

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

**Thursday, 10 October 2019**

**Minutes of the meeting of the Public Relations and Economic Development Sub (Policy & Resources) Committee held at the Guildhall EC2 at 4.00 pm**

**Present**

**Members:**

Deputy Catherine McGuinness (Chairman)	Sheriff Christopher Hayward
Simon Duckworth (Deputy Chairman)	Deputy Jamie Ingham Clark
Deputy Keith Bottomley	Deputy Edward Lord
Tijs Broeke	Andrew Mayer
Dominic Christian	Jeremy Mayhew
Karina Dostalova	Deputy Tom Sleigh
Anne Fairweather	Alderman Sir David Wootton
Alderman Prem Goyal	

**In Attendance:**

Deputy Tom Hoffman (Chief Commoner)

**Officers:**

Alistair MacLellan	- Town Clerk's Department
Bob Roberts	- Director of Communications
Eugenie de Naurois	- Town Clerk's Department – Corporate Affairs
Sam Hutchings	- Town Clerk's Department – Corporate Affairs
Laura Davison	- Town Clerk's Department – Innovation and Growth
Paul Double	- City Remembrancer
Nigel Lefton	- Director of Remembrancer's Affairs
Vic Annells	- Executive Director – Mansion House and Central Criminal Court

**1. APOLOGIES FOR ABSENCE**

Apologies were received from the Lord Mayor-Elect Alderman William Russell, Sir Michael Snyder and James Tumbridge.

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

There were no declarations.

**3. MINUTES**

**RESOLVED** – That the public minutes and summary of the meeting held on 10 September 2019 be approved as a correct record.

**4. IG MONTHLY UPDATE**

The Sub-Committee received a report of the Director of Innovation and Growth providing Members with highlights of the key activity undertaken by the

Innovation & Growth Directorate (IG) in September 2019, and the following points were made.

- The Director of Innovation and Growth noted that the Global City website was now live and the accompanying promotional brochure, *Working With You: the UK's Global Offer for Financial and Professional Services*, published.
- The Chair welcomed the marketing for Global City and suggested the business cards include the website details on the reverse.
- In response to a question, the Director of Innovation and Growth noted that there had been 5,500 website page views and 12,000 social media interactions since the launch, with translations reaching audiences in Japan, South Korea and China.
- A Member asked how well the objectives of the Global City campaign were being met, as well as reporting on performance measures, and was provided with feedback from external partners and users.
- A Member requested that the Director of Innovation and Growth liaise with the Director of Communications to ensure lessons learned from the Global City website were applied to the City Corporation's own website, and were assured that the Directors of Innovation and Growth, and of Communications, had been working closely together on the site.
- The Director of Innovation and Growth encouraged Members to feedback any comments they received from external stakeholders regarding the Global City website.

**RESOLVED**, that: -

- The progress of IG workstreams be noted.

**5. CORPORATE AFFAIRS MONTHLY UPDATE**

The Sub-Committee received a report of the Director of Communications providing Members with an update of the Corporate Affairs team's activities in supporting the City Corporation's strategic political engagement and the following comments were made.

- In response to a question, the Director of Communications noted that officers would review forward engagement with stakeholders as part of the Communications Directorate's annual business planning process.

**RESOLVED**, that: -

- The report be noted.

**6. PARLIAMENTARY MONTHLY UPDATE**

The Sub-Committee received a report of the Remembrancer updating Members on the main elements of the Parliamentary Team's activity in support of the City of London Corporation's political and parliamentary engagement.

**RESOLVED**, that: -

- The report be noted.

**7. SPORT ENGAGEMENT - PROGRESS UPDATE**

The Sub-Committee received a report of the Director of Communications updating Members on the sport engagement work being undertaken for the City Corporation and the following points were made.

- Members noted that discussions were being held with London Sport regarding a potential awards event in March 2020 to celebrate grassroots sport and business. It was anticipated that the Hospitality Working Party would consider this matter at their next meeting, along with other requests to support sporting events.
- A Member was heard regarding oversight and resource provision for sport across the organisation. The Member noted that the City should have a clear trajectory for sport provision, a plan for developing sport, in support of the City's wider Sports Strategy, and a schedule of funding for the next 12 months should be brought forward that was aimed at promoting sport and sports engagement.
- The Director of Communications advised Members that the current level of funding for sports engagement would be maintained. Moreover, the Director reminded Members that his own remit only extended to sports engagement, rather than sports provision, which properly sat elsewhere within the City of London Corporation.
- The Chair noted that Members would welcome a clear idea of the City of London's overall spend on sport, to both inform the emerging Sports Strategy and to help inform future decision making on both sports provision and sports engagement.

**RESOLVED**, that: -

- The report be noted.

**8. PARTY CONFERENCES REPORT**

The Sub-Committee received a report of the Director of Communications regarding Party Conferences and the following points were made.

- Members commented that feedback from external stakeholders regarding the City's presence was positive. Members felt that the City-hosted dinners were of appropriate size with a good mix of business

leaders and London local government figures. Member presence also encouraged the gathering of political intelligence at fringe events.

- A Member added that attendance at conference was particularly useful with regards to specific policy areas e.g. Fintech.
- A Member felt that the City's approach to Party Conferences was well organised. Areas for improvement included more specificity on what Members were there at conference to achieve, and how any feedback could be disseminated appropriately and corporately. Members should commit to attending as many events as possible, allied with a more sophisticated approach to grid management.
- A Member requested a breakdown of City conference costs going forward and encouraged the Director of Communications to consider reviewing and refreshing the City's approach to Party Conferences.
- A Member commented that more thought could be given to how the City identified which conference events to attend; how to provide feedback in a productive way; and how personal connectivity of Members could be optimised in a conference context.
- A Member suggested that Member and Officer presence at a conference could be scheduled over a 48-hour period, with staggered attendance. Moreover, officers should consider how best to identify and measure value-for-money indicators.
- A Member noted that the City's Party Conferences programme for 2019 had been strong, but some thought could be given to appropriate officer attendance at some events. Moreover, the City should be more robust on ensuring guest speakers focused on key themes when addressing City events. Lastly, the total numbers of Members and officers attending conference could be reviewed, given that it was common for many MPs and councillors to attend party conference at their own expense.
- A Member noted that, of the four benefits of City attendance at Party Conferences listed within the report, only one of those technically required City presence at conference. He encouraged officers therefore to review whether a similar impact could be achieved by staging events at Guildhall.
- A Member noted that he would welcome a business case detailing the most appropriate City presence at a party conference, built around a core and peripheral agenda i.e. City-led events and targeted City Member/Officer attendance at other conference events.
- A Member noted that clear baselines for conferences should be set that could be reviewed during conference itself.

- A Member suggested that a two-tier system of attendance could be developed and trialled.
- A Member noted that he attended Party Conferences in a business capacity, and his schedule included early morning review meetings with fellow attendees, and an exhaustive attendance schedule at fringe events.
- The Director of Communications thanked Members for their feedback, noting that he had wanted to ensure Members received this interim report at their meeting given its proximity to the Party Conference period. The Director of Communications placed on record his thanks to his staff for their hard work in organising the City's presence at Party Conferences.

**RESOLVED**, that Members: -

- Receive the report

9. **CITY CORPORATION ENGAGEMENT ON VISAS AND IMMIGRATION**

The Sub-Committee received a report of the Director of Innovation and Growth regarding City Corporation engagement on visas and immigration.

**RESOLVED**, that Members: -

- Receive the report.

10. **REVISED CHINA MARKET STRATEGY**

The Sub-Committee received a report of the Director of Innovation and Growth regarding a revised China Market Strategy.

**RESOLVED**, that Members: -

- Receive the report.

11. **CITY OF LONDON CORPORATION PARTICIPATION IN WORLD ECONOMIC FORUM (DAVOS), JANUARY 2020**

The Sub-Committee received a report of the Director of Innovation and Growth regarding City of London Corporation participation in the World Economic Forum (Davos) in January 2020 and the following points were made.

- Members noted that City attendance at Davos raised the wider issue of how overall City engagement was monitored. The Director of Innovation and Growth noted that the City's new Customer Relationship Management (CRM) system had gone live which would enable officers across City departments to monitor City engagement more effectively.
- The Executive Director of Mansion House noted that Lord Mayoral engagements were now routinely recorded on City CRM. He acknowledged that there would often be overlap between Lord Mayoral

and Policy Chair engagements, which provided an opportunity to harmonise City engagement if appropriately managed.

- A Member commented that the CRM would only remain fit-for-purpose if it was appropriately maintained.
- The Director of Innovation and Growth agreed to bring an update report on CRM to the Sub-Committee to its December 2019 meeting.
- A Member commented that both the Communications and Innovation and Growth Teams could use the City Surveyor's approach to managing City attendance at MIPIM as an example of best practice.

**RESOLVED**, that Members: -

- Receive the report.

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

There were no questions.

**13. ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT**

There were no urgent items.

**14. 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.

**15. NON-PUBLIC MINUTES**

The non-public minutes and summary of the meeting held on 10 September 2019 were approved.

**16. NON-PUBLIC APPENDIX FOR CHINA STRATEGY**

**RESOLVED**, that the non-public appendix for the China Strategy be received.

**17. NON-PUBLIC APPENDIX FOR DAVOS STRATEGY REPORT**

**RESOLVED**, that the non-public appendix for the Davos Strategy Report be received.

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

There were no questions.

**19. 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.

**The meeting closed at 5.35 pm**

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Chairman

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