

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

Tuesday, 9 October 2018

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

Present

Members:

Deputy Catherine McGuinness (Chairman)	Deputy Jamie Ingham Clark
Sir Mark Boleat	Deputy Edward Lord
Deputy Keith Bottomley	Jeremy Mayhew
Tijs Broeke	Alderman William Russell
Anne Fairweather	Deputy Tom Sleigh
Sophie Anne Fernandes	Alderman Sir David Wootton

Officers:

Angela Roach	- Assistant Town Clerk
Paul Double	- Remembrancer
Damian Nussbaum	- Director of Economic Development
Giles French	- Assistant Director of Economic Development
Vic Annells	- Executive Director of Mansion House & CCC
Bob Roberts	- Director of Communications
Eugenie de Naurois	- Head of Corporate Affairs
Jan Gokcen	- Corporate Affairs Officer
Bruce Hunt	- Remembrancer's
Simon Latham	- Town Clerk's
Emma Cunnington	- Town Clerk's

1. APOLOGIES FOR ABSENCE

Apologies for absence were received from Simon Duckworth (Deputy Chairman), Alderman Peter Estlin, Christopher Hayward and 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 3 September 2018 be approved as a correct record.

Matters arising

- A Member updated the Sub-Committee on his work concerning the learning loss and hunger of children from low socio-economic

backgrounds over the Summer holidays. Members requested that a report of the Town Clerk be brought to the Sub Committee swiftly to assess how the City Corporation could help tackle this issue in its academies.

4. **EDO UPDATE**

The Sub-Committee received a report of the Director of Economic Development providing Members with highlights of the key activity undertaken by the Economic Development Office (EDO) in late August and September 2018.

A Member asked for more information to be included in the infographic, bringing out that the UK's legal framework provides an excellent environment for cyber.

RESOLVED, that:-

- The report be noted.

5. **CORPORATE AFFAIRS REPORT**

The Sub-Committee received a report of the Director of Communications updating Members on key elements of the Corporate Affairs team's activity in support of the City Corporation's external political engagement and corporate communicated within the period of 3 – 25 September 2018.

A Member asked whether an analysis could be made of the invitation lists and attendance of City Corporation's party conference dinners, the Policy & Resources Committee dinner and the Brussels reception to pick up any overlaps. The Sub-Committee heard how all involved officers were aware that the three events mentioned would be taking place very close together this year, for reasons pertaining to the current political context and speakers' availability. Attendance at all three events were higher than in previous years and have received very positive feedback. Whilst there was some duplication across the events at Member and Officer level, the crossover of external stakeholders was kept to a minimum.

The Chairman asked for Members of the Sub-Committee to give feedback on party conference participation and comments were made as follows:

- The Sub-Committee congratulated the Head of Corporate Affairs and her team for successfully organising the party conferences;
- There was a request for an evaluation of the conferences and the value of the City Corporation being represented there;
- That a consolidated approach would be taken to join up reports following each party conference;
- That it was useful to build the relationship between the City Corporation and UK Finance and the joint dinner had been a good way to bring together the City Corporation's various stakeholders;
- That thought should be given for a London focused fringe event in future years;
- That briefings in future years could be more dynamic, for example to be added to, to reflect any announcements by Ministers that are made whilst at conference;

- That briefings for Members include the key points to raise at the fringe events which were highlighted as particularly useful.

The Director of Communications commented that, in his view, the City Corporation's participation in party conferences had worked well and that the level of engagement was higher than hoped both in quantity and quality.

RESOLVED, that:-

- The report be noted.

6. **PARLIAMENTARY TEAM 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 discussion ensued concerning whether the City Corporation should take the position that the electoral rights currently held by EU citizens will not change after the UK's withdrawal. Members were supportive of taking this position but some Members questioned the need for the City Corporation to take an official corporate position on it. After some discussion, it was agreed that our position should align with that of the Local Government Association and London Councils.

The Policy Chairman also took the opportunity to remind the Remembrancer that London Councils was interested to learn more about the City's prospective Air Quality Bill.

RESOLVED, that:-

- The report be noted.

7. **MAYORAL THEMES**

The Sub-Committee received a report of the Director of Communications presenting the theme of the 2018/19 Mayoral Programme, 'Shaping Tomorrow's City Today'.

Members were supportive of the paper and noted that it had been received at the Policy and Resources Committee. One Member commented that reducing ATMs in replace of digital alternatives was not inclusive but it was confirmed that the theme intended to ensure that digital alternatives were accessible to all.

RESOLVED, that:-

- The report be noted.

8. **SPORT**

The Sub Committee considered a joint report of the Remembrancer and the Director of Communications concerning the current provision of sports engagement made across the City Corporation and a proposal for a coordinating policy resource to maximise utility of existing sports-related activity.

The Policy Chairman commended the fact that the report brought together the City Corporation's already considerable sport-related engagement and underlined that the purpose of the proposed post would be to gather this all together further.

A Member proposed an amendment to the report's recommendation, which was tabled before Members. This was seconded and then Members of the Sub Committee made the following points in favour of the amended recommendations:

- Work had not been progressed quickly enough, considering the Sub Committee had made a resolution in December 2017 on this work;
- The strategic oversight in the report laid out a horizontal view, but not strategic;
- The proposed post should be at a more senior level to provide strategic leadership;
- The report should have included the resolution from the Sub Committee in December 2017;
- A Member reported that the consultant who had been engaged in this work would have the information required at hand and so a report outlining this should be submitted to the next meeting of the Sub Committee;
- There should be a focus on engaging the City Corporation's cultural and educational resources in support of sporting activities in London;
- The City Corporation had given a vast amount of financial support to areas such as culture, and there was backing from a small additional amount to be funded on sport engagement.

Other points were made to add to or amend the proposed amended recommendations:

- It would not be possible for this work to be undertaken by the next meeting and an extension was required;
- The City Corporation has many other priorities at this busy time and needed to balance these with the requested extra emphasis on sport;
- The paper should be aligned with the Corporate Plan, and assessed in line with other proposals to ensure the correct allocation of resource;
- There was a strong wish for the work to be proportionate and strategic;
- The importance of building on existing activity was underlined, especially for underfunded activities that the City Corporation already supported;
- Members also discussed whether it was appropriate for the role to sit within the Corporate Affairs Team rather than, for example, the Culture team under the Assistant Town Clerk.

The Policy Chairman confirmed with officers that a delay in approving the paper would not hinder opportunities of sports engagement in London over the next few months.

MEMBERS RESOLVED:

1. To note the contents of the report and that it had taken ten months to produce;
2. To express their disappointment that the report failed to address the fundamental requirements set by the Sub-Committee at its meeting on 14 December 2017 in that it did not set out proposals implementing Members' decision that *"the Corporation should adopt a pro-active and strategic approach to sport engagement in recognition of the organisational and stakeholder benefits"*;
3. To further note that report did not contain proposals requested by the Sub-Committee in respect of:
 - (a) the Sport Engagement Assessment Matrix,
 - (b) 2018/19 Engagement,
 - (c) Resourcing ... Implications, or
 - (d) Committee Approval Process;
4. To further note that since the publication of the report, HM Government and UK Sport had announced their strategic plans to reinforce the country's status as a world-leading host of major sporting events by releasing a list of potential hosting targets over the next two decades, and that this ambition is also reflected in the Mayor of London's draft strategy on sport, currently out for consultation;
5. To instruct the Town Clerk to:
 - (a) bring forward a report to a meeting of the Sub-Committee by December 2018 setting out a clear and proportionate strategy on Sport Engagement in line with the direction provided by Members ten months ago and aligned to the Corporate Plan, bearing in mind existing sports engagement;
 - (b) include in the report a proposed approach to:
 - i) supporting British (especially London) bids to host major sporting events;
 - ii) supporting the organisers of major sporting events hosted in the United Kingdom through the strategic application of Corporation venues and facilities (including open spaces);
 - iii) supporting mass participation sport and physical activity events together with other activities that encourage more active lifestyles;
 - iv) engaging the Corporation's cultural and education resources in support of sporting activities in the capital, including making suitable opportunities available to pupils and students at the Corporation's schools and academies and building on the Corporation's existing sporting activities;
 - v) involving City residents and workers and Corporation tenants in relevant sport and physical activities connected to our Sport Engagement programme.

- (c) include in the report proposals for appropriate staffing resources to support the Sport Engagement policy in line with the Sub-Committee's wishes;
- (d) make recommendations to the Resource Allocation Sub-Committee for ongoing funding for Sport Engagement staffing and resources in his department's baseline budget for 2019-20 onwards.

6. To recommend to the Policy and Resources Committee that the terms of reference of this Sub-Committee be amended to include specific reference to oversight and governance of Sport Engagement (with power to act).

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

There were no questions.

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

The following item of urgent business were raised –

Attracting Talent

The Sub-Committee received a resolution of the Establishment Committee outlining that Committee's discussion regarding the Attracting Talent Programme, which is part of the HR Transformation Project. The Chairman of the Establishment Committee outlined TMP's findings on the branding of the City Corporation as an employer.

Members were reassured that this work was collaborative with the Director of Communications involved.

11. **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
13	4

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

There was one question.

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

There was one item of urgent business.

The meeting closed at 1.00 pm

Chairman

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