

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

Thursday, 6 October 2016

Minutes of the meeting of the Public Relations and Economic Development Sub (Policy & Resources) Committee held at the Guildhall EC2 at the rising of the Policy and Resources Committee at 2.30pm

Present

Members:

Mark Boleat (Chairman)	Sheriff & Alderman Peter Estlin
Deputy Catherine McGuinness	Anne Fairweather
Simon Duckworth	Wendy Hyde
Jeremy Mayhew	Edward Lord
Deputy Douglas Barrow	
Sir Michael Snyder	
Keith Bottomley	

Officers:

John Barradell	-	Town Clerk and Chief Executive
Peter Lisle	-	Assistant Town Clerk
Alistair MacLellan	-	Town Clerk's Department
Charlotte Taffel	-	Town Clerk's Department
Sheldon Hind	-	Town Clerk's Department
Bob Roberts	-	Director of Communications
Henry Tanner	-	Town Clerk's Department
Damian Nussbaum	-	Director of Economic Development
Emma Sawers	-	Town Clerk's Department
Peter Cannon	-	Town Clerk's Department
Paul Double	-	City Remembrancer

1. APOLOGIES

Apologies were received from Hugh Morris, Stuart Fraser, Tom Sleigh and Alderman Sir David Wootton.

It was noted that Lucy Frew had resigned from the Court of Common Council and therefore was no longer a co-opted member of the Sub Committee.

2. MEMBERS' DECLARATIONS UNDER THE CODE OF CONDUCT IN RESPECT OF ITEMS ON THE AGENDA

There were no declarations.

3. MINUTES

The minutes of the meeting held on 4 July 2016 were approved as a correct record.

4. **BRANDING OF CITY FAMILY OF SCHOOLS**

The Director of Communications was heard regarding a recent proposal by the City of London School to refresh its branding. The following comments were made.

- Any change of brand would undermine the links between the school and the City of London Corporation, and ran contrary to the City's Education Strategy.
- A number of organisations affiliated with the City used different branding – for example, the Barbican Centre and the Guildhall School of Music and Drama.
- Notwithstanding that point, there was a clear affiliation between the independent schools and the City of London Corporation, and therefore the matter of branding deserved further consideration.

Anne Fairweather arrived at this point of the meeting.

The Town Clerk noted that a report on branding in City Schools would be submitted to the Policy and Resources Committee at a future meeting. The report would also be submitted to other relevant committees, including the Education Board. In the meantime, the City of London School would be asked to defer its decision to adopt a refreshed brand.

Sir Michael Snyder left at this point of the meeting.

5. **THE CITY'S BUSINESS COMMUNICATIONS PLAN: EMPLOYABILITY**

Members considered a report of the Director of Economic Development and the Director of Communications regarding the City's Business Communications Plan, and the following points were made.

- Members should be provided with means – such as a telephone number – to access information on items such as key messages at short notice.
- In response to a comment from a Member that key messages should be tailored to specific audiences, the Chairman noted that the City Corporation was seeking to influence audiences in broad terms and therefore the current messages appeared fit for purpose.
- In response to a comment from a Member, the Director of Communications noted that measuring impact of communications was a challenge, but that work would be undertaken to develop some simple tools to do so.

6. **FEEDBACK ON CITY OF LONDON CORPORATION PARTY CONFERENCE ACTIVITY**

Members considered a report of the Director of Economic Development regarding the City of London Corporation's activities at the 2016 Party Conferences and the following points were made.

- A Member expressed disappointment at not being included in a City Corporation roundtable event. In response, the Chairman noted that the City would derive greater benefit from its Members attending as wide a range of fringe events as possible.
- A Member noted that this year's format of private roundtables was a new approach by the City, and that the format could have been better communicated to Members.
- Members agreed that attendees at conferences should seek to be more collaborative with one another to ensure the City Corporation derived maximum benefit from their attendance. For example, officers should identify a programme of key fringe events that Members should aim to attend.
- Members should be encouraged to feedback from their meetings so that any relevant intelligence was 'captured' and fed into the work of the City Corporation.
- Members felt that the roundtable approach was more effective than fringe events. Officers should however design events that were more likely to attract key audiences. One example would be a reception-style event that would attract flying visits from key stakeholders who wished to attend several events in one evening.
- The Chairman noted that it was his impression that senior City figures did not attend the Conservative Party Conference and that instead attendance came from mid-level public affairs figures. In response, a Member therefore suggested that the Economic Development Office map out likely attendees from City businesses so that guest lists could be designed accordingly.
- A Member noted that the City should seek to reach out beyond City issues and deal with other issues such as social mobility.

6.1 **Liberal Democrat Party Conference**

A note on feedback from the Liberal Democrat conference was received.

6.2 **Labour Party Conference**

A note on feedback from the Labour Party Conference was tabled and received.

6.3 Conservative Party Conference

A note on feedback from the Conservative Party Conference was tabled and received.

7. **INTERNATIONAL REGULATORY STRATEGY GROUP (IRSG) UPDATE**
An update report of the Director of Economic Development on the work of the International Regulatory Strategy Group was received.
8. **EU ENGAGEMENT UPDATE**
An update report of the Director of Economic Development on EU Engagement was received.
9. **CITY OF LONDON CORPORATION - BREXIT MESSAGING**
A report of the Director of Communications on Brexit messaging was received.
10. **QUESTIONS ON MATTERS RELATING TO THE WORK OF THE SUB-COMMITTEE**
There were no questions.
11. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT**
There were no urgent items.
12. **EXCLUSION OF THE PUBLIC**
RESOLVED, that under Section 100A(4) of the Local Government Act 1972, the public be excluded from the meeting for the following items of business on the grounds that they involve the likely disclosure of exempt information as defined in Part I of Schedule 12A of the Local Government Act.
13. **POLICY CHAIRMAN'S BREXIT UPDATE**
The Chairman was heard on his recent Brexit-related activity.
14. **NON-PUBLIC APPENDIX - EU ENGAGEMENT**
The non-public appendices to item 8 were received.
15. **NON-PUBLIC QUESTIONS ON MATTERS RELATING TO THE WORK OF THE SUB-COMMITTEE**
There were no non-public questions.
16. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT AND THE SUB-COMMITTEE AGREES SHOULD BE CONSIDERED WHILST THE PUBLIC ARE EXCLUDED**
There were no urgent non-public items.

The meeting closed at 3.53 pm

Chairman

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