

<b>Committee(s):</b> Policy & Resources Committee	<b>Dated:</b> 3 June 2021
<b>Subject:</b> Recovery Taskforce post-launch engagement and activity	Public
<b>Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?</b>	1-12
<b>Does this proposal require extra revenue and/or capital spending?</b>	No
<b>If so, how much?</b>	
<b>What is the source of Funding?</b>	
<b>Has this Funding Source been agreed with the Chamberlain's Department?</b>	N/A
<b>Report of:</b> Damian Nussbaum, Director of Innovation & Growth Bob Roberts, Director of Communications	For Information
<b>Report author:</b> Sanjay Odedra, Head of Media (Financial Services)	

### **City's Corporate Plan**

#### **Contribute to a flourishing society**

1. *People are safe and feel safe.*
2. *People enjoy good health and wellbeing.*
3. *People have equal opportunities to enrich their lives and reach their full potential.*
4. *Communities are cohesive and have the facilities they need.*

#### **Support a thriving economy**

5. *Businesses are trusted and socially and environmentally responsible.*
6. *We have the world's best legal and regulatory framework and access to global markets.*
7. *We are a global hub for innovation in finance and professional services, commerce and culture.*
8. *We have access to the skills and talent we need.*

#### **Shape outstanding environments**

9. *We are digitally and physically well-connected and responsive.*
10. *We inspire enterprise, excellence, creativity and collaboration.*
11. *We have clean air, land and water and a thriving and sustainable natural environment.*
12. *Our spaces are secure, resilient and well-maintained*

## **Summary**

After the launch of the Recovery Task Force there was concern at some media reports focusing too much on residential development in the City.

Members were advised communications plans were in place, and that further engagement was underway with key stakeholders to ensure that the City retained its reputation as a thriving, internationally competitive business centre

Members asked for a report back on that work.

This report sets out some of that work and some of the feedback that has been received following the launch.

## Recommendation(s)

Members are asked to note this report.

## Main Report

### Background

- The Recovery Taskforce (RTF) was established following approval by the Policy & Resources Committee and Planning & Transportation Committee in late November 2020.
- The governance arrangements were confirmed in the report: “Members will be engaged informally while the blueprint is being drafted. The final report will be brought to the Policy & Resources and Planning & Transportation Committee for approval.”
- The RTF reported draft recommendations to both the Policy & Resources and Planning & Transportation Committees in January 2021, before a summary of the final recommendations were approved in April 2021.
- Briefings were held with Chairs of other relevant Committees in January and March 2021 - Policing, Finance, Property Investment Board, Culture, Heritage & Libraries, Open Spaces, Community and Children’s Services.
- The final report – The Square Mile: Future City – was published on 27 April 2021. Almost 400 people joined the virtual launch event held in partnership with Bloomberg, while there 1,600-page views of the report on website on the first day alone and direct digital mail was sent to over 2,500 contacts.

### Current Position

### Action Following Launch

Following the initial launch, a wide range of activity has been undertaken across the Recovery Taskforce’s mission to ensure the Square Mile is the world’s most innovative, inclusive and sustainable business ecosystem as well as an attractive place to work, live, learn and visit.

- **Media engagement**
  - The following activity has been undertaken to reposition the RTF in the media:
    - 4 May – The Financial Times published a joint letter from Policy Chair and Planning and Transportation Chair on RTF and City offices.
    - 4 May – Lord Mayor column on RTF published in City AM.
    - 7 May – Planning and Transportation Chair column on RTF submitted to Property Week.
    - 8 May – Policy Chair interview on RTF with New London Architecture published.
    - 11 May – Policy Chair column published in City AM on future of the City and RTF.

- 12 May – Policy Chair column on RTF published in City Matters.
  - 17 May – On London publish an article correcting the record on the City Corporation’s position on offices and residential development.
- Related media activity has also sought to reinforce the RTF messaging and confidence in the City office market. This includes a news release issued on new CGI images of the future City skyline (6 May) and a news release issued on polling of global institutional investors looking at their perceptions of London (5 May).
- Since the RTF launch, a total of 63 articles have so far been published in domestic and international media covering the final report. The overwhelming majority of this coverage has been positive and supportive of the wide-ranging recommendations outlined.
- **Stakeholder engagement**
  - The Policy Chair and Planning & Transportation Chair wrote to the Director of the City Property Association, who in turn shared the letter with their members in an e-newsletter with a copy of the report.
  - All senior level engagement by the LM and CPR with City of London based institutions has included discussions on the RTF priorities.
  - The following key audiences have also been briefed:
    - 5 May – City No 1 Breakfast by CPR.
    - 7 May – Presentation on RTF to the Council of Heart of the City. CPR attended, IG presented. Council members include major City of London occupiers.
    - 14 May – Presentation and seminar for New London Architecture (NLA). CPR speaking and IG presenting. Audience of property companies, developers, investors and architects / engineers.
  - The Strategic Relationship Management team in IG is continuing its regular engagement with major City based firms and institutions.
  - As part of the effort to support a return of people to the City, IG and CPAT are engaging with the Top 200 firms (by employee numbers) in the Square Mile to be interviewed about their return plans. This RTF and its priorities have informed the discussions.
  - IG and DBE discussed the report at a meeting on 12 May with Land Securities Group.
  - Letters sent to trade associations that attend our regular roundtables to clarify our position.
- **Political engagement**
  - The Policy Chair and Planning and Transportation Chair have written to the Minister for London, City Minister and Shadow City Minister as well as London Councils and Central London Forward to highlight the report. The RTF messaging was also included in letters going to London politicians newly elected and re-elected following the 6th May elections.
  - IG has separately agreed to brief the MP for the Cities of London and Westminster on the RTF.

- CPR is due to speak at an Industry and Parliament Trust event in early June.
- **Feedback**
  - The report and our subsequent engagement have been positively received by stakeholders.
  - A senior figure from New London Architecture said “the general consensus is that the City is once again leading the way”, while a major British property developer welcomed the joint letter to the FT for “expressing confidence that I know is shared by many developers and occupiers.”
  - A leading cultural campaigner also said that he was “very impressed/inspired by the Future City report.”

### **Corporate & Strategic Implications**

- The RTF supports the City Corporation’s vision of a ‘vibrant and thriving City, supporting a diverse and sustainable London within a globally-successful UK’ and its aim to ‘contribute to a flourishing society, shape outstanding environments and support a thriving economy’. It supports the City of London Corporation to deliver key outcomes across the Corporate Plan for 2018-23.
- Engagement with key business, political and media stakeholders since the RTF launch has focused on reinforcing its key messages and correcting the narrative. This is important to maintain awareness of our recovery plans and ensure confidence in them.

### **Conclusion**

Members are asked to note the activity and engagement outlined above.

### **Appendices**

None

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