

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

Wednesday, 25 July 2018

Minutes of the meeting of the Public Relations and Economic Development Sub (Policy & Resources) Committee held at the Guildhall EC2 at 2.00 pm

Present

Members:

Deputy Catherine McGuinness (Chairman)	Sophie Anne Fernandes
Sir Mark Boleat	Andrew Mayer
Deputy Keith Bottomley	Alderman William Russell
Tijs Broeke	Deputy Tom Sleigh
Alderman Peter Estlin	James Tumbridge
Anne Fairweather	Alderman Sir David Wootton

Officers:

1. APOLOGIES FOR ABSENCE

Apologies for absence were received from Simon Duckworth, Christopher Hayward, Deputy Jamie Ingham Clark, Deputy Edward Lord and Sir Michael Snyder.

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 28 June 2018 be approved as a correct record.

Matters arising

- The Remembrancer updated the Sub-Committee on the research he had done into the position of EU citizens living in the UK who might wish to stand for election as councillors after the UK had left the EU. It was agreed that this issue should be raised with the London Government Association and London Councils, who did not have a position on this, and if the City Corporation needed to take a position, it should be dealt at the Policy & Resources Committee.

4. BREXIT WHITE PAPER

The Policy Chairman updated Members on the City Corporation's position following the publication of the Brexit White Paper, and the related activity that had been undertaken thereafter, including an invitation to the Policy Chairman from the Secretary of State for Exiting the EU to attend a Business Summit at Chevening House and an opportunity to give evidence to the Select Committee

for Exiting the European Union. Members noted the three main asks of the City Corporation to Government over the next few months:

1. With only 249 days to go before we leave the EU, it is urgent that the government redoubles its effort to finalise the Withdrawal Agreement and ensure that a transition/implementation is in place to give certainty to businesses;
2. Of equal urgency is the need to find a common way forward to address cliff edge issues, including contract continuity and ensure two-way data flows;
3. To put in place, where possible, unilateral measures to ensure business can continue irrespective of the agreement with the EU.

The Policy Chairman also outlined to Members that the City Corporation's interests may start to differ from the sector.

The Assistant Director of Economic Development, the Director of Communications and the Remembrancer also made the following points:

- Mutual Recognition Regulation (MRR) was an ask that the financial sector could coalesce behind, and an ask for equivalence or enhanced equivalence would now be more difficult, even within sub sectors;
- The City Corporation would continue to work closely with EU governments;
- The Policy Chairman's statement to Court stressed the pragmatism element of the City Corporation's messaging on Brexit;
- During the Select Committee hearing, the Association of British Insurers (ABI) were particularly exercised by the EEA option and the impact of rule-taking on their industry.

A Member requested a copy of the transcript of the Select Committee hearing.

Members then discussed the White Paper and made the following key points:

- Contract continuity was an important point to make to Government. Lots of points around English law could be so technical, that there was a risk they could get lost;
- There was concern about what the Government might agree to in the 11th hour which compromised from the Chequers deal further;
- There are other areas of law which are portrayed positively in the White Paper and the City Corporation should support the Government on the technical parts of the legal implications through channels such as the Brexit Law Committee;
- The City Corporation and the sector should now make the choice between fighting to stay in the Single Market or focus on long-term issues once the UK has left the EU to ensure that London remains a world-leading financial centre;
- The financial services sector had not been given what they asked for in the White Paper compared to other sectors;
- The City Corporation's focus should be on financial stability and reducing any sudden shocks on the economy;

- There was lots of concern on rule-taking from the Bank of England;
- The Audit and Risk Committee were reviewing the risk around Brexit and contingency planning for the City Corporation on its property portfolio. Members felt this should also be reported to the Public Relations and Economic Development Sub Committee in future;
- The UK adopting the Norway model in the short term could be useful but bearing in mind that the Norway model was designed as a short-term stepping stone;
- Members discussed how it was important for focus to remain on the UK's position in a global economy and noted how many other items on the agenda covered involvement with markets internationally;
- Other activity that the City Corporation has a locus in included skills, future migration, Green Finance Institute, Cyber Griffin initiative, amongst other things;
- The City Corporation's legitimacy depends on the backing of the sector and the sector has asked the City Corporation to stick with options that remain within the Government's red lines;
- A degree of agility and flexibility is required over the coming months;
- Members discussed whether the City Corporation's messaging recently had been too negative. The Director of Communications advised that there was a reduced amount of positive messaging that the City Corporation could represent following the White Paper, and that the media have a limited appetite for good news in general. A Member commented that sometimes unexpected good news also gets media coverage;
- The City Corporation should promote its messages around attracting talent to the UK and there should be clear asks and proposals;
- The Assistant Director of EDO advised Members of a new piece of work that has just been commissioned by the City Corporation to research and produce recommendations on enabling the immigration process to be as simple as possible. Key messages from the research would be disseminated at the Conservative Party Conference in October;
- Sections of the White Paper included the asks of the Professional and Business Services Council via the letter that was written to the Prime Minister a few weeks' ago.

RESOLVED, that:

- A transcript of the Select Committee for Exiting the European Union hearing on 24 July 2018 be circulated to Members of the Sub Committee for information, when available;
- Risk reports on Brexit be reported to future meetings of the Sub Committee.

5. EDO MONTHLY UPDATE

The Sub Committee received a report of the Director of Economic Development, which highlighted key activity undertaken by the Economic Development Office in June 2018.

RESOLVED, that:

- The report be noted.

6. **CORPORATE AFFAIRS UPDATE**

The Sub Committee received a report of the Director of Communications, which updated Members on key elements of the Corporate Affairs team's activity in support of the City Corporation's external political engagement and corporate communications.

RESOLVED, that:

- The report be noted.

7. **REMEMBRANCER'S MONTHLY UPDATE**

The Sub Committee received a report of the Remembrancer updating Members on the main elements of the Parliamentary Team's activity in support of the City Corporation's political and parliamentary engagement.

A Member requested that future reports have a section which outlines Private Members Bills on the horizon that the Remembrancer plans to influence.

The Remembrancer also advised that he would shortly be seeing a Private Members Bill on the Air Quality Act.

RESOLVED, that:

- The report be noted.

8. **FILMING IN THE CITY**

The Director of Communications updated Members on the growing issue of large-scale filming in the City, particularly taking place over August. In particular, the filming of Men in Black required the closure of Ludgate Hill and as part of the filming for Fast and Furious, a helicopter would land outside St Paul's Cathedral.

The Director advised that much bigger productions were coming to the City on a much bigger scale and suggested that he work up a strategy to implement by the end of the year.

Members were supportive of this and raised the following points:

- The income from films in the City was invaluable and should be encouraged;
- Tours and events can be arranged to embed this;
- The City Corporation should push to be linked to the success of the film in some way;
- For the last 15 years, two members of staff have been overseeing filming requests on an ad hoc basis;
- Members on the Court with expertise in film-making could be consulted as part of the strategy;
- The Markets Committee have a film policy and it should be co-ordinated so that there is one approach.

RESOLVED, that:

- The Director of Communications create a strategy on filming in the City to be submitted to the Sub Committee before the end of the year.

9. **CUSTOMER RELATIONSHIP MANAGEMENT (CRM) UPDATE**

The Sub Committee received a report of the Director of Economic Development concerning the progress on the Strategic Engagement and Events Management (SEEM) applications for City Dynamics.

One Member questioned the wording in the report which set out the development had included GDPR compliance “by default”, and it was agreed the wording should change to “by design”.

Members also heard how, following a question, this system would produce reports for Committees. In addition, Members wanted to have further clarity on the budget for this programme as IT Sub Committee had been told that the IT associated budget was not on budget.

The Sub Committee noted that the Diversity Working Party would be looking at using the system to evaluate the diversity of people who come to City Corporation events.

RESOLVED, that:

- The progress of the City Dynamics project be noted.

10. **CHAIRMAN OF POLICY AND RESOURCES' VISIT TO SWITZERLAND**

The Sub Committee received a report on the Chairman of Policy and Resources' visit to Switzerland from 26-27 June.

The Policy Chairman reminded Members of the “One Team” approach between the Policy Chairman and the Lord Mayor and reported that there was now more coordination than before but more work to do on passing on the baton.

Following questions, Members heard how this was an introductory visit and that the meetings with the World Trade Organisation focused on e-commerce. It was reported that Switzerland is a critical market for the EU and the UK.

The Assistant Director reported that a strategy for the City Corporation's engagement with Switzerland would be reported to a meeting of the Sub Committee in the Autumn.

RESOLVED, that:

- The report be noted.

11. **CHAIRMAN OF POLICY AND RESOURCES' VISIT TO CHINA**

The Sub Committee received a report of the Director of Economic Development concerning the Policy Chairman's visit to Beijing and Shanghai from 13 – 15 June.

RESOLVED, that:

- The report be noted.

12. CHAIRMAN OF POLICY AND RESOURCES' VISIT TO SAUDI ARABIA

The Sub Committee received a report of the Director of Economic Development concerning the Policy Chairman's Visit to Saudi Arabia with the Chancellor of the Exchequer.

The Policy Chairman reported that this was a very useful trip as part of her role as Co-Chair of the Saudi-UK Asset Management Private Sector Group.

One Member reported that the Foreign and Commonwealth Office in Saudi Arabia had mentioned that they wanted a constant supply of senior figures to visit the country to enhance the UK message.

RESOLVED, that:

- The report be noted.

13. LORD MAYOR'S RECENT VISITS

The Sub Committee received a report of the Executive Director of Mansion House and the Central Criminal Court giving Members sight of the Lord Mayor's overseas visits engagement programme from November 2017 until June 2018.

Members asked for information on the Lord Mayor's visits to be more succinct and to focus more on what has been learnt rather than a detailed timetable of the visit. There was a suggestion that officers only submitted the summary report rather than the appendixes too.

In addition, Members asked for a list of upcoming visits of the Policy Chairman and the Lord Mayor.

RESOLVED, that:

- The report be noted;
- A list of upcoming visits of the Policy Chairman and the Lord Mayor be circulated electronically to the Sub Committee.

14. EDO BUSINESS OBJECTIVES

The Sub Committee received a report of the Director of Economic Development updating Members on EDO's progress towards its top-line objectives.

A Member made the point that the Brexit messaging needed to be adapted for international markets.

In addition, Members asked for more detail on the metrics that would be used for measures and targets.

RESOLVED, that:

- The report be noted.

15. COMMUNICATIONS BUSINESS OBJECTIVES

The Sub Committee received a report of the Director of Communications updating Members on how the Communication's objectives are being met.

Members were pleased to hear that the Town Clerk and the Director of Communications had agreed the Communication Team would be publishing its own separate business plan in future years.

A question was asked of the Director of Communications regarding a tool to be used on Twitter feeds to measure the diversity of followers. The Director of Communications reported that he would be giving further detail on this at the Diversity Working Party but gave some estimated percentages.

RESOLVED, that:

- The report be noted.

16. **REMEMBRANCERS' BUSINESS OBJECTIVES**

The Sub Committee received a report of the Remembrancer updating Members on how the Remembrancer's Office's business objectives for 2018/19 were being met.

Mention was made of measuring diversity of events, and it was agreed that discussion on this should be made at the Hospitality Working Party rather than this Sub Committee.

RESOLVED, that:

- The report be noted.

17. **QUESTIONS ON MATTERS RELATING TO THE WORK OF THE SUB-COMMITTEE**

Questions were raised as follows -

Dress code at events

A Member asked the Executive Director of Mansion House and the Central Criminal Court for information on a review being undertaken in Mansion House on dress codes at events. The Executive Director confirmed that dress codes were under review, but no conclusion had yet been reached.

Civic cars

A Member asked for more information on civic cars in the fleet becoming electric vehicles. The Town Clerk undertook to write to the Member separately about this.

18. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT**

The following items of urgent business were raised –

Chairman of Policy & Resources' and Town Clerk's Visit to the North-West of Northern Ireland

The Sub Committee received a report of the Director of Economic Development concerning the Chairman of Policy and Resources' and the Town Clerk's Visit to the North-West of Northern Ireland.

RESOLVED, that:

- The report be noted.

The Chairman took the opportunity to wish Members a good and restful Summer and to thank Officers for briefings and reports over a busy period.

19. **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
20	3

20. **NON-PUBLIC MINUTES**

The non-public minutes and summary of the meeting held on 28 June 2018 were approved subject to a small change in wording.

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

There were no questions.

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

The following item of urgent business was raised –

Managing Director Brussels recruitment

The Sub Committee received an update from the Assistant Director of Economic Development on the recruitment process of the Managing Director of Brussels position.

The meeting closed at time not specified

Chairman

Contact Officer: Emma Cunnington
emma.cunnington@cityoflondon.gov.uk