

**COMMUNICATIONS & CORPORATE AFFAIRS (POLICY & RESOURCES)**  
**COMMITTEE**

**Wednesday, 6 September 2023**

**Minutes of the meeting of the Communications & Corporate Affairs (Policy & Resources) Committee held at the Guildhall EC2 at 2.00 pm**

**Present**

**Members:**

Deputy Keith Bottomley (Chairman)	Jason Groves
Deputy Christopher Hayward (Deputy Chairman)	Deputy Madush Gupta
Emily Benn	Helen Fentimen
Alderman Prem Goyal	Deputy Charles Edward Lord
Deputy Shravan Joshi	
Catherine McGuinness	

**Officers:**

Emily Tofield	- Executive Director of Corporate Communications and External Affairs
Kristy Sandino	- Corporate Communications and External Affairs
John Park	- Corporate Communications and External Affairs
Paul Wright	- Deputy Remembrancer
Philip Saunders	- Remembrancer's Department
Bruce Hunt	- Remembrancer's Department
Will Stark	- Remembrancer's Department
Polly Dunn	- Town Clerk's Department
Jennifer Beckermann	- Executive Director and Private Secretary to the Chairman of Policy & Resources Committee
Emily Slatter	- Office of the Policy Chairman

**Members observing online:**

Deputy Rehana Ameer  
Tijs Broeke

**1. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Alderman Michael Mainelli, Ruby Sayed and Caroline Haines. Deputy Rehana Ameer and Tijs Broeke also issued apologies, but were observing the meeting online.

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

There were no declarations of interest.

3. **MINUTES**

The Town Clerk confirmed that Jason Groves was omitted from the attendance list, in error.

**RESOLVED** – That the public minutes and summary of the meeting held on 14 June 2023 be approved as a correct record subject to the addition of Jason Groves to the attendee list.

4. **OUTSTANDING ACTIONS**

Members received a report of the Town Clerk concerning outstanding actions of the Sub-Committee.

- 3/2022/P will be closed off later this year when the Sub-Committee received the next Party Conference Update report.
- 1/2023/P would be closed off as this had been actioned.
- 2/2023/P – the Environment Department was undertaking further exploratory work with the City Surveyor's ahead of an update to Resource Allocation Sub-Committee (which was now responsible for Operational Property). Until then the communications campaign was paused.

**RESOLVED**, that the report be noted.

5. **CORPORATE COMMUNICATIONS & EXTERNAL AFFAIRS REPORT**

Members received a report of the Executive Director of Corporate Communications and External Affairs regarding an update on the Department's work.

Members acknowledged there was a lot of work to do in this area to draw together the various facets of the City as a complex, historic, organisation, and expressed support for the new Executive Director in considering a new strategy.

It was felt that some areas of engagement had not yet been mastered (e.g. with the residential community) and that campaigns such as the City Belonging could be a good vehicle for improvement.

Whilst helpful to have a report that reflected actions taken, it was requested that future iterations have a more detailed 'forward look'.

The success of the Mansion House Compact was noted, and thanks given to all those involved in its development.

There was some concern expressed over the use of the Advertising Value Equivalent metric and consequently a question was raised over the right mechanism for the City Corporation to better evaluate the success of any Communications Strategy. It was speculated that this would likely require greater staffing resource, but that co-ordinating the pockets of communications teams/officers across the organisation and its institutions, may help.

The Sub-Committee requested to see a copy of the proposed work plan of the Executive Director, ahead of its next meeting.

**RESOLVED**, that the report be noted.

6. **PARLIAMENTARY TEAM UPDATE**

Members received an report of the Remembrancer regarding an update on the Parliamentary Team's activities.

The Remembrancer summarised briefly the material within the report, highlighting various areas of work relating to the Levelling Up Bill; revisions to the Housing Act; River Pollution; the Online Safety Bill; Parliamentary Boundaries and City of London (Markets) Bill.

There was concern expressed over a recent report of the Tony Blair Institute that proposed the disbandment of the National Lead Force model. The Remembrancer provided assurance to Members that the Parliamentary Team were working closely with the Chair of the City of London Police Authority Board, the Police Authority Team and the Force, along with the Communications and Corporate Affairs Team, in monitoring the situation.

**RESOLVED**, that the report be noted.

7. **FINANCIAL SERVICES AND MARKETS ACT 2023**

Members received a report of the Remembrancer regarding the Financial Services and Markets Act 2023.

The Remembrancer provided a brief summary of the changes to take effect and the City's broader engagement.

**RESOLVED**, that the report be noted.

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**

The Chairman drew two pieces of work to Members' attention and sought their assistance in amplifying messaging through social media and any other appropriate platforms:

- Consultation and insight gathering exercise for new Corporate Plan; and
- The imminent launch of the "Vision for Economic Growth – a roadmap to prosperity" report.

10. **EXCLUSION OF THE PUBLIC**

There were no questions or urgent items to be considered whilst the public were excluded and so the meeting was concluded at this point, in public session.

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

There were no questions.

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

There were no items of urgent business.

**The meeting closed at 3.18 pm**

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Chairman

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