

COMMUNICATIONS & CORPORATE AFFAIRS SUB (POLICY & RESOURCES)
COMMITTEE

Wednesday, 28 February 2024

Minutes of the meeting of the Communications & Corporate Affairs Sub (Policy & Resources) Committee held at the Guildhall EC2 at 1.45 pm

Present

Members:

Deputy Keith Bottomley (Chairman)	Alderman Sir William Russell
Emily Benn	Jason Groves
Tijs Broeke	Caroline Haines
Alderman Prem Goyal, OBE	Deputy Madush Gupta
Deputy Shравan Joshi	Helen Fentimen
Catherine McGuinness	

Officers:

Zoe Lewis	-	Town Clerk's Department
Emily Tofield	-	Executive Director of Communications and External Affairs
Sam Hutchings	-	Communications and External Affairs
Kristy Sandino	-	Communications and External Affairs
Mark Gettleson	-	Communications and External Affairs
Daniel O'Byrne	-	Innovation and Growth
Paul Wright	-	Remembrancer
Bruce Hunt	-	Remembrancer's Department
William Stark	-	Remembrancer's Department
Rob McNicol	-	Environment Department
Graeme Low	-	City Surveyor's Department

Members observing online:

Deputy Rehana Ameer
Alderman Alastair King
Ruby Sayed

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1. APOLOGIES FOR ABSENCE

Apologies for absence were received from Deputy Chris Hayward. Deputy Rehana Ameer, Alderman Alastair King and Ruby Sayed 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**

RESOLVED – That the public minutes and summary of the meeting held on 15 November 2024 be approved as a correct record.

4. **OUTSTANDING ACTIONS**

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

- 2/2023/P was still an outstanding action whilst the campaign was paused, not by the Sub-Committee but other committees responsible for the agreement. Members had received the explanatory note requested at the last meeting. The Considerate Lighting Charter – Operational Property Update report was on the agenda.
- 6/2023/P – A Membership and Subscriptions report was on the agenda.

RESOLVED, that Members note the report.

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

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

In the discussion, the following points were made:

- A Member stated that the strategic management of consultation coordination would enable the best stakeholder engagement and return on engagement. An Officer stated that the timeline for the Stakeholder Review was outlined in the Business Plan.
- Due to the timing and scale of the City Plan consultation, specific consideration would be given to methods of stakeholder engagement.
- It could be beneficial to register engagement at ward-based and topic-based events. An Officer stated that where Officers were informed of events, they could then provide support and that once customer relationship management (CRM) software was in place, this would help ascertain which residents were and were not engaging.
- A joined-up approach to economic security should be progressed. An Officer stated that Communications and Corporate Affairs, Remembrancers and Innovation and Growth worked closely together. The police had recently been assisted with their community events. A Member stated it was vital to continue to work in close collaboration with the external bodies and agencies.
- Members welcomed the new media and social media monitoring and evaluation system which would go live in March 2024. A Member suggested that key performance indicators on the new system be included in future reports to help track performance.
- Currently there was not capacity within the film team to promote the City as a film location but expanding the team would provide income generation and mean more promotion could take place. It was suggested that once the team was expanded, consideration could be given to using an agency to help identify opportunities.

- A Member suggested that short informative films could be produced and sent to businesses to encourage them to register voters and encourage voters to vote.
- The Chairman thanked the team for their work, especially on strategic initiatives. He stated that they would transform the way the Corporation planned and managed engagement and communications.

RESOLVED, that the report be noted.

6. DRAFT HIGH-LEVEL BUSINESS PLAN 2024/25 - CORPORATE COMMUNICATIONS AND EXTERNAL AFFAIRS

The Sub-Committee considered a report of the Executive Director, Corporate Communications and External Affairs outlining the high-level business plan for the Corporate Communications and External Affairs Department for 2024-2025.

In the discussion the following points were made:

- The department was in a period of transition and this was a high-level plan. There would be more measured outcomes reported in future plans.
- A Member commented that it would be helpful to have some indicative targets included when the report was submitted to the Policy and Resources Committee.
- Following a Member's query, Officers advised of the process for approving the sport investment options appraisal that stemmed from the launch of the new Sport Strategy for the Square Mile. Given the significant costs involved this would need to go to the Resources Allocation Sub-Committee Away Day in July before proceeding to relevant committees in September. A Member expressed concern at the timetable and advised that issues at Golden Lane Leisure Centre needed to be resolved more expediently. The Chairman agreed to take the matter offline and consider whether a decision on this could be expedited.

RESOLVED, that the report be noted.

7. ENHANCED POLITICAL AND STRATEGIC ENGAGEMENT

The Sub-Committee considered a report of the Executive Director of Corporate Communications and External Affairs which set out the City Corporation's proposals to significantly increase strategic planning and engagement with key partners and stakeholders in 2024/2025 due to the certainty of a General Election taking place before January 2025.

In the discussion the following points were made:

- This was a critical year for engaging with politicians across the spectrum and work was taking place with all parties.
- Some funds associated with party conferences had already been committed e.g. hotel rooms. If a general election took place during the party conference time and the party conferences did not take place as currently planned, a clause would be sought to deliver interventions during the calendar year.

- A Member asked if Members could be kept up to date on the US election from a neutral perspective as this affected confidence in the market in the City. An Officer stated that all elections were being monitored and Members requested that intelligence be shared with Members of the Sub-Committee. A Member suggested that a virtual round table could also be arranged for Members and stakeholders.
- A Member asked for clarification on the oversight for international offices and an Officer stated that a written response would be provided.

RESOLVED, that Members

1. Endorse the City Corporation's engagement approach as outlined in the Officer report;
2. Request Officers share intelligence on the US Election with the Sub-Committee; and
3. Request Officers arrange a virtual round table on the US Election with Members and stakeholders.

8. **ELECTION ENGAGEMENT CAMPAIGN 2025**

The Sub-Committee considered a report of the Executive Director of Corporate Communications and External Affairs which set out the proposed election campaign.

In the discussion the following points were made:

- Over 6,000 workplaces could nominate voters. This presented an infrastructure challenge and work was taking place on business engagement.
- There were over 250 businesses with over 200 staff who were not registered to vote and many of those who were registered, did not register their full allocation of voters.
- Members could help with engagement in their wards and at ward events. Members could also use their networks and notify Officers of the details of those they were aware were not registered, with Members being given the name of an Officer they could contact. Members could also approach institutions in their wards asking them to hold hustings after the close of nominations. As an administrator of the election, the Corporation was unable to arrange hustings directly.
- It was important that concierges and property managers were notified that an election would be taking place and election activities of candidates should be allowed.
- The Lighthouse Project was welcomed. A Member requested a timeline and an Officer stated that a written response would be provided.
- Businesses could be given clearer information on how to request postal votes, encourage them to provide the email addresses of staff so information could be sent to them.
- It was suggested that campaigns should not need to be funded from the Policy Initiatives Fund (PIF) or the committee contingency as election engagement was core.

- Engaging communications managers was critical and this had been taking place through the City Belonging Project.
- The City Belonging Project and Destination City provided soft touch introductions and further engagement could then take place regarding elections.
- Some community-based events could help engage those who were hard to reach.

RESOLVED, that Members

1. Endorse the proposed campaign plan as set out in the Officer report in relation to meeting its engagement objectives; and
2. Request that Officers look into whether funding should be BAU funding rather than from the Policy Initiatives Fund (PIF) or the Policy and Resources Committee's Contingency.

9. **MEMBERSHIPS AND SUBSCRIPTIONS**

The Sub-Committee considered a report of the Executive Director of Communications and External Affairs, Executive Director of Innovation & Growth (IG) and the Remembrancer which provided a broad overview of corporate memberships and subscriptions.

In the discussion the following points were made:

- The report linked to both the partnership organisations work and work on outside bodies.
- The list was kept under review to try and ensure it was apolitical and that engagement was taking place with the most influential organisations. This monitoring would continue. Traditionally the list was reported to the Sub-Committee in the autumn.
- Areas had been identified where certain organisations could be engaged further if funding was approved.

RESOLVED, that the report be noted.

10. **PARLIAMENTARY TEAM UPDATE**

The Sub-Committee considered a report of the City Remembrancer which updated Members on the main elements of the Parliamentary Team's previous and planned activity in support of the City of London Corporation's political and parliamentary engagement since the last formal update to the Sub-Committee on 15 November 2023.

In the discussion the following points were made:

- The City of London Corporation taking over as administrator for the All-Party Parliamentary Group (APPG) on financial markets and services, was welcomed.
- A Member raised concern at dockless cycles and dockless scooters not being included in the Pedicabs Bill and stated that there was no adequate means for the Corporation, as a local authority, to penalise, to control and regulate dockless cycles. He stated that this was a missed

opportunity and asked if there was a way to provide feedback. Another Member endorsed the comments made. The Officer stated that he would discuss options with the two Members.

- A Member suggested that information on the Freehold and Leasehold Reform Bill and the Renters (Reform) Bill could be of interest to the Committees. The Officer stated that he would liaise with the Member on this matter.
- The establishment of the new Financial Services Regulation Committee was welcomed and it was suggested that updates be included in future reports.

RESOLVED, that Members

1. Note the report;
2. Request that Officers arrange a meeting with the two Members who had raised concerns about dockless cycles and dockless scooters; and
3. Request that Officers explore Member suggestions relating to reports on the Freehold and Leasehold Reform Bill and the Renters (Reform) Bill being considered by other committees.

11. DRAFT HIGH-LEVEL BUSINESS PLAN 2024/25 - REMEMBRANCER'S OFFICE

The Sub-Committee considered a report of the Remembrancer presenting the high-level business plan for the Remembrancer's Office for 2024-2025.

Members were informed that this report had been approved by the Policy and Resources Committee but was being submitted to the Sub-Committee for consistency as some Members of the Sub-Committee were not Members of the Policy and Resources Committee.

RESOLVED, that the report be noted.

12. CONSIDERATE LIGHTING CHARTER - OPERATIONAL PROPERTY UPDATE

The Sub-Committee considered a report of the City Surveyor & Interim Executive Director Environment which informed Members of the likely steps needed for implementing the Charter in identified City of London Corporation operational buildings and the implications of the Charter to lead by example.

Members discussed communications being essential to encourage sign-up to the Charter.

RESOLVED, that the report be noted.

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

There were no questions.

14. ANY OTHER BUSINESS THAT THE CHAIRMAN CONSIDERS URGENT

There were no urgent items.

15. **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.

16. **NON-PUBLIC MINUTES**

RESOLVED – That the non-public minutes of the meeting held on 15 November 2024 be approved as a correct record.

17. **MEMBERSHIPS AND SUBSCRIPTIONS - NON-PUBLIC APPENDIX**

The Sub-Committee considered the non-public appendix to the Membership and Subscriptions report considered at Agenda Item 9.

RESOLVED, that the non-public appendix be noted.

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

Questions were raised in respect of the City of London (Markets) Bill.

19. **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 3.45 pm

Chairman

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