic and the next step for the City Corporation was to crystallise and make the messaging and language succinct.

RESOLVED, that:

- The Policy and Resources Committee are recommended to approve that the City Corporation uses the strongest messages found by the research in all our communications.

8. **LORD MAYOR'S SHOW 2018**

The Sub Committee considered a report of the Director of Communications on support for the Lord Mayor's Show Ltd.

There was clarification that the Pageantmaster of the Lord Mayor's Show Ltd was aware of these proposals.

RESOLVED, that officers and departments:

- examine if they can give greater support of the Lord Mayor's Show Ltd (LMS);
- investigate other more diverse and interesting means to increase public engagement with the LMS;
- look at generating potential activity which utilises the opportunities in the wider City during the day of LMS, from river procession right through to fireworks;
- draw on the full range of our strategic relationships and partnerships to reinforce the relevance of the LMS as a metaphor for the role of the City itself.

9. **6 MONTH MEDIA ACTIVITY**

The Sub Committee received a report of the Director of Communications on a six-month media update.

RESOLVED, that:

- The report be noted.

10. **FUTURE EU/UK TRADING RELATIONSHIP IN FINANCIAL SERVICES**

The Sub Committee considered a report of the Director of Economic Development on the policy stance of the future EU/UK trading relationship in financial services.

Members were broadly in favour of the report and happy to accept the policy stance. There was some discussion on whether the stance should also include the exclusion of the European Court of Justice (ECJ).

The Policy Chairman reminded Members that the messaging is aligned with the financial and professional services sector.

RESOLVED, that:

- The content of the report be noted
- The policy stance and engagement strategy be approved.

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 following items of urgent business were raised –

Gateway 3 /4 Detailed Options Appraisal – City Wayfinding Signage Review

Following a resolution from the Projects Sub Committee, the Public Relations and Economic Development Sub Committee were asked to review any branding implications for the City.

The Director of Communications updated the Sub Committee that in his view more work needed to be done on branding and suggested a report come back to the Sub Committee in the New Year.

Branding Strategy

A Member enquired into what the branding strategy was for the organisation and whether there were any plans for digital signage in the City.

The Director of Communications updated Members that the branding strategy and use of logo remains the same and that there were branding guidelines on the website.

13. **EXCLUSION OF THE PUBLIC**

RESOLVED – That under Section 100(A) of the Local Government Act 1972, the public be excluded from the meeting for the following items on the grounds that they involve the likely disclosure of exempt information as defined in Part I of the Schedule 12A of the Local Government Act.

Item	Paragraph
14-18	3

14. **NON-PUBLIC MINUTES**

The non-public minutes and summary of the meeting held on 19 October 2017 were considered.

RESOLVED, that:

- The non-public minutes of the meeting held on 19 October 2017 be approved as a correct record.

15. **FUTURE EU/UK TRADING RELATIONSHIP IN FINANCIAL SERVICES - APPENDIX**

The Sub Committee received an appendix to a public report outlining the engagement programme relating to the EU/UK Market Access Proposal.

RESOLVED, that:

- The report be noted.

16. **EUROPE UPDATE**

The Sub Committee received a verbal update from the Special Representative for the City to the EU in respect of his reflections and activity in recent weeks.

17. **NON-PUBLIC POLITICAL AND PARLIAMENTARY ACTIVITY**

The Sub Committee were updated by the Remembrancer that there would be a paper coming to this Sub Committee giving them an update on the work that the City Corporation were doing to influence the EU Withdrawal Bill.

18. **NON-PUBLIC ECONOMIC DEVELOPMENT UPDATE**

The Sub Committee were given an update of work of the Economic Development Office.

19. NON-PUBLIC QUESTIONS ON MATTERS RELATING TO THE WORK OF THE SUB-COMMITTEE

There were no questions.

20. ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT AND WHICH THE SUB COMMITTEE AGREES SHOULD BE CONSIDERED WHILST THE PUBLIC ARE EXCLUDED

There were no items of urgent business.

The meeting closed at 4.30 pm

Chairman

**Contact Officer: Emma Sawers
emma.sawers@cityoflondon.gov.uk**