

GENERAL PURPOSES COMMITTEE OF ALDERMEN
Tuesday, 3 December 2024

Minutes of the meeting of the General Purposes Committee of Aldermen held at
Committee Room - 2nd Floor West Wing, Guildhall on Tuesday, 3 December 2024 at
10.00 am

Present

Members:

Alderman Sir William Russell (Chairman)
Alderman Sir Charles Bowman (Deputy Chairman)
Alderman Sir Andrew Parmley
Alderman Sir Peter Estlin
Alderman Vincent Keaveny, CBE
Alderwoman Dame Susan Langley, DBE
Alderman Alison Gowman CBE
Alderman Timothy Hailes JP
Alderman & Sheriff Gregory Jones KC
Alderman Prem Goyal, OBE
Alderman Professor Emma Edhem
Alderman Bronek Masojada
Alderman Alexander Barr
Alderman Christopher Makin
Alderman Tim Levene
Alderwoman Jennette Newman
Alderman Kawsar Zaman
Alderwoman Martha Grekos
Alderman Simon Pryke
Alderwoman Elizabeth Anne King, BEM JP

Officers:

Ian Thomas, CBE	- Town Clerk and Chief Executive
Gregory Moore	- Deputy Town Clerk
Jen Beckermann	- Private Secretary to the Policy Chairman and Destination City SRO
Gemma Stokley	- Town Clerk's Department
Rhiannon Leary	- Executive Officer to the Court of Aldermen
Frank Marchione	- Principal Lawyer
Caroline Al-Beyerty	- The Chamberlain
Benjamin Chen-Sverre	- Chamberlain's Department
Paul Wright	- Remembrancer
Caroline Jack	- Executive Director, Private Secretary to the Lord Mayor
Gill Gutteridge	- Events Manager, Mansion House

1. **APOLOGIES**

Apologies for absence were received from The Rt. Hon. The Lord Mayor, Alderman Alastair King, Alderman Sir Nicholas Lyons, Alderman Professor Michael Mainelli, Alderman Robert Howard, Alderman & Sheriff Gregory Jones and Alderman Robert Hughes-Penney

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

There were no declarations.

3. **MINUTES**

The Committee considered the minutes of the last meeting of the General Purposes Committee of Aldermen held on 15 October 2024.

RESOLVED: - That the minutes of the last meeting of the General Purposes Committee of Aldermen held on 15 October 2024 be approved as an accurate record of the meeting.

Chairman's Congratulatory Remarks

The Chairman reported that Alderwoman Dame Susan Langley had recently made the FT list of 'Leading with Kindness' and also the Spears Power List – he mentioned that he was aware that she is particularly proud of the first of these. The Committee joined the Chairman in offering their congratulations.

The Committee were encouraged to continue to feed in news of any similar achievements/accolades worthy of note going forward.

4. **APPOINTMENTS:**

RESOLVED: - That the General Purposes Committee agree:

a) City & Guilds of London Institute

To approve the appointment of Alderman & Sheriff Gregory Jones to the City & Guilds of London Institute for a term ending April 2026.

b) The Committee of Aldermen to administer the Sir William Coxen Trust Fund

To approve the appointment of Alderman Simon Pryke to the Committee of Aldermen to administer the Sir William Coxen Trust Fund, for a three-year term.

5. **PRESENTATION - DESTINATION CITY**

The Chairman welcomed the Private Secretary to the Policy Chairman and Destination City SRO who presented on the Destination City Programme.

The presentation covered the following points:

- The former Destination City Programme – focused on transforming the City into a leading leisure destination in the context of a significant reduction in footfall in the aftermath of the pandemic.

- The new Destination City Programme – an enhanced initiative that goes beyond promoting the City as a leading leisure destination and becomes the growth strategy for the Square Mile.
- New ambition – to position the City as an even more magnetic destination – for businesses, worker and visitors.
- Destination City in the broader context of initiatives across the organisation – Innovation & Growth, the Resident Reset/City Belonging for example.
- Plan of Collective Action – breaking down siloes, both internally and externally.
- Major Workstreams/Key Actions – improving pedestrian connectivity between places, developing a consistently lively and animated ground floor experience, establishing a premium concierge service for relocating businesses, driving footfall Friday-Monday. Re-evaluation of social media strategy and possible partnership approaches, ensuring lease conditions in relevant commercial areas reflect a curated and appealing visitor experience, encouraging relevant services working with young people to prioritise school visits that align with Destination City priorities.
- New Destination City Programme Hub to be established with recruitment currently underway – designed to provide a strategic and advisory function and support programme delivery.
- Factors for Growth – footfall (daytime v nighttime? Weekday v weekend?) spend.
- The City's USPs
- Attracting workers – days in the office

The Chairman thanked the Private Secretary to the Policy Chairman and Destination City SRO for her presentation and invited questions from the floor.

An Alderman commended the initiative and commented that proposals to break down siloes such as through the creation of the new Hub would be critical to its success. He went on to say that this was a Corporation asset in which all had a stake, he therefore encouraged all on the Court of Aldermen to actively engage with and help take this forward. He went on comment on the current absence of a Communications Strategy which was a weakness to rectify in order to better weave together the narrative around this. With reference to the Lord Mayor's Show, he also felt that this should be plugged into the Programme and was equally a corporate asset.

An Alderwoman commented that this was a huge, city-wide programme and therefore queried how quickly the key priorities could be met.

Another Alderman questioned if there was any collaboration with City BIDs on the programme. He also questioned how the programme would encompass all Wards in the City, particularly residential Wards.

An Alderman queried whether there was any inherent conflict between promoting the City specifically as a financial centre as opposed to other major cities such as Cardiff, Belfast or Edinburgh given the Lord Mayor's designated role of promoting the whole of the UK in terms of financial and professional

services. He went on to question what more might be done to attract visitors from diverse communities and different faiths to the City.

Another Alderman queried when the programme might be up and running under the direction of the new Hub and to whom Members should submit any ideas going forward. She went on to query the role of and focus on residents here.

The Deputy Chairman picked up the point around City BIDS and queried their terms of reference and how the Destination City Programme could most effectively work alongside them in terms of delivery and animation.

The Private Secretary to the Policy Chairman and Destination City SRO reported that in addition to wide Member engagement she had also been engaging with her peers across the organisation and with various SLT groups in an attempt to avoid silo work. She enthusiastically agreed that both this programme and events such as the Lord Mayors Show were major corporate assets that, in terms of the latter, was not just about the day itself but about the wider story that the Corporation had to tell.

The Committee were informed that it was important to note that it would not be possible for the Programme to engage all stakeholders signposted to date or to achieve all desired outcomes in terms of growth and promotion. With specific reference to residents, it was noted that the correct vehicle through which specific offerings here would be driven and promoted was the Resident Reset.

In terms of timelines and measures of success, Private Secretary to the Policy Chairman and Destination City SRO reported that she had spent a lot of time meeting stakeholders both internally and externally (including the BIDS) in an attempt to better understand the key changes that the programme was trying to effect, collating data around this and then focusing on 2-3 key points to hone in on before embedding this practice to build upon further. With further reference to the BIDS, the Committee were informed that these were important delivery partners at a hyper-local level. It was acknowledged that the City Corporation were not always an easy or specific partner to work with and one of the key ambitions of the Destination City Programme was therefore to better articulate what growth looks like for the City, through which metrics/mechanisms this would be measured and how partners could best help deliver on this more specific, common purpose.

In response to the query around any inherent tensions, the Private Secretary to the Policy Chairman and Destination City SRO reported that both the work undertaken by Innovation & Growth and the Destination City Programme were driving for growth and prosperity across the nation, including the Square Mile. She added that moving the Programme away from Innovation and Growth would also help alleviate any tension and that the role of the Lord Mayor around enhancing the profile of financial and professional services would only enhance the work undertaken by the Programme.

In terms of offerings for diverse communities, it was reported that when breaking down the demographics of the Programme's audiences, understanding what offerings different communities would like to see and how they might prefer to use their leisure time would be an important component.

In terms of timings, it was hoped that the Hub would be established and operating by March 2025.

In response to further questions, the Private Secretary to the Policy Chairman and Destination City SRO reported that the juxtaposition between the historic City and its modernity provided the Square Mile with a very unique story that it needed to be better at promoting and showcasing going forward. She emphasised that the City BIDs were very keen to work with the Corporation on this but that the onus was on the City to better articulate its ask in the first instance. In terms of signposting, the Committee were informed that discussions had already been held with Whitbread, the owners of Premier Inn, the Uks biggest hotel brand, on their City stay statistics. The City Corporation were keen to explore what City based 'content' could perhaps be pushed to those customers making bookings in the City going forward. Conversations as to better physical and electronic signposting of certain events on the City's streets were also now underway.

6. PRESENTATION -THE FINANCIAL SERVICES GROUP OF LIVERY COMPANIES (FSG) - MAYORAL AND CITY BRIEFING 2024

The Chairman welcomed and introduced Mark Johnson and Rob Wirszycz – both members of the Financial Services Group (FSG) of Livery Companies.

It was noted that a copy of the 2024 FSG Mayoral & City Briefing had been circulated to all ahead of the meeting for context.

Mr Johnson and Mr Wirszycz reported that the FSG was made up of 15 Guilds and Livery Companies who were active in their current professions. They spoke on the purpose of the briefing and how this had been developed. Last year had seen the Group produce a paper for the immediate past Lord Mayor who had responded with feedback seeking further challenge in future such reports. This year's version therefore more proactively highlighted areas where the Group felt they might be able to assist the current Lord Mayor in achieving his objective of 'Unleashing Growth' as opposed to being purely complimentary of the City.

In terms of the key points emerging from the briefing, the following were highlighted to the Committee:

- The need to avoid London & the City becoming less relevant and less globally competitive;
- The focus of Regulation & Regulators should be to enhance competitiveness - not blunt it;
- The City is only as good as its talent pool – the need to cast our net wider;

- The need to reverse the decline in the influence and attractiveness of the LSE;
- The path to 'net zero' provides London with an opportunity for global leadership;
- The City must embrace the potential for AI while appropriately managing the risks;
- All stakeholders need to come together to develop a long-term vision for the City.

During the process of gathering information for the briefing, contributors were also asked to identify headwinds and tailwinds which were highlighted to the Committee. The key message here was the need for early risk identification alongside appropriate mitigation to help maintain the attractiveness of the City as a Financial and Professional Services Centre and avoid any 'chipping away' of this. It was underlined that the City had many 'bright spots' but the presenters warned against any form of complacency and highlighted the need to defend and build London and the City's position.

The presenters concluded by articulating that the FSG would like to explore a formal route for their views to input into City Corporation Strategy and were keen to be more productive and help create a shared risk register and mitigation plan for the City. They welcomed any feedback as to how the document and any future interaction with the FSG might be improved going forward.

The Chairman thanked both for their contributions and invited questions from the floor.

An Alderman questioned what the FSG's top priority was and what their solution to tackling this might be. Mr Johnson reported that the FSG was going through an inflection at present and were looking to be a lot more focused going forward. The Group would be meeting later this month to hone in on their top 5 priorities. The Aldermen commented that the Livery was a key element here in terms of developing a common agenda. Mr Wirszycz highlighted that the notion of a risk register was important here as this would be a mechanism by which multiple parties might work together to solve and mitigate issues.

Another Alderman queried where the FSGs value add might be and stated that, to his mind, this was around condensing the sectoral expertise within the Group and across the Livery to act as a conduit here which was hugely powerful. Mr Johnson and Mr Wirszycz concurred with these points and noted that the Livery was not a trade association but was made up of individuals, many of whom had had very successful careers and were still active in their respective fields. The marrying together of this in the way that the Alderman had already described made for extremely valuable input.

An Alderman spoke to commend the format of this year's briefing – synthesising the key themes across all 15 companies. He added that the connection with the various trade bodies was also interesting to note, observing that such bodies within various specialist sectors were not always the most

effective at coordinating on points of common interest. This could therefore be an areas where the FSG plugged a gap.

Another Alderman commented upon the diversity deficit and queried what Livery initiatives might be underway to help address this and whether the Court of Aldermen may be able to assist in this endeavour. He also queried whether any thought had been given to including the GLA and the Mayor of London to help with the bigger picture issues highlighted within the briefing and the presentation. The presenters stated that they would be interested in input from the Court of Aldermen as to how they might engage the Mayor of London politically and practically going forward. With regard to diversity, it was acknowledged that this was top of the agenda for many Liveries at present with many now already making progress in the right direction. It was, however, recognised that this was still very much a work in progress. Many Livery Companies were also looking to outreach which also needed to increase going forward in terms of creating a pathway from schools and families into City professions, ensuring that the message of the City being a place for all was well communicated.

In terms of the ask put forward by the FSG at the end of their presentation, the Deputy Chairman undertook to feedback to the Group on the specific questions posed.

7. LIVERY CLOTH - AWARD OF ANNUAL GRANT

The Committee considered the award of the Annual Livery Cloth grant – a sum of £1,700.

RESOLVED: - That the annual Livery Cloth grant of £1,700 be awarded to Providence Row.

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

There were no questions.

9. ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT

There were no additional, urgent items of business for consideration.

10. EXCLUSION OF THE PUBLIC

RESOLVED - That, in accordance with the Court of Aldermen's Disclosure Arrangement (Standing Order 25), the public shall be excluded from the meeting for the following items of business on the grounds that the Chairman and Deputy Chairman of the General Purposes Committee of Aldermen have determined, having had due regard to the Disclosure Arrangement, that disclosure should not be permitted.

11. NON-PUBLIC MINUTES

The Committee considered and approved the non-public minutes of the last meeting of the General Purposes Committee of Aldermen held on 15 October 2024.

12. **PROPOSED 2025/26 REVENUE BUDGET**
The Committee considered a joint report of the Chamberlain, the Town Clerk and the Remembrancer presenting the annual submission of the revenue budgets overseen by them.
13. **REVENUE OUTTURN 23/24**
The Committee received a joint report of the Chamberlain, the Town Clerk and the Remembrancer comparing the revenue outturn for the services they had overseen in 2023/24 with the final approved budget for the year.
14. **MANSION HOUSE - INCOME GENERATION 2023 - 24 & HIRE CHARGES 2025 - 26**
The Committee considered and approved a report of the Executive Director & Private Secretary to the Lord Mayor Mansion House reviewing income generation in the 2023-24 Financial Year, providing a brief update on the implementation of the Mansion House commercial strategy, recommending future rates to be agreed for the 2025-26 Financial Year and highlighting other relevant issues.
15. **FINANCE UPDATE ON THE MANAGEMENT FOR THE EMANUEL HOSPITAL (CHARITY REGISTRATION NUMBER 206952)**
The Committee considered and approved a report of the City Bridge Fund Finance Director (representing the Chamberlain) setting out the Emanuel Hospital Charity's financial position as at the most recent year end (2023/24) and in the period to date (5 months to 31 August 2024), with a forecast for the remainder of the 2024/25 financial year alongside a cash flow forecast from 2024/25 up to 2031/32.
16. **RISK REGISTER FOR EMANUEL HOSPITAL CHARITY (CHARITY REGISTRATION NO. 206952)**
The Committee considered and approved a report of the Acting Managing Director of City Bridge Foundation and Chief Charities Officer providing a key Risk Register of the Emanuel Hospital Charity.
17. **REPORT OF ACTION TAKEN**
The Committee received a report of the Town Clerk advising of action taken by the Town Clerk, in consultation with the Chairman and Deputy Chairman of the General Purposes Committee of Aldermen, in accordance with Standing Order No. 46 (Court of Aldermen).
18. **MINUTES OF THE COMMITTEE OF ALDERMEN TO ADMINISTER THE SIR WILLIAM COXEN TRUST FUND**
The Committee received the minutes of the last meeting of the Committee of Aldermen to Administer the Sir William Coxen Trust Fund held on 16 October 2024.
19. **MINUTES OF THE EMANUEL HOSPITAL MANAGEMENT SUB-COMMITTEE**
The Committee received the minutes of the last meeting of the Emanuel Hospital Management Sub-Committee held on 23 October 2024.

20. **ALDERMANIC STRATEGY GROUP THREE UPDATE**

Aldermanic Strategy Group Three updated the Committee on progress following the launch of the 'Court of Aldermen 2024' document.

21. **KEY COMMITTEE ISSUES**

Aldermen were given the opportunity to report on recent, wider Committee issues of strategic importance.

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

There were no questions raised in non-public session.

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

An item concerning the Lord Mayor's Appeal was raised.

The meeting ended at 11.55 am

Chairman

Contact Officer: Gemma Stokley
gemma.stokley@cityoflondon.gov.uk