

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

Thursday, 6 July 2017

Minutes of the meeting of the Public Relations and Economic Development Sub (Policy & Resources) Committee held at the Guildhall EC2 at 3.00 pm

Present

Members:

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| Deputy Catherine McGuinness (Chairman) | Jeremy Mayhew |
| Sir Mark Boleat (Deputy Chairman) | The Lord Mountevans |
| Deputy Keith Bottomley | Deputy Tom Sleigh |
| Anne Fairweather | Sir Michael Snyder |
| Deputy Edward Lord | James Tumbridge |
| Andrew Mayer | Alderman Sir David Wootton |

In attendance:

John Tomlinson

Officers:

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| John Barradell | - Town Clerk |
| Simon Murrells | - Assistant Town Clerk |
| Paul Double | - Remembrancer |
| Bob Roberts | - Director of Communications |
| Damian Nussbaum | - Director of Economic Development |
| Peter Young | - Corporate Property Group Director |
| Giles French | - Assistant Director of Economic Development |
| Nigel Lefton | - Director of Remembrancer's Affairs |
| Jeremy Blackburn | - Head of Corporate Affairs |
| Joanne Burnaby-Atkins | - Film Liaison Officer |
| Emma Sawers | - Executive and Members Services Officer |

1. APOLOGIES FOR ABSENCE

Apologies for absence were received from Alderman Sir Michael Bear.

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 8 June 2017 be approved as a correct record.

Matters Arising

- The Chairman raised that the Chairman of Planning and Transportation had asked if he could go to the Labour and Conservative party conferences, which the Sub Committee endorsed.

4. **EDO UPDATE**

The Director of Economic Development updated Members on a newsletter that his team had sent out to Members of the Sub Committee entitled “City of London: Financial and Related Professional Services Highlights”, and asked for Members’ feedback.

Members, on the whole, thought this newsletter was a good idea but some Members discussed some of its wording. Specifically, there was question why only “related” professional services to the financial services sector was mentioned. Many felt that the City Corporation needed to look at all the professional services in the City as a whole. One suggestion would be “Financial and Professional Business Services”. The Director agreed to look at this and reword.

A Member also suggested that the prominent messages and what the Director wanted the audience to remember should be on the front page and that the City of London Corporation should be referenced throughout, rather than City of London.

5. **PERMITTING FILMING AND PHOTOGRAPHY FOR ADVERTISING PURPOSES ON TOWER BRIDGE**

Members considered a report of the Director of Communications on permitting filming and photography for advertising purposes on Tower Bridge.

The Director of Communications was encouraged to be more ambitious in the extra revenue this could raise for the bridge per year.

RESOLVED, that requests to film on the Bridge at pavement level should be assessed on a case by case basis and if the brand or product is suitable and the fee is attractive, permission be granted.

6. **POST-ELECTION OPPORTUNITIES AND THREATS**

Members noted a joint report of the Remembrancer and Director of Communications summarising the changes to Parliament and Government following the General Election and the implications for the City of London Corporation.

RECEIVED

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

Business Alliances

A question was raised asking if there is a case to establish more business alliances in the City, building on the success of Cheapside. This could, for example, be around the cultural hub.

RESOLVED, for the Member to raise this question at the next meeting of the Policy and Resources Committee.

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

There were no urgent items.

9. **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.

10. **POLITICAL AND PARLIAMENTARY ACTIVITY**

Members received an update of the City Corporation's political and parliamentary activity from the Director of Communications and the Remembrancer.

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

There was one question on the City Corporation's regional strategy.

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

There were no items of urgent business.

The meeting closed at 3.55 pm

Chairman

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