

Committee(s):	Date(s):
Hospitality Working Party Efficiency and Performance Sub (Finance) Committee	4 th July 2013
Subject: Inter-Departmental Events Co-ordination	Non-Public
Report of: The Remembrancer	For Information
<h1>NOT FOR PUBLICATION</h1> <p>By virtue of paragraph(s) 3 of Part I of Schedule 12A of the Local Government Act 1972.</p>	
<p><u>Summary</u></p> <p>This report records steps which have been taken to refine co-ordination between the Remembrancer's Office, Mansion House and the Public Relations and Economic Development Offices on event planning and delivery over the past year. It also outlines current and future work of the Group.</p> <p style="text-align: center;"><u>Recommendation</u></p> <p>Members are invited to note the further work which the Officers now anticipate and to endorse the approach proposed.</p>	

Main Report

Background

1. The co-ordination of events delivered by the Remembrancer's Office, Mansion House and the Public Relations/Economic Development Offices was first discussed in a report by the Town Clerk to the Policy and Resources Committee in June 2011. That report responded to issues which had been raised by Members about inter-departmental co-ordination in a number of areas, including events management. The report proposed, and Members endorsed, the creation of a Corporate Events Management Group chaired by the Remembrancer to provide a forum at which co-ordination could be reviewed.
2. A report to the Efficiency and Performance Sub Committee of the Finance Committee in February 2012 provided an account of the work of the Group. This included a review of the working of the Corporate database and contact lists used for identifying invitees to Corporation events, and seating arrangements at the Mansion House "set piece" events.
3. Following a discussion at this February's meeting of the Efficiency and Performance Sub Committee, a progress note was submitted to that Sub Committee's May meeting. The note is attached as Annex A to this report. The following paragraphs give further particulars on the matters outlined in that note.

The Diary System

4. The commitment by all the departments represented on the Corporate Events Management Group to enter relevant events on the shared calendar was confirmed at the last meeting of the Group held on 16th May. The shared calendar arrangement is now fully operational.

The Database

5. The working of the Corporate database has been reviewed by the Public Relations Office. The Director of Public Relations has commented as follows:-

The database has two main purposes: first, to provide a database of City Corporation contacts across a wide range of relevant economic sectors and other groupings, to be used for both written (including, where appropriate, email) communication and for issuing invitations to relevant hospitality and other events; and, second, to manage the City Occupiers' Database (COD) of businesses in the City, to form the basis for the annual business voter registration process.

The first part of this work involves regular and continual updating of the list, based on new information from a wide variety of sources, including individual departments, responses to mailings and other contacts and daily scanning of relevant newspapers etc., especially for changes in the business contacts. In addition to this centrally managed database, each department can also access the software and use the database facility to keep and manage their own local lists of specialist contacts etc.

Like all databases, this relies on continual updating and the willingness of users either to update information themselves (as designated people in relevant departments can) or submit to the Database Team, within the Public Relations Office (PRO), the revised information. Generally this process works well.

Invitations to the Mansion House Set Piece Events

6. The process by which invitations are allocated to these events has been the subject of extended discussion and consultation which has included both the Lord Mayor and the Chairman of the Policy and Resources Committee. The culmination of the deliberations was recorded in a letter to Members from the Private Secretary in February. The revised arrangement enables Members to express their preferences rather than relying on the rota system previously used to allocate Members to Mansion House events. The text of the letter sent by the Private Secretary (in the context of the Trade & Industry Dinner where it was first used) is set out at Annex B.

7. The Private Secretary has commented as follows:-

Arrangements for Members to express their preferences in relation to invitations to set piece dinners at Mansion House, were implemented this year

for the first time. Essentially, Members' preferences were met with the exception of the Easter Banquet which was oversubscribed by nine places. A ballot was conducted and the nine Members who were unsuccessful were contacted directly by the Private Secretary and allocated an alternative Banquet. Should any of those nine Members request the 2014 Easter Banquet they will be given priority to attend the event, as set out in the Private Secretary's note at Annex B.

Seating

8. Work has been undertaken to achieve a greater alignment between practices at Guildhall and Mansion House in the seating of Members at major events. In balancing the issues of precedence and external engagement, greater weight is now given to seating Members with a particular locus in the work of the Corporation, so far as is practicable, with guests relevant to those interests. This approach has been applied since the London Government Dinner in January.

Current and Future Work

Demarcation

9. At its meeting in May, the Corporate Events Management Group reviewed the overall arrangements for delivering events. Officers concluded that the existing arrangements by which the Remembrancer's Office leads on City Corporation events, the Public Relations Office on events closely linked to the Chairman of Policy's political and business contact programme and the Mansion House on Mayoral hospitality, provided a rational demarcation and should be maintained. It was also noted that informal consultation and discussion about specific events was also undertaken as routine.

Liaison with other Departments delivering events

10. The Group has noted that in the interests of enhancing co-ordination further it would be beneficial to establish liaison with other departments which also deliver events. The Department of Culture, Heritage and Libraries was identified as the most prominent example. Whilst such events are usually relatively small scale occasions, it seemed to the Officers that all reasonable steps should be taken to avoid clashes in dates where the intended audiences were not wholly different from City Corporation events held on the same day. Officers also thought that the potential for enlarging small scale events where the broader City Corporation interest was identified could also be considered if the events were brought to the Group's prior attention. The Director of Culture, Heritage and Libraries has indicated support for this approach and will be invited to attend future meetings of the Corporate Events Management Group.

Invitations to Incoming Overseas Delegations

11. The Remembrancer has discussed with the Foreign and Commonwealth Office's Director of Protocol the extent to which visiting overseas delegations might receive invitations to relevant City Corporation events. This is not

straightforward as the delegations are often arranged on a short time line for specific purposes with little flexibility in their timetabling. Arrangements are, however, being put in place to enhance the flow of information between the City and the Foreign and Commonwealth Office to maximise opportunities for this type of engagement.

Anniversaries

12. Anniversaries often provide a basis for considering City Corporation events linking the historic and the contemporary. The seminar to be held later this year on the occasion of the 150th Anniversary of the London Underground is one such example. It will combine history and discussion of London's current infrastructure and future needs, in a series of presentations and a question and answer session, followed by a reception.

13. Anniversaries may, of course, arise in many areas of interest to the City Corporation. Identifying them and consideration of whether they might form the basis of Corporation events is likely to be most effective if information and ideas are pooled. It is, therefore, proposed that the Corporate Events Management Group brings this subject with its ambit. It is proposed Officers from Remembrancer's, Mansion House, Public Relations and Culture, Heritage and Libraries will periodically meet informally to discuss forthcoming anniversaries and feed their findings into the Corporate Events Management Group meetings. Proposals for events which appear to merit consideration by Members will then be reported through Hospitality Working Party and Policy Committee to Members using existing reporting arrangements.

Conclusion

14. Co-ordination between departments on the delivery of events has been advanced over the past year. The outcome of the current and future work noted at paragraphs 9 to 13 above will need evaluation which the Officers will be able to undertake at the quarterly meetings of the Corporate Events Management Group over the coming year.

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