

<b>Committee:</b>	<b>Date:</b>
Public Relations & Economic Development Sub Committee	2 May 2019
<b>Subject:</b> Final Departmental High-level Business Plans 2019/20 – Communications Economic Development Office	<b>Public</b>
<b>Report of:</b> Town Clerk and Director of Economic Development	<b>For Information</b>
<b>Report author:</b> Sarah Blogg, Town Clerk’s Department Mary Kyle, Economic Development Office	

### **Summary**

This report presents for information the final high-level Business Plans for the Town Clerk’s Department (Communications and Economic Development Office) for 2019/20.

### **Recommendation**

Members are asked to note the final high-level Business Plans for 2019/20 for the Town Clerk’s Department (Communications and Economic Development Office) and provide feedback.

### **Main Report**

#### **Background**

1. As part of the new framework for corporate and business planning, departments were asked to produce standardised high-level, 2-side Business Plans for the first time in 2017/18. Members generally welcomed these high-level plans for being brief, concise, focused and consistent statements of the key ambitions and objectives for every department.
2. For 2018/19, departments were again asked to produce high-level plans in draft, which were presented to Service Committees in November and December 2017 alongside the departmental estimate reports, so that draft ambitions could be discussed at the same time as draft budgets. This represented the first step towards integrating budget-setting and priority-setting.
3. For 2019/20, to secure deeper Member engagement with Business Plans, a series of four informal ‘cluster’ meetings took place in early February to allow Chairmen and Deputy Chairmen of relevant approving Committees to scrutinise how departments are using their 2019/20 Business Plans to prioritise activities towards corporate goals. These meetings were chaired by the Chair and Deputy Chairman of Resource Allocation Sub Committee.

4. To complement this, and to give all Members a chance to ask questions and put their views to their Chairmen and Deputy Chairmen in advance of these meetings, a 'Business Plan Surgery' was held on 10 January (immediately before Court of Common Council).
5. Taken together, these sessions replace the submission of draft high-level Business Plans to Committees. Final high-level Business Plans are still subject to Committee approval, as in previous years.
6. Work has also taken place to review the content and format of the supporting detail beneath the high-level Business Plans. This includes: information about inputs (e.g. IT, workforce, budgets, property and assets); improved links to risk registers; EEE Health Checks (economy, efficiency and effectiveness), and schedules of measures and key performance indicators for outputs and outcomes. This is a key element in the move towards business planning becoming a joined-up service planning process that links directly to Corporate Plan outcomes.

### **Final High-level Business Plans for 2019/20**

7. This report presents at Appendices 1 and 2 the final high-level Business Plans for 2019/20 for:
  - Communications
  - Economic Development Office

### **Communications**

8. The Town Clerk's Department (Communications) reports to both the Policy and Resources Committee and the Public Relations and Economic Development Sub Committee.
9. The high-level summary Business Plan attached as Appendix 1 was developed in consultation with senior managers to outline the aims and activities of the Communications Team and ensure they are aligned with the Corporate Plan.

### **Economic Development Office**

10. The Economic Development Office's contribution to the Corporate Strategy and role as the primary contributor to 'support a thriving economy' runs through everything that we do. As a result, the EDO Business Plan presented at Appendix 2 is completely aligned with the Corporate Strategy and our work helps to ensure that:
  - Businesses are trusted and socially and environmentally responsible (5).
  - We have the world's best legal and regulatory framework and access to global markets (6).
  - We are a global hub for innovation in financial and professional services, commerce and culture (7).
  - We have access to the skills and talent we need (8).
11. Our activities also contribute to a flourishing society (specifically ensuring that people are safe and feel safe (1) and that people have equal opportunities to enrich

their lives and reach their full potential (3)) and to shaping outstanding environments (specifically ensuring that we are digitally and physically well-connected and responsive (9) and inspire enterprise, excellence, creativity and collaboration (10)).

12. In preparing the Business Plan we identified three key challenges currently faced by UK FPS. These included not only Brexit, but also shifts in global trading patterns, evolving tech innovation and changes in public expectations. We then framed our work to meet these challenges including placing more focus on international trade and innovation, particularly with growing areas of interest in Green Finance, Cyber and Digital Skills which reflect the changing political landscape and technological developments which are taking place.

13. We continue to collaborate closely with a wide range of internal and external partners to increase the efficiency and effectiveness of our work. This includes working with a number of other internal departments as co-sponsor of the Digital Skills Strategy, promoting Cyber Griffin with the City of London Police and partnering with Mansion House to deliver a high impact and targeted overseas promotional programme. In terms of external relationships, this includes continuing to work closely with TheCityUK as co-secretariat for the IRSG and collaborating with government on a number of initiatives including to fund the Green Finance Institute and champion sustainable finance in the UK and abroad.

## **Conclusion**

14. This report presents the final high-level Business Plans for 2019/20 for the Town Clerk's Department (Communications and Economic Development Office) for Members to note and provide feedback.

## **Appendices**

- Appendix 1: Communications
- Appendix 2: Economic Development Office

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