



Public Relations and Economic Development Sub (Policy & Resources) Committee

Date: MONDAY, 6 JUNE 2016

Time: 12.00 pm

Venue: COMMITTEE ROOM - 2ND FLOOR WEST WING, GUILDHALL

Members: Mark Boleat (Chairman)
Deputy Catherine McGuinness (Deputy Chairman)
Deputy Douglas Barrow
Keith Bottomley
Alderman Peter Estlin
Anne Fairweather
Stuart Fraser
Lucy Frew
Wendy Hyde
Edward Lord
Jeremy Mayhew
Tom Sleigh
Sir Michael Snyder
Alderman Sir David Wootton

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**NB: Part of this meeting could be the subject of audio video recording.
Lunch will be served in the Guildhall Club at 1.00pm.**

**John Barradell
Town Clerk and Chief Executive**

AGENDA

1. **APOLOGIES**
2. **MEMBERS' DECLARATIONS UNDER THE CODE OF CONDUCT IN RESPECT OF ITEMS ON THE AGENDA**
3. **MINUTES**
To agree the public minutes and summary of the meeting held on 19 May 2016.

For Decision
(Pages 1 - 2)
4. **MEMBERSHIP OF COMMITTEE**
To give further consideration to co-opting external members to the Sub-Committee.
The Chairman to be heard.

For Discussion
5. **COMMUNICATIONS UPDATE**
Report of the Director of Communications.

For Information
(Pages 3 - 26)
6. **PARTY CONFERENCES 2016**
Report of the Director of Economic Development.

For Information
(Pages 27 - 28)
7. **QUESTIONS ON MATTERS RELATING TO THE WORK OF THE SUB-COMMITTEE**
8. **ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT**

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

Thursday, 19 May 2016

Minutes of the meeting of the Public Relations and Economic Development Sub (Policy & Resources) Committee held at the Guildhall EC2 at 2:50pm

Present

Members:

Mark Boleat (Chairman)	Edward Lord
Deputy Catherine McGuinness (Deputy Chairman)	Jeremy Mayhew
Deputy Douglas Barrow	Tom Sleigh
Wendy Hyde	Alderman Sir David Wootton
Stuart Fraser	

Officers:

John Barradell	- Town Clerk and Chief Executive
Alistair MacLellan	- Town Clerk's Department
Bob Roberts	- Director of Communications
Simon Murrells	- Assistant Town Clerk
Damian Nussbaum	- Director of Economic Development
Angela Roach	- Town Clerk's Department

1. APOLOGIES FOR ABSENCE

Apologies were received from Sir Michael Snyder.

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

There were no declarations of interest.

3. TERMS OF REFERENCE

The Terms of Reference of the Sub Committee were received.

Members took the opportunity to discuss the possibility of the terms of reference being amended to include the co-option of external members, provision for which had been agreed by the Grand Committee. The Chairman agreed to review the comments made outside of the meeting and bring a proposal back to a future meeting.

4. MINUTES

The minutes of the meeting held on 18 February were approved as a correct record.

5. APPOINTMENT OF CO-OPTED MEMBERS

The Town Clerk was heard regarding the co-option of four Members onto the Sub Committee from the Court of Common Council. The Chairman noted that there were eleven candidates for the four vacancies. In response, Members agreed to conduct a ballot process in line with the principle described in Standing Order 30, to ensure the successful candidates had the largest possible mandate from their colleagues on the Sub Committee.

Two ballots were conducted. On the first ballot, Alderman Peter Estlin and Keith Bottomley were declared successful and co-opted. On the second ballot, Anne Fairweather and Lucy Frew were declared successful and co-opted.

RESOLVED, that Members co-opt Alderman Peter Estlin, Keith Bottomley, Anne Fairweather and Lucy Frew onto the Public Relations and Economic Development Sub (Policy and Resources) Committee for the year 2016/17.

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

There were no questions.

7. ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT

There were no urgent items.

The meeting closed at 3.15 pm

Chairman

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Agenda Item 5

Committee(s)	Dated:
Public Relations/Economic Development Sub	06 June 2016
Subject: City of London Corporation Communications Update	Public
Report of: Director of Communications	For Information

Summary

1. This report is to inform members on changes to the Media Team and its working arrangements.
2. It updates members on the new briefs for the Media Team and gives details of that new team.
3. It updates members on plans for core communications messages to be used across the City of London Corporation.
4. It outlines next steps for improving the communications of the City of London Corporation.

Recommendation

5. It is recommended this report be noted and approved by the Sub-Committee.

Main Report

A review of the communications practices across the City of London Corporation was carried out by the Director of Communications at the end of 2015.

As part of that review and because of two vacant posts it was decided to adjust the responsibilities of media officers in the Media Team to give more weight to road safety, planning and transport issues.

The Media Team is now fully staffed and details of officers and their briefs are included as Appendix 1.

As part of the review of communications practices it was also recommended that a series of short 'core messages' on what the City Corporation does in different areas were produced.

After consulting and discussing with relevant officers, 10 of these core messages have now been produced as final drafts.

The first aim of these core messages is to give us a set of short, simple communications documents so we can have clarity, consistency and confidence in what we say to the media.

The second aim is to give us off-the-shelf, agreed basis for press releases, speeches and statements.

The core messages contain no new policy or strategy.

The 10 final drafts, attached as Appendix 2, are:

- Supporting the City. How we support and promote London as the world's leading financial and business centre.
- Providing Public Services. How we supply the services which keep the city running (cleansing, port health authority, health standards etc).
- Supporting the Capital (Education, skills, housing outside the Square Mile).
- Promoting Responsible Business, Philanthropy and Giving.
- Supporting Culture and the Arts.
- Protecting our Heritage.
- Providing Open Spaces.
- Keeping the City safe - Law and Order.
- How the City is governed and organised.
- Where we stand. Two page policy paper.

Another on The City of London's Funding Priorities will be produced at a later date.

The next steps for the Director of Communications and the Media Team are to start rolling out the use of these messages across departments to try to ensure greater consistency and clarity in use of language and messaging.

The Director of Communications will also begin a series of talks to more deeply ingrain thinking about communications into culture of the City of London Corporation so that reputational risks and opportunities can be identified earlier.

It is important to note the Media Team deal only with external communications via print, broadcast and digital media. The Internal Communications Team and Website Team report directly to the Deputy Town Clerk.

Other measures will follow.

Appendices

Appendix 1: Who's Who: Media Team Details and Responsibilities

Appendix 2: Core Messages

Bob Roberts
Director of Communications
020 7332 3389

Appendix 1

Who's Who: Media Team Details and Responsibilities

Senior Media Officer Henry Tanner

Responsible for:

Financial and professional services (Europe, FinTech, regulation, tax, Budget response)

Lord Mayor's, Policy Chairman's and Jeremy Browne's media engagements – includes foreign visits

Ceremonial and State visits

Contact details:

henry.tanner@cityoflondon.gov.uk

020 7332 1835

07717 797821

Senior Media Officer John Park

Responsible for:

Air quality

Trading standards

Green spaces

Lord Mayor's Show

Ceremonial and state visits

Emergency response

Contact details:

john.park@cityoflondon.gov.uk

020 7332 3639

07824 343456

Media Officer Julie Zhu

Responsible for:

CoLC activity with China

Markets

Support for financial and professional services (including Green Finance)

Contact details:

julie.zhu@cityoflondon.gov.uk

020 7332 3451

07912 041124

Media Officer Ian Schofield

Responsible for:

Planning

Transportation

Support for financial and professional services

ian.schofield@cityoflondon.gov.uk

0207 332 1906

07725 634564

Media Officer Stephanie Basten

Responsible for:

Skills and education

Housing

City Bridge Trust

Charitable giving

Responsible business (CSR etc)

Council services (social services/homelessness/street cleansing/Licensing)

Lord Mayor's Show

stephanie.basten@cityoflondon.gov.uk

020 7332 1528

077 2563 6917

Media Officer Andrew Buckingham

Responsible for:

Arts, culture, heritage and libraries

Freedom of the City of London

Features

Contact details:

andrew.buckingham@cityoflondon.gov.uk

020 7332 1452

07795 333060

Media Officer Susanna Lascelles

Responsible for:

Green Spaces,

Lord Mayor's overseas visits

(works Monday & Tuesday only)

Contact details:

susanna.lascelles@cityoflondon.gov.uk

020 7332 1754

07990 740 045

APPENDIX 2

FINAL DRAFTS OF CORE COMMUNICATION MESSAGES FOR THE CoLC

THE CoLC CORE MESSAGE ON SUPPORTING THE CITY

Our aim:

We aim to promote and maintain London's position as the leading financial and professional services centre in the world and strengthen our competitiveness on the global stage.

How we do this:

- We engage and work closely with the government and policy-makers, speaking to them about the concerns, issues and competitiveness challenges that financial and professional services firms are facing in order to shape the future direction of financial services policy.
- We voice our views and speak up on the key challenges that City firms are facing. These include, among others, tax, regulation, skills and access to talent, infrastructure and support for small business
- We contribute to the development of regulation at a regional, international and global level, and will work through partner organisations like the TheCityUK and the International Regulatory Strategy Group.
- We foster financial ties with foreign governments through visits by the Lord Mayor and Policy Chairman to key international markets and attempting to drum up business for UK firms.
- We champion exciting and new areas of the economy that have enormous potential. This includes, among other areas, the development of London as a Renminbi trading centre, fostering the growth of Islamic Finance and promoting green finance initiatives.

Why we do this:

- We need to make sure that financial and professional services continue to thrive and create the jobs this country needs to be economically secure.
- The financial and professional services sector employs over 2.2 million across the country and we want to see this number increase in the years to come.
- It is in the interests of the whole nation for this industry to succeed. Over two-thirds of financial and professional services sector jobs are found outside of London. The success of firms outside of London benefits those found in London and vice versa.
- There are numerous competitors across the world who want to take our crown as the leading financial centre in the world. New York, Hong Kong, Paris and Singapore are snapping at our heels and wanting to attract businesses and the subsequent jobs that come with them to their cities. We need to make sure we stay ahead of them.

Key statistics

- Financial and professional services firms employ over seven per cent of the UK workforce.
- The industry produces nearly 12 per cent of total economic output.

- Financial and professional services contribute £66 billion in taxes and generating a trade surplus of £72 billion.
- The City of London's contribution to the UK's national income is estimated at is estimated at £45bn while London's was £334 billion.
- More than 400,000 people work in the City of London.
- A total of 16,580 businesses operate in the City of London – the vast majority being small and medium enterprises.

ends

THE CoLC CORE MESSAGE ON PROVIDING PUBLIC SERVICES

Our aim:

The City of London Corporation aims to keep the City of London and the wider capital attractive and globally competitive by providing excellent public services.

How we do this:

- We shape the City and its unique environment through our role as a planning authority. We meet office space requirements for a growing city, looking for cutting edge design in new buildings whilst protecting our historic and contemporary architecture, from the Gherkin to St Pauls.
- We design and maintain the Square Mile's urban space between the buildings, improving the City's look & feel and delivering the infrastructure necessary to support the future city.
- We look after 63km of public roads and 15km of separate public footpaths, covering sign posts to fountains and paving to street lighting, working to make the City's streets safe and well-managed.
- We are the port health authority for London, the largest port health authority in the UK, responsible for services on the River Thames, from Teddington to the English Channel, as well as imported animals at Heathrow Airport. We protect public health by preventing infectious disease, ensuring water quality, making vessel inspections and enforcing environmental controls.
- We lobby for and fund public projects that improve London's competitiveness as a global city, like Crossrail, which will make travelling in the capital easier and quicker and reduce crowding on London's transport network.
- We keep the City clean. The Square Mile is the world's leading international financial centre and its 400,000 workers and 7,500 residents rightly expect the street scene to be of a very high standard in which to live and work.
- We protect people in the City, maintaining the highest standards of licenced premises, public health, trading standards and food safety.
- We own three historic wholesale food markets. Billingsgate (fish), New Spitalfields (fruit, vegetables and flowers) and Smithfield (meat) are vital to the capital's food and floral retail sector, and putting food on Londoners' tables.
- We run the Old Baily Central Criminal Court, the venue for the UK's highest profile criminal cases. It is the most famous criminal court in the world.

Why we do this:

We do this because we are committed to ensuring that the City of London and the wider capital functions as smoothly and efficiently as possible. London needs to be an attractive place to live and work in order to remain globally competitive.

The City of London Corporation has a historic responsibility to use its resources to run the Thames for London. The River Thames is a key part of London's competitiveness as a global city, serving as a vital artery in the physical and cultural development of the capital.

Key statistics:

We spend £3.8million a year cleaning the City's streets.

We clean six million cigarette butts from the City's streets every year.

There are now over 800 licensed premises in the Square Mile. Over 250 of these are licensed to sell alcohol after midnight.

We have been the London Port Health Authority since 1872 and we are responsible for 95 miles of tidal Thames.

Every year the Heathrow Animal Reception Centre deals with: 10,000 dogs, 6,000 cats, 400 horses, 28 million fish, 2,000 birds, eight big cats, 20 primates, 20,000 reptiles, 700 million invertebrates, 34 million butterfly pupae

We maintain 63km of road, 15km of separate footpaths, 3,600 bollards, 16,000 items of illuminated street furniture, 3,000 drain gullies, 700 fire hydrants and numerous other highway assets, worth around £268m.

ends

THE CoLC CORE MESSAGE ON SUPPORTING THE CAPITAL

Our aim:

The City of London Corporation is dedicated to a thriving global City supporting a strong and diverse London within a prospering Nation. We aim to support London's communities through responsible business, charitable giving, providing education and skills for young people and by delivering affordable housing across the capital.

How we do this:

- We provide state education in London through our sponsorship of four academies in Hackney, Islington and Southwark and we are opening four new academy schools - two secondary academies in Hackney and two primaries in Islington and Southwark.
- We encourage businesses to support their communities, their workforce and the environment, through the Lord Mayor's Dragon Awards, the Sustainable City Awards, Heart of the City and City Action.
- We boost young people's skills and employability through our partnership with City institutions to tackle youth unemployment including through apprenticeships, mentoring, paid work placements schemes and responsible procurement.
- We provide housing for Londoners across seven of the capital's boroughs and we are building another 3,700 homes across London by 2025.
- We change the lives of Londoners through charitable giving. Our charity, City Bridge Trust, makes grants of £20 million a year to tackle disadvantage across the capital's boroughs.

Why we do this:

On education, we are committed to providing access to excellent education and learning opportunities for children and young people. We aim to give high-quality education which enriches and inspires students and enables them to reach their full academic and personal potential.

On young people, we believe that the City of London Corporation and City businesses have a responsibility to play their full part in supporting young people in developing their skills, for the good of society, community and the economy.

On skills, we know London's competitiveness is hinged on its ability to attract and retain a workforce with a broad range of skills. That is what makes our economy a global success and a hub for innovation.

And on housing, we realise without truly affordable housing, we will no longer be able to maintain the diversity of London's communities, which is an integral part of the capital's success as a global city. Unaffordable housing is damaging to London's competitiveness as it makes it harder for businesses to attract new staff.

Key statistics:

In 2015/16 we introduced 2,800 young people to financial and professional services jobs through aspiration-raising activities and taster visits to City businesses.

The City of London Corporation employs dozens of apprentices every year, giving vital work experience to young people.

We provide council housing across seven London boroughs (City of London, Hackney, Islington, Lambeth, Lewisham, Southwark and Tower Hamlets).

We manage over 2,000 social households and 1,000 local authority leaseholds – and we look after over 2,000 private tenants in the Barbican Estate.

Our charity City Bridge Trust awarded Over 7,300 grants totalling more than £344,000,000 to organisations across the capital between September 1995 and March 2016.

Over the last 10 years City Bridge Trust has made over 2,500 grants totalling more than £174million.

ends

THE CoLC CORE MESSAGE ON RESPONSIBLE BUSINESS, PHILANTHROPY AND GIVING

Our aim:

The City of London Corporation aims to encourage, support and celebrate responsible City businesses, residents and workers to change the lives of hundreds of thousands of Londoners.

How we do this:

- We encourage through leading by example with responsible business practices and with CoLC's charity-funder The City Bridge Trust, London's biggest independent grant giver, making grants of £20 million a year to tackle disadvantage across the capital.
- We support businesses to recruit inclusively, procure responsibly, and encourage employee volunteering, including through the Heart of the City network and through City Philanthropy which aims to encourage a new generation of city workers to give their money, time and talent.
- We celebrate with The Lord Mayor's Dragon Awards which reward long-term involvement by London businesses to help local communities and with City Giving Day organised by the Lord Mayor's Appeal which recognises the contribution of businesses and their employees.

Why we do this:

We do this because we believe that the City of London Corporation and City businesses have a responsibility.

We have a responsibility to create a more fair, inclusive and sustainable society.

And we have a responsibility to do this not only through what we give in terms of volunteering and donations but also through how we act within our organisations.

We want people to give their skills, time and money.

We also want them continually to build businesses where responsibility is central to all their decisions, all their activities and all their workers at all levels.

Key statistics:

- The City Bridge Trust is London's biggest independent grant giver, making grants of £20 million a year to tackle disadvantage across the capital.
- It has awarded over 7,000 grants totalling more than £320,000,000 to organisations across the capital over the last decade.
- In 2015 more than 18,000 applicants volunteered to work in deprived communities across London.
- In 2015 £6m worth of volunteering hours given by applicants in deprived communities across London
- In 2015, 5000 work, internship and training opportunities were created by CoLC and Dragon Award applicants.

THE CoLC CORE MESSAGE ON SUPPORTING OUR CULTURE

Our aim:

The City of London Corporation aims to keep the Square Mile as the creative heart of a world-leading city of culture. We know culture enriches us all; unlocking imagination, creativity and innovation.

How we do this:

- We invest £80m every year in heritage and cultural activities of all kinds. We are the country's biggest funder of culture after the Government, the BBC and the Heritage Lottery Fund.
- We support a range of arts institutions, including the Barbican Centre, Guildhall School of Music & Drama, the London Symphony Orchestra and the Guildhall Galleries.
- We help develop big projects of national significance such as the new Centre for Music and a new Museum of London.
- We work with our partners, Londoners and the world to take culture beyond the Square Mile.
- We take culture onto the streets with special events such as Sculpture in the City
- We care for our heritage through institutions such as London Metropolitan Archives, The Monument, Keats House, and Tower Bridge.

Why we do this:

We understand culture has always been woven into the fabric of the City of London from the gladiatorial struggles of the Roman amphitheatre to showcasing world-leading exhibitions and performances in the Barbican

We recognise as part of our role as the steward of the Square Mile we need to protect and promote culture. We need to invest in our cultural assets to continue our long history of philanthropic giving and ensuring they prosper for future generations

We recognise that culture, open and available to all, is part of what attracts people to work in, live in and visit the City.

We are keen to encourage visitors by being welcoming, open and keeping art and culture at the heart of the City experience.

We understand an open, collaborative, enriching cultural environment will keep art and culture at the heart of the greatest City in the world.

Key statistics:

The Barbican Centre, funded primarily by the City of London Corporation, welcomes 1,500,000 visitors every year.

Mansion House, the home of the Lord Mayor, is a Grade 1 Listed building and home and of a world-renowned collection of Dutch and Flemish paintings.

Guildhall School of Music & Drama has over 800 students in higher education, drawn from nearly 60 countries around the world.

Guildhall Art Gallery holds 4,000 pictures collected by the City since the 17th century.

The London Symphony Orchestra performs to over 100,000 people in London annually, a further 100,000 overseas and its broadcasting, recording and filming reaches a global audience of over 10,000,000.

The Museum of London which tells the story of London cares for more than two million objects in its collections and attracts over 400,000 visitors per year.

In and around the City of London are a host of other cultural institutions including the City churches and St Paul's Cathedral, The Bank of England Museum, Bishopsgate Institute, The British Postal Museum and Archive, Dr Johnson's House, St Bride Foundation and Bridewell Theatre, St Ethelburga's Centre and Wesley's House and Chapel.

ends

THE CoLC CORE MESSAGE ON SUPPORTING OUR HERITAGE

Our aim:

The City of London Corporation aims to fulfil its historic role as the steward of the unique heritage of the Square Mile. We recognise the importance of heritage to our national life and identity.

How we do this:

- We own and manage key institutions such as Tower Bridge, The Monument, London Metropolitan Archives, the Guildhall Galleries, Keats House, the Guildhall Library and the City Information Centre besides St Pauls.
- We fund, alongside the Greater London Authority, the Museum of London which tells the story of London, cares for more two million objects in its collections and attracts more than 400,000 visitors per year.
- We work in partnership with those who look after other iconic heritage sites in and around the City of London including St Paul's Cathedral, HM Tower of London, the City churches, Livery Halls and other museums and historic houses including Bank of England Museum and Dr Johnson's House.

Why we do this:

We recognise our shared heritage and culture is an important part of the life of every Londoner and it contributes to our national life and our identity.

We realise the richness of our heritage and our shared culture are part of what attracts businesses to the City and London.

We understand the preservation of our world-class heritage as the birthplace of London helps makes London a world-class city.

We know our heritage is enjoyed by many who live, work and travel to the City of London Corporation.

Our heritage enriches our lives.

Key statistics:

The City of London Corporation invests £80m per annum in heritage and cultural activities of all kinds. We are the biggest funder of culture after the Government, the BBC and the Heritage Lottery Fund.

Tower Bridge is recognised as the most famous bridge in the world and generates over £3m a year for the benefit of City Bridge Trust.

The Monument is the column erected to mark the Great Fire of 1666 and attracts over 200,000 visitors per annum.

London Metropolitan Archives is the second largest record office in the UK, after The National Archives which combines the City's archives dating back to 1067 with collections on London as a whole.

The original Guildhall Library founded in the 1420s was England's first public library.

The Guildhall Art Gallery is the home and display space for the City's art collection which dates back to the late 17th century.

Keats House is the house in Hampstead where John Keats who was born in the City lived and met his fiancée Fanny Brawne and is now owned and managed by the Corporation as a museum.

ends

THE CoLC CORE MESSAGE ON PROVIDING GREEN AND OPEN SPACES

Our aim:

The City of London Corporation aims to protect and conserve historic and natural green and open spaces for recreation, nature conservation and public health and wellbeing.

How we do this:

- We protect and conserve 18 major green spaces in London and south east England – including the two ancient woodlands - and over 200 smaller ones in the Square Mile alone. They include important wildlife habitats, sites of scientific interest and national nature reserves. They are protected from being built on by special legislation.
- We fund green spaces across London. Our green spaces, most of which are charitable trusts, are run at little or no cost to the communities that they serve. They are funded by over £28million a year from the City of London Corporation, together with donations, sponsorship, grants and income generated on site.
- We support communities through sport and recreation. Hampstead Heath in Camden is the home of cross-country running. It has four swimming facilities, an athletics track, football, rugby and cricket pitches, bowls, croquet, tennis, golf and table tennis. Wanstead Flats in Redbridge is home to five amateur football leagues, over 50 clubs, 60 football pitches and 125 teams. Footballing icons like David Beckham, Jermaine Defoe, John Terry and Ledley King all began their careers here. Many of our other green spaces support their local communities with sporting opportunities, like community cricket and tennis in West Ham Park and horse riding and cycling in Epping Forest.
- We promote education through the natural world through learning programmes across our sites. At Hampstead Heath the education team delivers high-quality sessions to schools reaching almost 10,000 students per year. We are committed to reaching the young people and local communities who live near our green spaces, to enable them to connect with the natural world on their doorsteps.

Why we do this:

We do this because we believe that the City of London Corporation has a responsibility to use its resources to protect green spaces for the public good in London and south east England.

Our commitment to protecting green spaces dates back to the 1870s when we responded to the rapid disappearance of many public open areas – often to private developers – by starting on an ambitious project to safeguard these vital sites. This policy was the inspiration behind the Green Belt movement designed to protect the countryside around other British cities from urban sprawl.

Key statistics

We manage 11,000 acres of green space in London and south east England.

Our green spaces attract over 23 million visits every year.

We invest over £28m in our green and open spaces every year.

THE CoLC CORE MESSAGE ON KEEPING THE CITY SAFE

Our aim:

To maintain the City of London as one of the safest cities in the world for residents, workers, businesses and visitors - and to protect the wider UK from economic crime.

How we do this:

- The City of London Corporation has its own police force – the City of London Police – who are responsible for law enforcement within the Square Mile. Their priorities, set out in their latest Policing Plan, are:
 - *Counter Terrorism* – working with partners to deter, detect and disrupt terrorist activity
 - *Fraud* – acting as the National Lead Force and preventing and reducing the amount of crime within the City's financial markets
 - *Public order* – making sure the people living, working and visiting the City feel safe
 - *Cyber crime* – investigating and tackling cyber crime effectively and helping prevent individuals and businesses from becoming victims of cyber crime
 - *Safer roads* - reducing the number of people killed or seriously injured on the City's roads
 - *Victim based crime* – reducing the amount each year and using intelligence and our community policing to achieve this
 - *Antisocial behaviour* – preventing it from occurring and when it does dealing with it effectively.
- We maintain a network of surveillance cameras that operate in and around the Square Mile, also known as the 'Ring of Steel.'
- Our Emergency Planning team plan for how we would respond to an incident, arrange training and take part in local and national exercises to help make sure the City is as best as prepared as possible.
- We try to reduce road danger on the City's streets through highway redesign, speed reduction measures and innovative programmes for making streets safer for vulnerable road users.
- We organise and provide facilities to ensure the numerous large-scale events that take place in the Square Mile do so safely.

Why we do this:

- Even though crime levels are amongst the lowest in the country, we are not complacent about tackling crime.
- We want to maintain the City's competitiveness on the global stage and part of that is ensuring businesses based here face fewer risks and that ensuring residents and workers feel safe here.
- The City of London Police also fulfils a national role tackling fraud and other serious crime.

Key statistics:

- There has been some form of policing in the City of London since Roman times.
- Over 1,000 people work for the City of London Police, including more than 700 police officers.
- The number of recorded offences in the city in 2014/15 was 5,318, according to Home Office figures – down from 5,441 the previous year.

- City of London Police looked after 93 visits by members of the Royal Family to the City in 14/15 – up from 70 the previous year.
- There has been no report of any firearm discharged in the City of London for the last three years.

ends

THE CoLC CORE MESSAGE ON HOW THE CITY IS GOVERNED AND ORGANISED

Who are we:

- The City of London Corporation is the oldest elected municipal governing body in the world. It operates through its Lord Mayor, Aldermen and common councilmen (equivalent to councillors), collectively the Court of Common Council, who represent and act in the interests of residents, workers, visitors and businesses in the City.

How we do this:

- The City is divided into 25 wards. Each ward elects one alderman and two or more common councilmen (councillors) - depending on its size. There are 125 members in total. All but one of the current members was elected as an independent rather than on a party ticket.
- Elections for councillors are held every four years; aldermen are elected for six-year terms. There are two categories of voters: residents and workers. Businesses can nominate a number of voters depending on their size.
- The Common Council, the primary decision-making body, meets every four weeks and focuses on the reports of committees and debates questions and motions.
- The Lord Mayor presides over the Court of Common Council. He or she holds office for one year and represents and champions the UK's financial and professional services sector both in the UK and with key international markets.
- Like other local authorities many decisions are recommended by the committees but have to be agreed by the full Council.
- After these decisions are made they are carried out by the officers whose job it is to deliver the particular service. The Town Clerk and Chief Executive is the lead officer.
- The lead committee is the Policy and Resources Committee. The Chairman of this committee is the nearest equivalent to the leader of other local authorities and can serve for up to five years. He or she takes the lead in the development of policies to support the financial and professional services industry in the UK and in the running of the City Corporation generally.

Why we do this:

- We have a long and complicated history and many of our traditions and ceremonies continue to this day. But we also have a modern outlook that matches that of the City we serve.
- While we champion the financial and professional services sector, we still work closely with other London boroughs serving the whole of the capital and carry out traditional local authority services like street cleaning, planning and licensing.
- We have a different election practices to other local authorities, but that is because of our unique history and the fact that the makeup of the City is dominated by workers and businesses, rather than residents.
- We generally stay above the fray of party politics which enables us to take a long-term view and have continuity.

Key statistics

- We are older than Houses of Parliament with many of the ancient rights and privileges enjoyed by citizens found before the Norman Conquest in 1066.
- The boundaries of the City roughly follow the old Roman City of London stone walls and measure one mile by one mile – hence the “Square Mile” name.
- Currently more than 3,500 staff are employed by the City of London Corporation.

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THE CoLC CORE MESSAGE ON OUR KEY POLICIES

The City of London Corporation agrees policy positions to support its strategic aims backed up by proper research and consultation.

We want to deliver the right message to the right people at the right time.

This document is not meant as a comprehensive list of all our policies but to give members and officers an at-a-glance guide to our key policy priorities with a simple aim: getting the right outcomes.

Europe: The City Corporation agreed on 3 March 2016 to support the UK remaining in the EU. We believe access to the single market in financial services provides significant benefits for the UK financial services industry, the economy as a whole and for consumers.

Housing: We are committed to build 3,700 new homes by 2025 – our biggest house-building programme since the completion of the Barbican estate in 1976. We believe London's housing shortage is the most pressing economic and social issue the capital faces.

Aviation: The City's position as a global financial centre is heavily dependent on its air connections to the rest of the world, especially to emerging markets. We support The Davies Commission's conclusion that a third runway at Heathrow is the most efficient and effective means of increasing the kind of connectivity that London needs to remain competitive. The Report's findings should now be implemented without delay.

Employability and Skills: The City of London Corporation works to increase the skills and employability, particularly in the City's neighbouring boroughs to help young people access the many employment opportunities in London.

Air quality: Poor air quality is harming the health of everybody who visits, lives and works in London. We need a co-ordinated approach on the part of Government, the Mayor's office, boroughs and businesses to tackle this problem.

Centre for Music: We are working on proposals for a new world class Centre for Music after a feasibility study showed that there is a clear economic case for a new concert hall which would also give an economic benefit the UK economy of around £890 million.

Museum of London: The Museum of London announced its ambition to relocate to a new site in West Smithfield by 2021. The City of London Corporation will work with the Greater London Authority and the Museum of London to realise this ambition.

Devolution: London must not be forgotten as progress is made towards increased fiscal powers in other regions. Increasing London's control over key investment spending decisions would safeguard its international competitiveness and could help drive economic growth across the whole of the UK.

EU reform: If the UK votes to remain in the European Union, we will vigorously support the Government in implementing the reforms agreed in the renegotiation. We will also work to ensure that the financial services industry plays a pivotal role in creating jobs and growth across the Union.

European Banking Union: We believe the European Banking Union is necessary to resolve the ongoing Eurozone crisis, but must not undermine the Single Market.

Capital markets Union: The City of London supports the Capital Markets Union, which could encourage growth by providing an accessible alternative to bank finance for firms of all sizes across the EU.

RMB: We want increasing international use of Renminbi to help facilitate trade between China and the West, with London as the western hub for Renminbi trading.

Office space: We need additional office floorspace in the City for jobs and growth so we object to relaxing planning restrictions on converting offices into homes and through our own planning policies facilitate a good supply of new office space.

Transport: The City Corporation particularly welcomes the diverse rail and tube improvements to increase capacity to and across central London.

Crossrail: The City Corporation has contributed £150 million towards Crossrail which will alleviate congestion on London Underground and provide extra capacity. Our research estimates that once running, Crossrail will bring an extra one million new visitors and tourists to the City a year.

The Super Sewer: The City supports the proposed Thames Tideway Tunnel in principle but has expressed concerns about details of the project, including the scope of the legal powers and exemptions sought by Thames Water, and the lack of protection for the public right of way along the Thames Path.

The Cycle Superhighway: The City Corporation supports the creation of segregated cycle routes in London, in principle. However, the proposals brought forward by TfL do not strike the right balance of interests between cyclists and other road users, particularly pedestrians.

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Committee(s)	Dated:
Public Relations & Economic Development Sub (Policy & Resources) – for information	6 June 2016
Subject: Party conference activity, 2016	Public
Report of: Director of Economic Development	For Information
Report author: Peter Cannon, Corporate Affairs Officer	

Summary

The City of London Corporation is planning to hold private roundtables and dinners at the 2016 party conferences of the Liberal Democrats (19th September), Labour (26th September) and the Conservatives (3rd October). This helps maintain productive relationships with politicians from across the main parties and facilitate critical policy debates. This year, the roundtables will focus on skills and employability.

Recommendation

Members are asked to note the contents of this report.

Main Report

Background

1. City of London Corporation attendance at the Liberal Democrat, Labour and Conservative party conferences since 1994 has been an important way of maintaining contact with politicians representing national and local government and the opposition, and of being present at important policy debates.
2. At the Public Relations & Economic Development Sub Committee meeting on 18th February 2016, the Sub Committee agreed that the City Corporation should organise invitation-only roundtable events and invitation-only dinners at the Liberal Democrat, Labour and Conservative party conferences.

Current Position

3. The Liberal Democrat party conference is taking place from 17th September to 20th September in Brighton. The City Corporation is organising a private roundtable event on employability on 19th September in the morning with the Centre Forum think tank, including guests from Parliament, local government, business and the education sector. On 19th September in the evening, the City Corporation will host a private dinner with guests from Parliament, local government and business invited along with Members and officers.

4. The Labour party conference is taking place from 25th September to 28th September in Liverpool. The City Corporation is organising a private roundtable event on the role of financial services in tackling youth unemployment on 26th September in the morning with the Smith institute, including guests from business, Parliament, local government and the third sector. On 26th September in the evening, the City Corporation will host a private dinner with guests from Parliament, the GLA, local government and business invited along with Members and officers.
5. The Conservative party conference is taking place from 2nd October to 5th October in Birmingham. The City Corporation is organising a private roundtable event on skills and financial services on 3rd October in the morning with the Bright Blue think tank, including guests from Government, local government, business and the education sector. On 3rd October in the evening, the City Corporation will host a private dinner with guests from Parliament, the GLA, local government and business invited along with Members and officers.
6. The Corporate Affairs team will also seek relevant speaking opportunities and opportunities for meetings for the Policy Chairman at all three conferences.

Conclusion

7. The roundtable events at these three party conferences will be an opportunity for the City Corporation to engage with senior politicians on policy issues which are of interest to the City. The City Corporation's dinners and other meetings will also help to maintain and build relationships with relevant politicians and stakeholders from each of the main parties.

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