

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

Thursday, 18 January 2018

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:

Deputy Catherine McGuinness (Chairman)	Jeremy Mayhew
Sir Mark Boleat (Deputy Chairman)	The Lord Mountevans
Simon Duckworth	Deputy Tom Sleigh
Hugh Morris	Sir Michael Snyder
Deputy Keith Bottomley	James Tumbridge
Anne Fairweather	Alderman Sir David Wootton
Deputy Edward Lord	Alderman Peter Estlin
Chris Hayward	

In Attendance:

Wendy Mead (Chief Commoner)

Officers:

John Barradell	-	Town Clerk and Chief Executive
Simon Murrells	-	Assistant Town Clerk
Simon Latham	-	Head of Town Clerk's Office
Alistair MacLellan	-	Town Clerk's Department
Leanne Murphy	-	Town Clerk's Department
Bob Roberts	-	Director of Communications
Eugenie de Naurois	-	Head of Corporate Affairs
Damian Nussbaum	-	Director of Economic Development
Giles French	-	Assistant Director of Economic Development
Jeremy Blackburn	-	Head of Relationships & Networks
Paul Double	-	City Remembrancer
Nigel Lefton	-	Director of Remembrancer's Affairs
Carolyn Dwyer	-	Director of the Built Environment
Anne Bamford	-	Education and Skills Director

1. APOLOGIES FOR ABSENCE

Apologies for absence were received from Andrew Mayer. The Town Clerk noted that Chris Hayward and Alderman Peter Estlin had been appointed to the Sub Committee that day, and that the Chief Commoner was in attendance.

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 14 December 2017 be approved as a correct record.

4. **MEMBERSHIP OF CHATHAM HOUSE**

Members considered a report of the Director of Communications concerning the membership of Chatham House.

- The Sub Committee were advised that if a proposed nominee did not accept the position, they would be asked to propose an alternative. Members agreed with this approach and recommended that the Chairman of Planning and Transportation be added to the list of representatives.
- A Member suggested issuing a reminder of the core benefits and instructions on how to access them. Members also noted that they were often in receipt of a number of emails and asked that Officers ensure that invitations come well in advance of an event, and that advice on the priority of the event be given. Officers also agreed to ensure Member's addresses and emails were up to date.

RESOLVED – that Members,

- Approve a new proposed list of 25 City Corporation nominees, in accordance with the process set out in the report.
- Agree that that the list comprises of both Members and Officers.
- Agree that membership be offered to the following Member and Officers as detailed below and, more specifically, in Annex A.
 - Members of the Public Relations and Economic Development Sub Committee (PRED);
 - SABTAC;
 - 9 Officers representing interested departments/offices and/or leading on Chatham House engagement: EDO, Communications, Corporate Affairs, Mansion House, Remembrancer.

5. **THE BUSINESS OF TRUST 'FACTSHEET' - KEY MESSAGES**

Members considered a report of the Director of Communications and Director of Economic Development concerning the key messages from the Business of Trust factsheet.

- Members strongly felt that 24 key messages were too many. It was agreed the messaging needed to be sharper and should be restricted to 5 or 6 key messages along with a clear description of what the City Corporation is doing to achieve them.
- Members agreed that the positioning of the messaging would benefit from some further consideration and recommended ensuring the

messaging was proactive in terms of highlighting the work the City Corporation undertook. A Member added that the facts need to be more focussed to communicate progress and suggested testing some messages externally.

RESOLVED, that

- The factsheet be amended based on recommendations from the Sub Committee in consultation with by the Chairman and Deputy Chairman.
- A further report on Business of Trust Key Messaging be referred to a future meeting.

6. **ECONOMIC DEVELOPMENT ACTIVITIES UPDATE**

Members considered a report of the Director of Economic Development concerning the quarterly Economic Development Activities update (October-December 2017).

- The Director of Economic Development highlighted that transition went beyond the EU and Brexit, linking the City with future markets where it can make the biggest impact. He also noted that the Commonwealth Business Forum, held in Guildhall and Mansion House, was a key way to showcase the City as a centre of finance in the wider Commonwealth.

RESOLVED – that the report be noted.

7. **POLITICAL AND PARLIAMENTARY ACTIVITY**

The Director of Communications and the City Remembrancer were heard regarding recent political and parliamentary activity.

- The Director of Communications advised Members that the London Government Dinner saw some positive engagement with wider London government stakeholders and that the London Mayor had noted in his speech his support for the City of London Corporation.
- The Director noted the summary of the main changes arising out of the Labour government reshuffle, which was circulated to Members and Officers following confirmation of the final appointments, and provided an update on planned engagement with the Shadow Cabinet
- The City Remembrancer noted that he would circulate a written update outside of the meeting. He noted that Lord McFall, former Chair of the Commons Treasury Committee, had raised numerous questions on the Open Spaces Bill which was currently progressing through the Lords. The Chairman commended the work by the Remembrancer and his wider team.
- A Member noted that the new Lord Chancellor would be attending a Shrieval Lunch at the Old Bailey.

- Members noted the positive speech by the Leader of London Councils Claire Kober at the London Government Dinner. The Chairman added that Ms Kober had been a positive influence of the work of London Councils and London government more generally.
- In response to a comment from a Member, the Director of Communications confirmed that all outgoing ministers would be receiving letters of thanks from the Corporate Affairs Team.

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

Remuneration and Diversity

A question was asked regarding what work was being undertaken by the City Corporation on remuneration and diversity.

- Members noted that efforts were being made by the City Corporation to promote diversity, e.g. the comprehensive programme of roadshows, events, etc, in the build up to the 2017 City Elections, but agreed more could and should be done.
- A Member noted that one potential area in which to promote diversity would be the Livery. For example, the Lord Mayor should in his annual speech to the Livery encourage the Livery Companies to undertake more outreach into the business community and encourage candidates to stand for election to the City. Members also noted the role the City had played in encouraging the admission of women to the Livery and how this provided some precedent for the sort of role the City could play going forward.
- Members noted that an emphasis on securing diversity should not preclude the right stakeholders being included in forthcoming City events, and that the City should be mindful that in some sectors, the diversity of senior stakeholders would undergo gradual change as middle ranking employees were promoted to senior roles over time.
- A Member noted that evidence suggested that women were less likely to put themselves forward for election. It was suggested that it might be helpful to circulate some information to potential female candidates and that gender diversity should be an explicit consideration mind when the City co-opted candidates on to its committees.

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

There were no urgent items.

10. **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.

11. **NON-PUBLIC MINUTES**
RESOLVED - that the non-public minutes and summary of the meeting held on 14 December 2017 be approved.
12. **NON-PUBLIC POLITICAL AND PARLIAMENTARY UPDATE**
There was no non-public political and parliamentary update.
13. **NON-PUBLIC ECONOMIC DEVELOPMENT UPDATE**
There was no non-public economic development update.
14. **NON-PUBLIC QUESTIONS ON MATTERS RELATING TO THE WORK OF THE SUB-COMMITTEE**
There were no questions.
15. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT AND WHICH THE SUB COMMITTEE AGREES SHOULD BE CONSIDERED WHILST THE PUBLIC ARE EXCLUDED**
The late circulated report concerning the draft outline mayoral programme for 2018/19 was withdrawn.

The meeting closed at 3.54 pm

Chairman

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