

COMMUNICATIONS & CORPORATE AFFAIRS SUB (POLICY & RESOURCES)
COMMITTEE

Thursday, 28 November 2024

Minutes of the meeting of the Communications & Corporate Affairs Sub (Policy & Resources) Committee held at the Guildhall EC2 at 9.30 am

Present

Members:

Jason Groves (Chair)	Deputy Madush Gupta
Deputy Christopher Hayward (Deputy Chairman)	Deputy Shravan Joshi MBE
Deputy Keith Bottomley	Alderman Elizabeth Anne King, BEM JP
Deputy Peter Dunphy	Deputy Charles Edward Lord
Helen Fentimen OBE JP	Deputy James Thomson CBE

Officers:

Paul Wright	- City Remembrancer
Dionne Corradine	- Chief Strategy Officer
Ben Dunleavy	- Town Clerk's Department
Zoe Lewis	- Town Clerk's Department
Sam Hutchings	- Communications and External Affairs
Mark Mistry	- Communications and External Affairs
Kristy Sandino	- Communications and External Affairs
Lisa Ward	- Communications and External Affairs
Rob McNicol	- Environment Department
Daniel O'Byrne	- Innovation and Growth

1. APOLOGIES

Apologies for absence were received by Tijs Broeke, Alderman Prem Goyal, Alderman Timothy Hailes, Caroline Haines and Deputy Sir Michael Snyder.

Apologies for absence were received from Emily Benn It was noted that she was observing the meeting online.

The Chair welcomed Alderman Susan Langley, who was taking up the ex-officio position as Senior Alderman Below the Aldermanic Chair, and thanked Lord Mayor Alastair King for his time on the Sub-Committee.

The Chair also welcomed Mark Mistry, the new Director of Media & Digital Communications.

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 1 July 2024 be approved as a correct record.

4. **OUTSTANDING REFERENCES**

The Chair stated that all outstanding references would be covered during the consideration of the agenda items.

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

The Sub-Committee considered a Joint Report of the Chief Strategy Officer and the Remembrancer regarding an update on the Department's work.

In the discussion the following points were made:

- There had been a number of high-profile engagements e.g. the International Investment Summit and work had taken place in relation to party conference season and the change in Government.
- Voter registration work had taken place, and some big companies had registered for the first time.
- A resident engagement event had been held and as part of a resident offer, each resident would be given a residency card. Discussions were taking place about whether workers could be given a similar card but practical difficulties needed to be overcome.
- In response to Members' questions about voters being contacted by candidates, Members were informed the Corporation could not give data to candidates or record several wardmotes on the same date but could informally encourage informal hustings. As part of the Communications Strategy, voters could also sign up to receive emails.
- In response to a Member's concern about surveys being conducted in parallel with voter registration and leading to potential confusion among voters, an Officer stated whilst the process was set out in legislation, the timetable and methodology could be reviewed.
- The City Belonging Project was increasing engagement through networks and was at an early stage of development. In the longer term there was an intention to involve residents, but currently work was just taking place with businesses and employees.
- Moving to quarterly reporting of media and social media activity would help to track impact.
- There had been a media team focus on generating coverage and highlights included having a Banksy piece in the City and the International Investment Summit. The social media following had increased by 3%. Analytics were considered after events and campaigns.
- It was suggested that social media guidance could be useful for Members. Officers would work in consultation with the Chair on an update to be provided for Members.
- The Chair thanked the team for their work.

RESOLVED, That Members

1. Note the contents of the report; and

2. Request that social media guidance be circulated to all Members.

6. **STRATEGIC BRANDING REVIEW OUTCOME AND PROPOSALS**

The Sub-Committee considered a report of the Chief Strategy Officer and the Remembrancer which set out a summary of the City of London Corporation's first ever strategic branding review and outlined the proposals for the future cross-organisational brand identity and strategy.

In the discussion, the following points were made:

- Members welcomed consistent branding across the organisation. A Member stated the importance of imposing the brand consistently from a certain date.
- An Officer confirmed the new corporate brand would be sent to Members, there would be a full style guide, the list of institutions would be reviewed to ensure it was correct, a further stakeholder engagement would take place and the strategic branding with descriptive logo would go to the Policy and Resources Committee and Court of Common Council for approval.
- An Officer confirmed the City Bridge Foundation new branding would not be impacted and more information could be included in the report going to the Policy and Resources Committee.
- A Member stated the importance of the consideration of the rebranding of physical assets.
- Members discussed that there should be a clear timed and funded roll-out plan and caution should be exercised as to which institutions received the branding in advance of approval.
- It was noted that only one logo in the report contained colour. Whilst it was acknowledged that the logo should be replicated in black and white where required for printing purposes, all logos should otherwise include red consistently.

RESOLVED, That Members note the contents of the report and Members' comments be incorporated into the report to be considered by the Policy and Resources Committee.

7. **POLITICAL PARTY CONFERENCES 2024/2025**

The Sub-Committee considered a report of the Chief Strategy Officer and the Remembrancer updating Members in relation to party conference attendance in 2024 and asking for the endorsement of recommended proposals for party conferences attendance 2025 to be submitted for approval by Policy and Resources Committee.

In the discussion the following points were made:

- The costs relating to party conference attendance had increased whilst the Corporate Affairs budget had remained static.
- Member suggestions included using standard class train travel to conferences where the journeys were less than two hours, exploring alternative dinner options e.g. a one course dinner with

networking opportunity, or a larger reception followed by a more focussed dinner.

- A number of Members raised concerns about proposals to reduce the number of Members attending and stated that consideration should be given to a bespoke approach to each conference. It was also stated that a reduction in Officer attendance should be considered, with a business case made for each one attending. Consideration should also be given to using a measurement tool to demonstrate value for money of attendance as currently the feedback provided was variable.
- The Chairman stated that a report should be submitted to the Sub-Committee setting out more detail on attendance at dinners, options for business day passes and delegations of officers and members.
- An Officer stated that Officer attendance was necessary to support delivery but the numbers could be considered along with pass costs including numbers, whether the Corporation was eligible for other types of passes than full commercial passes and if Members who were members of political parties could be asked to use this membership to access reduced cost passes.

RESOLVED, That Members,

1. Note the initial summary of 2024 activity;
2. Approve the following proposals for 2025 party conference programme:
 - One fringe event and a dinner at Liberal Democrat Conference (with the format of the dinner to be reconsidered at a future meeting of the Sub-Committee);
 - One fringe event and dinner at the Conservative Party Conference (HM Official Opposition) (with the format of the dinner to be reconsidered at a future meeting of the Sub-Committee);
 - Two fringe events and a dinner at Labour Party Conference (with the format of the dinner to be reconsidered at a future meeting of the Sub-Committee);
 - Officer monitoring of Scottish National Party Conference;
 - Approve the logistical bookings of dinners with the format of dinners left open for future consideration;
3. Approve that one (1) Business Day pass is secured for the Policy Chairman use at each conference in 2025.
4. Request that Members' comments be noted and the options for Member and Officer attendance and options for business day passes be reviewed and revised by Officers and resubmitted to the Sub-Committee for approval.

8. **PARLIAMENTARY TEAM UPDATE**

The Sub-Committee considered a report of the City Remembrancer updating 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 1 July 2024.

Members were updated as follows:

- Following the recent decision at the Court of Common Council, a Bill to demarketise the sites of Billingsgate and Smithfield had been deposited in parliament
- The All Party Parliamentary Group for Financial Markets and Services had been reconstituted. The City of London Corporation had been reappointed as administrator for the group. David Pinto-Duschinsky MP was the Chair;
- The London Port Health Authority Order which was drafted by the Remembrancer's team became law and came into force on 7 November 2024, having been made on behalf of the Secretary of State for Health and Social Care;
- The City Corporation collaboration with the Parliamentary Charity, Industry and Parliament Trust, offered an opportunity to raise issues of City interest in a parliamentary setting. Recent events had included a meeting on the value of legal services to the UK economy which was attended by a former Lord Chief Justice, Chair of the House of Lords Committee on Secondary Legislation, President of the Law Society, and a further seven Members;
- The Lord Mayor's first parliamentary opportunity of his term took place on 19 November, when he spoke at an Industry and Parliament Trust event about the importance of financial services. Guests included shadow Trade Secretary, shadow City Minister and a further seven Members;
- In February 2024, the Policy and Resources Committee considered a report proposing an uplift to spending limits for candidates at City elections, recognising the increases made for elections elsewhere in the country and the significant changes in the value of money since the last uplift for City elections in 2005. Following the Policy and Resources Committee approval of an uplift to spending limits for candidates at City elections, work had taken place with HM Government to progress this and a Statutory Instrument was laid on 13th November 2024, the Representation of the People (Variation of Limits of Candidates' Election Expenses) (City of London) Order 2024. It was expected that, subject to Parliamentary process, it would come into force on 4 December 2024, in time for the City-wide Common Council elections in March 2025. The change would see an uplift from £266 to £460 as the basic limit for expenses, and an increase from 5.2p per elector up to 9p per elector (i.e., an increase of 74.4%).

RESOLVED, that Members note the report.

9. **DELIVERING THE SQUARE MILE SPORT STRATEGY (2023-30) - UPDATE REPORT**

The Sub-Committee considered a report of the City Remembrancer setting out the work that had taken place to deliver the City Corporation's new Sport Strategy – A Global City of Sport, detailed the various events and initiatives that

had been achieved so far and summarised the key issues that would need to be considered in relation to the next phase of delivering the Sport Strategy.

Members were informed that due to the meeting date schedule, the report had already been to Policy and Resources Committee which was responsibility for the Sport Strategy. The Sub-Committee had responsibility for Sport Engagement e.g. in relation to the Paris Olympics and Paralympics.

The next step was to secure permanent or long-term funding to ensure the ongoing delivery of the Strategy and the five priorities identified as existing funding would end in 2026. A Member commented that there was a significant return on investment.

In response to a Member's question, it was noted that stakeholder engagement on the strategy would begin next year and that residents and workers from across the Square Mile would be able to participate.

RESOLVED: That the report be noted.

10. **INNOVATION AND GROWTH QUARTERLY REPORT**

The Sub-Committee considered a report of the Executive Director for Innovation and Growth which presented the impact of the City of London Corporation's work in support of UK Financial and Professional Services between July and September 2024. It gave Members of the Committee visibility of the outcomes of workstreams in the last quarter and upcoming areas of work in the Innovation and Growth (IG) Department, working in close collaboration with Corporate Affairs, Media, the Remembrancer's Office, the Office of the Policy Chairman and Mansion House.

RESOLVED, That Members note the update on key pieces of work that had taken place, including in overseas offices, between July and September 2024, and their outputs.

11. **CONSIDERATE LIGHTING CHARTER OPERATIONAL PROPERTY UPDATE**

The Sub-Committee considered a report of the City Surveyor & Executive Director for Environment which provided an update on Considerate Lighting Charter Operational Property.

RESOLVED, That Members note 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 1 July 2024 were approved.

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

There were no questions.

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

The following item of urgent business was raised –

- The markets move.

At this point, the Chairman sought approval from the Sub-Committee to continue the meeting beyond two hours from the appointed time for the start of the meeting, in accordance with Standing Order 40, and this was agreed.

18. CONFIDENTIAL MINUTES

The confidential minutes of the meeting held on 1 July 2024 were approved as a correct record.

19. CONFIDENTIAL UPDATE

The Chief Strategy Officer and the Remembrancer were heard.

The meeting closed at 11.43 am

Chairman

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