

## PUBLIC RELATIONS SUB (POLICY & RESOURCES) COMMITTEE

Monday, 24 January 2022

**Minutes of the informal meeting of the Public Relations Sub (Policy & Resources) Committee held at the Guildhall EC2 at 11.30 am**

### **Present**

#### **Members:**

Deputy Catherine McGuinness (Chair)	Alderman Sir David Wootton
Christopher Hayward (Deputy Chairman)	Alderman Prem Goyal
Deputy Keith Bottomley	Deputy Edward Lord
Tijs Broeke	Andrew Mayer
Deputy Jamie Ingham Clark	

#### **Officers:**

John Barradell	- Town Clerk & Chief Executive
Bob Roberts	- Director of Communications, Town Clerk's Department
Paul Double	- City Remembrancer
Paul Wright	- City Remembrancer's Department
Sanjay Odedra	- Town Clerk's Department
Eugenie de Naurois	- Town Clerk's Department
Sarah Bridgman	- Town Clerk's Department
Dominic Barker	- Town Clerk's Department
Sam Hutchings	- Town Clerk's Department
Joanna Burnaby-Atkins	- Town Clerk's Department
Aaron Downey	- Town Clerk's Department
Richard Messingham	- Town Clerk's Department
Polly Dunn	- Town Clerk's Department

### **1. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Anne Fairweather and Alderman & Sheriff Nicholas Lyons. The Deputy Chairman, Christopher Hayward, issued apologies for lateness.

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

There were no declarations of interest.

### **3. MINUTES**

**RESOLVED** – That the public minutes and summary of the meeting held on 18 October 2021 be approved as a correct record.

4. **MEDIA UPDATE**

Members received a report of the Director of Communications regarding the Media Update. A short verbal update was issued by the Director.

The print advertising value had decreased this quarter, however, the City was still on target to meet the annual value of £10mil.

There were no current broadcasting targets, but work was in progress to develop a KPI or target in this area.

The Director of Communications agreed to use more codified descriptors in relation to negative press.

**RESOLVED** – That the report be noted.

5. **CORPORATE AFFAIRS UPDATE**

Members received a report of the Director of Communications regarding the Corporate Affairs Update.

Members noted that due to Omicron a few events scheduled for the end of 2021 had been rescheduled for early 2022.

**RESOLVED** – That the report be noted.

6. **UPDATE ON FILMING ACTIVITY IN THE CITY OF LONDON**

Members received a report of the Director of Communications regarding an Update on Filming Activity in the City of London.

Funds generated from filming were distributed to the asset owners.

There were plans with Innovation & Growth (IG) and Culture Teams to develop more offerings like 'movie walks', to attract visitors to the City. It was hoped that the planned online location library would encourage this and also support marketing in future.

Early conversations were underway with IG on how this can link in with work on Destination City, reinforcing the link between cultural attractions and businesses.

As film production companies were notoriously shy about release dates, it would be difficult to advise Members when they were. However, the Director of Communications suggested that in future iterations of the report, a summary of recently released productions could be provided.

Once a production was in the public domain (i.e. had been released) there was no issue whatsoever referring to sites featured within them.

**RESOLVED** – That the report be noted.

7. **PARLIAMENTARY TEAM UPDATE**

Members received a report of the City Remembrancer regarding the Parliamentary Team Update.

The Remembrancer provided a verbal update on each item within the report and advised on the likely timeline for the Public Service Pensions and Judicial Offices Bill timeline.

**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 CHAIR CONSIDERS URGENT**

There was one item of urgent business concerning the Review of Sport Provision.

**a) Review of Sport Provision**

Members noted a report of the Director of Communications regarding the Review of Sport Provision.

Given recent interest and specific proposals from Members on the Court of Common Council, it was agreed that this review would take a holistic approach to sports and leisure. The Sub-Committee were supportive of the direction of travel.

It was requested that the distinctions between leisure, sport and physical fitness not be blurred.

**RESOLVED** – That Members endorse the work being undertaken by the Sport Engagement Officer, as outlined within the report, to review the City Corporation's sport offer.

10. **EXCLUSION OF THE PUBLIC**

There was no further business, and the meeting was drawn to a close.

**The meeting closed at 11.59 am**

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Chairman

**Contact Officer: Polly Dunn**  
**polly.dunn@cityoflondon.gov.uk**