

PUBLIC RELATIONS AND ECONOMIC DEVELOPMENT SUB-COMMITTEE

Thursday, 19 September 2013

Minutes of the meeting of the Public Relations and Economic Development Sub-Committee held at the Guildhall EC2 at 12.15pm

Present

Members:

Mark Boleat (Chairman)	Edward Lord
Deputy Catherine McGuinness (Deputy Chairman)	Jeremy Mayhew
Deputy Michael Cassidy	Ian Seaton
Deputy Alex Deane	Sir Michael Snyder
Sophie Fernandes	James Tumbridge
Wendy Hyde	

Officers:

John Barradell	- Town Clerk and Chief Executive
Nigel Lefton	- Remembrancer's Department
Paul Double	- City Remembrancer
Tony Halmos	- Director of Public Relations
Simon Latham	- Public Relations Office
Greg Williams	- Public Relations Office
Paul Sizeland	- Director of Economic Development
Giles French	- Assistant Director of Public Relations (Corporate Affairs)
Liz Skelcher	- Economic Development Office
Simon Murrells	- Assistant Town Clerk
Angela Roach	- Town Clerk's Department
Gemma Stokley	- Town Clerk's Department

1. APOLOGIES

Apologies were received from Deputy Doug Barrow, Roger Chadwick, Stuart Fraser, Oliver Lodge and Alderman Alan Yarrow.

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 2 May 2013 were considered and approved.

4. PARTY CONFERENCES

The Sub-Committee considered a report of the Director of Public Relations on the City Corporation's activities as part of the annual party conferences.

The Chairman referred to the events which had taken place at the Liberal Democrat Conference in Glasgow. He advised that the outcome had been positive and that some good points were made during discussion. He stated that it was important for officers to note any key points at these events and to ensure that appropriate action was taken where necessary.

Discussion ensued on attendance levels and on the suitability of certain venues. Members concluded that such matters should not have an impact on the City Corporation's efforts to engage as it was important to be present and to share key messages with whoever was attending.

RESOLVED – That the report be received and the content noted.

5. SUPPORTING AND PROMOTING THE CITY OF LONDON

The Sub-Committee considered a number of matters relating to the City Corporation's efforts in supporting and promoting the City of London as follows:-

5.1 The City, the UK and Europe

A joint report of the Director of Economic Development and the Director of Public Relations was considered concerning the City Corporation's position and strategy with regard to engaging on Europe. The report followed on from previous discussion on the strategy and set out the revised background details which led to the development of a strategy.

A copy of the CBI Survey of business opinion on Europe was also laid round the table.

The Chairman advised that the contact programme for sharing the key messages on Europe was progressing and had been well received by the officials the City Corporation had already engaged with. One Member commented that in his view the revised position paper was now much better.

RESOLVED – That the report be received and its content be noted.

5.2 EU Engagement and Chairman's Visits

Members received an update prepared by the International Regulatory Strategy Group (IRSG) on its activities for engaging on Europe which included details of a programme of visits attended by the Chairman of the Sub-Committee.

The Director of Economic Development advised that efforts to visit or undertake an activity with every Member state were on track and progressing well.

Discussion ensued on the importance of the engagement programme, the key messages and the value placed on this type of activity by the various Member

States. The Chairman explained that it exposed them to different perspectives which they found useful.

5.3 Research Programme - Update Schedule (copy attached).

The Sub-Committee received a schedule setting out a number of policy, research, special interest and topical interest papers which had been prepared and published in the last year or were due to be published shortly or being scoped as a topic for future research.

During discussion the following comments were made:-

- given its importance officers were continuing the momentum on aviation related research;
- it was suggested that consideration should be given to research on what the City provides more generally on education;
- it was important to review periodically whether the research commissioned by the City Corporation was publicised sufficiently and accessible.

RESOLVED – That the content of the schedule be noted.

6. SUPPORTING LONDON'S COMMUNITIES

The Director of Economic Development was heard concerning the efforts being made to highlight the work undertaken by the City Corporation to support London. He advised that the Town Clerk had now convened a Supporting London working group to drive the initiative forward and that officers were looking into the merits of holding a conference next year. The Town Clerk added that Chief Officers had also started to identify work that was being undertaken in their area to support London. The aim of this would be share information, raise awareness and prepare a comprehensive report for consideration by Members on activities undertaken for the benefit of London.

7. REPRESENTATION AT THECITYUK EVENTS

The Sub-Committee considered a report of the Director of Economic Development setting out a protocol for attending TheCityUK events.

Several Members were heard in support of the protocol. Discussion also took place on the expertise of Members and on how officers would keep their lists of expertise up to date. It was acknowledged that it was important for Members to review their declarations periodically to ensure the information held on their interests was current.

RESOLVED – that the protocol for attending TheCityUK events be endorsed.

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

There were no questions.

9. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT**
There were no items of urgent business for consideration.

The meeting closed at 1.00pm

Chairman

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