

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

Tuesday, 29 May 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)	Deputy Edward Lord
Sir Mark Boleat	Jeremy Mayhew
Deputy Keith Bottomley	Alderman William Russell
Alderman Peter Estlin	Deputy Tom Sleigh
Christopher Hayward	Alderman Sir David Wootton
Deputy Jamie Ingham Clark	

Officers:

John Barradell	- Town Clerk
Angela Roach	- Assistant Town Clerk
Paul Double	- Remembrancer
Carolyn Dwyer	- Director of Built Environment
Bob Roberts	- Director of Communications
Giles French	- Economic Development Office
Vic Annells	- Mansion House & CCC
Nigel Lefton	- Remembrancers Office
Eugenie de Naurois	- Communications Team
Melissa Richardson	- Communications Team
Peter Cannon	- Communications Team
Simon Hopkins	- Consultant, Communications Team
Heather Barker	- Economic Development Office
Noa Burger	- Economic Development Office
Simon Horner	- Economic Development Office
Sufina Ahmad	- Town Clerk's
Amelia Ehren	- Town Clerk's
Greg Moore	- Town Clerk's
George Fraser	- Town Clerk's
Ed Gilbert	- Town Clerk's
Emma Cunningham	- Town Clerk's

1. APOLOGIES FOR ABSENCE

Apologies for absence were received from Simon Duckworth and Tijs Broeke.

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 24 April 2018 be approved as a correct record.

Matters Arising

The Chairman updated Members on the debate at the Policy and Resources Committee concerning the City Corporation's position on Brexit, confirming that the position remained pragmatic and in line with the sector. In addition, the Economic Development Office were organising a roundtable with representatives of trade associations and Members.

4. **ELECTION OF CO-OPTED MEMBERS**

The Committee proceeded to elect four co-opted Members to the Sub Committee in accordance with the terms of reference.

Before the voting commenced, a Member requested consideration be given to the voting system and argued that each successful candidate should receive more than 50% of the vote. This motion was not seconded, and the majority of the Sub-Committee felt that a First Past the Post voting system should be used on this occasion with further consideration given to future years.

A list of seven Members who had expressed interests was read and Andy Mayer, Sophie Fernandes, Anne Fairweather and James Tumbridge were duly elected for the ensuing year.

5. **EDO MONTHLY UPDATE - APRIL 2018**

The Sub-Committee received an update report on the work of the Economic Development Office over the month of April, which covered the hosting of the Commonwealth Business Forum, the City Corporation's engagement with Brexit debates in Parliament, the hosting of City Week, and the Lord Mayor's international visits to Brazil, Chile, Peru, Singapore and Indonesia.

The Chairman updated the Sub-Committee on more recent developments, including her recent visit to Washington & New York, on which a letter to the Chancellor of the Exchequer was being drafted.

A Member asked a question regarding follow-up on visits and delivering against the commitments made. The Assistant Director of Economic Development remarked that additional resource had been focused in this area, where there were now clearly identified key markets and clear outcomes for each visit. Another Member added how, importantly, inward investment visits were taking place and gave an example of the Mayor of Shenzhen visiting London.

Members discussed the recent TheCityUK and EY report on immigration and visas, which had been published the previous week. The Assistant Director of

Economic Development updated Members on the work that would soon be commissioned by the City Corporation to focus on the customer journey for financial and professional services' and technology companies setting up in the City, ensuring that good practices are in place and that the process is as simple as possible.

RESOLVED, that:

- The letter on the US visit from the Chairman of Policy & Resources to the Chancellor of the Exchequer be circulated to Members of the Public Relations and Economic Development Sub Committee for their information;
- The report be noted.

6. COMMUNICATIONS UPDATE

The Sub-Committee received an update report from the Director of Communications. The Director gave an overview of the recent political activities of the City Corporation and updated Members on the increased work concerning London political engagement, following a reorganisation of the Corporate Affairs team.

RESOLVED, that:

- The report be noted.

7. REMEMBRANCERS UPDATE

The Sub-Committee received an update from the Remembrancer on recent parliamentary activity. A report was tabled at the meeting, which set out the City Corporation's engagement on the EU (Withdrawal) Bill and noted the briefings provided to Parliament on the Rating (Property in Common Occupation) and Council Tax (Empty Dwellings) Bill, the Automated and Electric Vehicle Bill, and the Data Protection Act, and on other issues of concern to the City.

8. DEVELOPMENT FINANCE

The Sub-Committee considered a report of the Director of Economic Development regarding Development Finance. Members heard how this proposed Steering Group would be joining up existing workstreams and looking at what could be done to secure London as a pre-eminent financial services centre, as well as being the interface between the private and public sector.

Members were broadly supportive of the proposal but had some questions over the financial implications of the work. The Assistant Director of Economic Development advised Members that the funding would be contained within existing budgets.

RESOLVED, that it be recommended to the Policy and Resources Committee to:

- Approve the Economic Development Office's proposal to begin a new programme of work in development finance;
- Approve the Economic Development Office's proposal to establish a High-Level Steering Group to guide, advise and set the direction to the new programme of work in development finance.

9. **PLASTIC FREE CITY**

Members considered a report of the Director of the Built Environment concerning the Plastic Free City campaign tackling reliance on single use plastics.

RESOLVED, that it be recommended to the Policy and Resources Committee to:

- Agree a high-profile project in 2018 with the aim to reduce single use plastics across the City Corporation and wider City of London;
- Support the various workstreams detailed in the report;
- Note the funding approach for the project;
- Agree the branding.

10. **TOWARDS A SUSTAINABLE FUTURE: THE CITY OF LONDON CORPORATION'S RESPONSIBLE BUSINESS STRATEGY, 2018-23**

Members received a joint report of the Chamberlain and the Chief Grants Officer concerning the City Corporation's Responsible Business Strategy, 2018-23.

Members were supportive of the report, and one Member raised the issue that the City Corporation should look at changing all its cars to electric vehicles, to show leadership by example.

RESOLVED, that:

- The report be noted.

11. **CORPORATE VOLUNTEERING STRATEGY, 2018-23**

The Sub-Committee received a report of the Town Clerk concerning the Corporate Volunteering Strategy, 2018-23.

Members were supportive of this paper, although one Member commented that the City Corporation antiquated other local authorities in having a strategy for volunteering. Members did, however, acknowledge that volunteers had been a key part of the organisation for many years.

RESOLVED, that:

- The process and the content of the Corporate Volunteering Strategy be noted.

12. **DIGITAL SKILLS STRATEGY FOR 2018-23**

The Sub-Committee received a joint report of the Director of Community and Children's Services and the Director of Economic Development outlining the Digital Skills Strategy for 2018-23.

Members asked that the work be joined up with the Barbican and, it was clarified that this had been approved by the Education Board.

RESOLVED, that:

- The process for developing the strategy, including the proposed timetable for Member consultation and approval, be noted.

13. PARTY CONFERENCES 2018

Members received a report of the Director of Communications concerning the City Corporation's proposed activity at party conferences later this year.

Members were supportive of the programme and commented that it was pleasing that UK Finance were partnering with the City Corporation.

One Member requested that registration was undertaken as soon as possible in order to receive the "early bird" discounts. The Director of Corporate Affairs assured Members that bookings would now be made shortly, following the election of the four co-opted Members onto this Sub-Committee.

RESOLVED, that:

- The proposed programme for party conferences be noted.

14. DESIGN, BUILT, SUPPORT AND HOSTING FOR NEW WEBSITE

The Sub-Committee received a report of the Director of Communications updating Members on the progress of the City Corporation website project.

A Member enquired into the effectiveness of analytics on the new website, and officers remarked that these would be hard-baked into the requirements stage of the project.

Additionally, a Member asked whether the ambition of the website was to enable the City Corporation's customers to request services (e.g. waste collection) as well as just being an information piece. The response outlined that this would be dealt with as part of the review of Customer Relationship Management (CRM) rather than this website project.

Members also discussed the procurement panel and suggested that the Chairman of the IT Sub Committee take part in this panel to feed in Members' views.

One Member alerted the Director of Communications to the Museum of London's attempt to ensure that images on their advertising indicated the diverse range of stakeholders it reached. The Director of Communications agreed that the images on the City Corporation website would include a diverse range of people, to represent the City Corporation's stakeholders.

RESOLVED, that:

- The report be noted.

15. THE COMMONWEALTH BUSINESS FORUM 2018

The Sub-Committee received a joint report of the Director of Economic Development and the Remembrancer concerning the Commonwealth Business Forum.

The Chairman thanked Duncan Richardson in the Economic Development Office for his work in organising the Forum.

Members fed back that the Commonwealth Banquet had far too many guests not turn up, leaving empty seats at tables, and that the caterers did not perform to the standard expected. One Member asked that Officers be given authority to rearrange seating plans at last minute should drop-outs happen.

RESOLVED, that:

- The report be noted.

16. THE BUSINESS OF TRUST - SIX MONTH UPDATE

The Sub-Committee received a report of the Director of Economic Development concerning the Business of Trust. This report reflected the Sub-Committee's request for more information on this policy area.

RESOLVED, that:

- The report be noted.

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

A question was raised as follows -

Bookings at the Guildhall Club

A Member asked a question regarding the controls in place for hire of the Guildhall Club. This question was prompted following a recent private event organised by a livery company in the Aldermen's Dining Room where a few controversial high-profile guests were in attendance. This was later reported on in the press. The Member specifically asked the Sub-Committee to review the reduction in costs that livery companies benefit from, as well as the appropriateness of the contractors of the Guildhall Club, the Cook and Butler, being the only 'check' on the events held in certain areas of the Guildhall complex.

The question caused much debate amongst Members and the following points were made:

- The charging for events by the Guildhall Club is a matter for the House Committee of the Guildhall Club (and for wider Guildhall events, it is a matter for the Hospitality Working Party);
- The event was a private event and was not intended to be political, nor to provide a platform to a controversial political figure;
- On this occasion, the booking was not made free of charge as the livery company paid for food and the room hire was covered as part of this cost;
- The manager of the Cook and Butler should liaise with the Chairman of the House Committee of the Guildhall Club on this issue;
- It would be very difficult for the City Corporation to vet guest lists for external bookings;
- Comparisons were made with room bookings at Parliament;

- One suggested solution was to enforce that a Member act as sponsor to external events at the Guildhall Club;
- Another suggested approach was that the Remembrancers Office consider further current arrangements for room bookings.

RESOLVED, that:

- A further discussion be held in the confidential part of the meeting.

18. ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT

There were no urgent items.

19. 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.

Item
20, 22

Paragraph
3, 4

20. NON-PUBLIC MINUTES

The non-public minutes and summary of the meeting held on 24 April were approved.

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

There were no questions.

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

There was one item of urgent business raised.

The meeting closed at 4.30 pm

Chairman

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