



**MINUTES OF THE MEETING OF THE CITY TOGETHER**  
**30 March 2010 – 2.00 pm**  
**City Marketing Suite, Guildhall**

**Members Present**

Stuart Fraser, City of London Corporation (Chairman)  
Theo Steel, National Express East Anglia (Vice Chairman)  
John Barker, Resident Representative – North of the City  
Lorraine Butler, Citizens' Advice Bureau City Branch  
Chief Inspector Matt Burgess, City of London Police (in place of Lorraine Cussen)  
Paul Chisnall, British Bankers' Association  
Margaret Doherty, London Metropolitan University  
Chris Duffield, Town Clerk & Chief Executive, City of London Corporation  
Vicky Hobart, NHS City & Hackney  
Sarah Hudson, Transport & Sustainability Forum  
Tony Matharu, Grange Hotels  
Kathryn McDowell, London Symphony Orchestra  
The Venerable David Meara, Archdeacon of London  
Mark Pudge, City.COMM  
Chris Welch, Association of British Insurers

**Also in attendance**

Susan Attard, Chair of The City Together Performance Management Group  
Peter Rees, City Planning Officer, City of London Corporation  
Paul Beckett, Planning Policy Director, City of London Corporation  
Liz Skelcher, Assistant Director of Economic Development, City of London Corporation  
John Ingamells, Director, CityUK  
Joanne Crawley, Policy Support Officer, City of London Corporation

**ITEM 1. INTRODUCTIONS AND APOLOGIES**

The Chairman welcomed Chief Inspector Matt Burgess, representing the City of London Police in the place of Lorraine Cussen for this meeting. The Chairman introduced John Ingamells, Director of the TheCityUK, who was attending to present Item 4 on the agenda, and Peter Rees and Paul Beckett from the City Corporation who were attending to present Item 5.

Apologies were received from Anthony Belchambers, Christine Cohen, Superintendent Lorraine Cussen, Arielle Goodley, Lesley Mountford and Kathleen Rougier.

Before continuing with the agenda for the meeting, the Chairman took the opportunity to express the Board's thanks to Theo Steel, who is retiring from the Board in June. The Chairman thanked Theo for his commitment to the Board and for his work as Vice Chairman of the Board over the past year. The Chairman also expressed the Board's thanks to Sarah Hudson, who is stepping down from the Board in April. The Chairman thanked Sarah in particular for her role as Chair of the Transport and Sustainability Forum and its predecessor, the Liveable City Forum.

## **ITEM 2. MINUTES OF THE LAST MEETING AND MATTERS ARISING**

The minutes of the meeting of 15<sup>th</sup> December 2009 were agreed.

### **Matters arising:**

The Chairman handed over to Susan Attard of the City of London Corporation to update the Board on matters arising from the minutes of the December meeting.

**Comprehensive Area Assessment** – Susan informed the Board that Ken Davis, the Audit Commission's CAA lead for the City of London, has recently confirmed his areas of particular interest for the 2010 CAA process. The four areas to be covered will be Culture, Climate Change, the Response to the Economic Downturn and Health in the Community. A particular focus of the Health in the Community area will be the relationships with the two Primary Care Trusts operating in the City – NHS City and Hackney and NHS Tower Hamlets. Susan also informed that Board that Ken Davis will attend the next meeting of the Board in June to present his initial findings and will attend the meeting in September to present his draft Area Assessment.

**Cultural Strategy** – Susan informed the Board that the Cultural Strategy for the City of London was approved by the City Corporation's Policy & Resources Committee in December 2009 and will be formally launched at an event to be held in May. Board members will receive an invitation to the event in due course.

**Supporting our Communities** – Susan asked Vicky Hobart to update the Board on the actions required on the smoking cessation programme. Vicky confirmed that NHS City and Hackney had followed up with Tony Matharu on his offer to host smoking cessation clinics for his employees and arrangements were being made, although it was unlikely that this would be an in-year action for 2009/10. Tony Matharu confirmed that many of his staff had expressed interest in the programme and two sessions had already been held.

**Internet Review** – Susan expressed her personal thanks to those Board members who had attended the workshop session on proposals to update the City Corporation's internet site. The useful discussion and ideas that emerged from the workshop are being considered by the web design consultants and a report seeking funding for the redevelopment of the site from the City Corporation is being drafted for consideration by Committee in April 2010.

### **ITEM 3. COPING WITH THE ECONOMIC DOWNTURN: Update on Partner Activities**

An update report on activities in response to the economic downturn and an updated version of the City of London Economic Impact Dashboard had been circulated to the Board in advance of the meeting.

The Chairman updated the Board on the current situation with regard to the financial services industry in the City and related business services. The Chairman noted that the outlook is brighter now than it seemed six months ago and that the resilience of the UK – and in particular London – had been marked. Confidence is returning to the City and there has been a sharp improvement in employment prospects, although these tend to be at the more skilled end of the market. The UK faces continued threats to its competitive position globally and promotion (by CityUK, the Chairman and the Lord Mayor) remains crucial. In particular, relationships with Europe are a priority. Looking forward, the outcome of the general election may impact the City, as will proposals from Brussels on regulation and credit conditions. Improving access to finance for SMEs is being considered by Government and the City Corporation will continue its efforts to support local SMEs and the wider local community.

Liz Skelcher updated the Board on the pilot scheme to promote the City & Islington Credit Union to City residents and workers, confirming that the services are available to residents of Golden Lane, Mansell Street and Middlesex Street. In response to a question from Theo Steel on high unemployment in the City fringes, Liz confirmed that the City Corporation's training and employment projects are very much focused on fringe boroughs and on training for or securing entry level jobs. The programme has good links with a number of City employers including the City Corporation. The Chairman noted that the City Corporation's projects are not limited to financial services but also actively encourage local recruitment in a range of other industries including construction.

Chris Welch raised the issue of business rates in the City and the impact on businesses. Chris noted particular concern about the major impact of paying full business rates for empty property, and asked if this was likely to change in the future. The Chairman explained that Business Rates are determined by central Government and the City Corporation is unable to change them. On the question of rates for empty property, Peter Rees explained that there is a beneficial aspect to this for the City, as buildings are now demolished as soon as planning permission for a new scheme on a site is approved (to avoid empty property rates). This has the effect of decreasing the vacant property rate in the City, which in turn increases rental values. The Chairman noted that the downside to this is that suitable space for SMEs / short term lets is demolished as soon as possible and Chris Duffield explained that the City Corporation has discussed researching the problem in more detail with the British Property Association in the past. Peter Rees said that the City property market is looking more positive now, with recent movement in the number of building refurbishment schemes seeking approvals.

On space for SMEs, Margaret Doherty updated the Board on the LMU's High Tech Business Incubator project in Kingsland Road which has been very successful in providing alternative workspace for local SMEs. The LMU also has a 'virtual' incubator available.

#### **ITEM 4. TheCityUK**

To begin the themed discussion on **'The heart of a world class city which is competitive and supports opportunity'**, the Chairman introduced John Ingamells, Director of TheCityUK, who gave a short presentation on the work of this newly established body. The key points were as follows:

- TheCityUK has been established as a result of two major Government reviews looking at what the UK needed to do if it is to retain its competitive edge internationally in the financial services arena - the Wigley Report (focused on London) and the Bischoff Report (focused on the UK as a whole). The view of the Professional Services Group, focused on other business services related to the financial services industry, eg legal and accountancy, and chaired by Sir Michael Snyder – were also taken into account.
- A key problem identified in the reports was that the financial services industry in the UK was not very good at promoting itself – especially overseas. The industry is represented by too many different bodies and messages can be confused. A single, overarching, strategic body was needed to bring promotional efforts together, and both the Wigley Report and the Bischoff Report recommended that the City Corporation be given the lead in setting it up (in recognition of its experience in promotion via the work of the Lord Mayor and the Chairman of the Policy & Resources Committee).
- TheCityUK has been established as an independent, practitioner-led, politically neutral organisation. The City Corporation is currently funding the work, but it will become a membership body in the future, with businesses from the UK financial services industry paying to join.
- TheCityUK will represent the whole of the UK financial services, not just the City or London. Over half of the UK's financial services industry is located outside of the southeast of England, including in major centres of Edinburgh and Liverpool.
- TheCityUK's overall objective is to ensure that the UK retains its competitive position and as such that the City remains the unique place that it is.
- There are three main threats to the UK financial services industry at the moment which TheCityUK will work be concentrating on:
  1. International competition – particularly from New York, Paris and Eastern centres;
  2. The regulatory response to the recession – could be damaging to the industry and also to London's place as a destination for international business (as much of the international business done in London could take place elsewhere);
  3. The domestic agenda – the financial services industry has never before promoted itself (its importance and value etc) to the British public.
- John concluded by updating the Board on progress to date. TheCityUK is currently advertising for a small staff and making arrangements for a move to new office accommodation. A YouGov survey on what the British public think of the financial services industry has been commissioned with results due back shortly.

In the question and answer session which followed the presentation, the Chairman talked about the potential challenges facing TheCityUK, which include in particular the need to balance the sometimes differing views and needs of the numerous key players within the industry. The Chairman emphasised that the primary priority – and the major challenge – will be to explain the industry to people so that they understand what it is about and why it matters to them. John Barker asked whether a new body would be able to effectively coordinate the work of the numerous different bodies already representing different subsections of the industry etc. John Ingamells replied that this will be a challenge but that TheCityUK has high level support from within the industry and has taken over the two main promotional bodies, which should help. The Chairman emphasised that TheCityUK will not be attempting to take over the different trade associations – these have an important role to play in promoting the interests of their particular trade – but rather will be promoting the financial services as a whole and across the UK. The involvement of some very senior figures from within the industry has been a very positive and encouraging start.

Vicky Hobart asked if there had been any efforts to engage with financial services users. John Ingamells explained that the initial emphasis will be on targeting the opinion formers, however if the body is successful and can attract subscriptions then there may be scope to expand the work. The Chairman emphasised that TheCityUK is not an intermediary between the industry and the users – it is very much about promoting the industry. Mark Pudge asked about the domestic promotional work, explaining that various financial services companies are already actively working with the third sector and their local communities through volunteering, local recruitment and local procurement projects. The Chairman explained that TheCityUK will be working at a much more strategic level in promoting the industry to the domestic audience (rather than working locally with City companies and City residents). John Ingamells confirmed that the corporate social responsibility work undertaken by the financial services industry will be promoted as a major contribution and another way in which the industry plays an important role in everyday life.

The Chairman thanked John for his presentation and agreed that the Board should be kept updated with the progress of TheCityUK.

## **ITEM 5. The City of London Local Development Framework**

The Chairman introduced Peter Rees, City Planning Officer, and Paul Beckett, Planning Policy Director, who used the large interactive scale model of the City located in the City Marketing Suite to give an overview of the key areas in the City's Local Development Framework. The vision for each of the 'Key City Places' identified in the Framework was explained in more detail using the scale model, and major developments in the pipeline and areas of particular interest were highlighted. Peter and Paul also explained some of the planning constraints in the City such as the protected views of St Paul's Cathedral and the Tower of London. The presentation was concentrated on the five key policy areas in the framework: the North of the City (including Barbican and the new Crossrail interchange); Cheapside and St Paul's (the City's retail centre and a major culture and visitor hub); the Eastern Cluster (major employment centre and cluster of tall buildings); Aldgate (residential with potential for development and regeneration); and the River Thames (potential for greater recreation use and public spaces).

In response to questions from Board members, further information was provided on pipe subway works, green roof projects, transport and parking provision (including weekends), provision of open spaces in the residential areas of the City and the plans for increasing the vibrancy of the riverside.

The detailed documents which make up the Local Development Framework for the City are available to download from [www.cityoflondon.gov.uk/plans](http://www.cityoflondon.gov.uk/plans).

## **ITEM 6. PERFORMANCE MANAGEMENT**

The Board received a report setting out progress against the reward targets in the 2007 and 2008 Local Area Agreements (LAA). The Chairman asked Susan Attard, Chair of the TCT Performance Management Group, to update the Board. Susan explained that there was good news - five of the targets have already been met - however another two targets will not be met, and two more are unlikely to be met. The two targets which will not be met are 'common assault and wounding' and 'supporting disadvantaged residents into employment', and in both cases meeting the targets was outside of the City Corporation's control. The two targets which seem unlikely to be met are 'smoking cessation' and 'immunisation of at-risk under 65s', and Susan asked Vicky Hobart to update the Board on progress to date with these.

On smoking cessation, Vicky explained that there had been a lot of progress in the final quarter of the three year programme and that a further 305 quitters were required by year end to meet the three year target of 1,500 quitters. Further data is awaited from the Liverpool St walk-in centre, the GP in the City, the PCT's level 3 service and one pharmacy in the City which is not operated by Boots. The final data on quitter numbers will become available at the end of April / beginning of May. The PCT continues to review the data with Boots on a weekly basis and Vicky was confident that the lower reward target of 60% (1,380 quitters) would be met (this would result in 60% of the reward grant being paid - £294,000 of possible £490,000 reward). Vicky was also hopeful that the 100% target could be met. Susan explained to the Board that the following day – 31<sup>st</sup> March – was the final day of Boots' free smoking cessation medication and consultations offer, and also the final date on which people registering on the smoking cessation programme (and subsequently quitting for four weeks) could be counted towards the reward target. The Board agreed to promote the final day of the Boots offer to their staff and any other contacts via email the next morning and encourage people to sign up that day. In response to a question from Susan, Vicky Hobart confirmed that the PCT had spoken to Boots to ensure that the stores were prepared for potentially high numbers of prospective quitters joining the programme on the last day of the free medication offer.

On the Immunisation target, Susan explained that the PCT had provided data which gave immunisations as a percentage of the original number of people eligible. In order to accurately report the immunisation levels, the actual number of people immunised per year as well as the actual number of people eligible for immunisation that year is required. Vicky confirmed that she would ask her officers to provide this information.

Susan concluded by noting the good progress has been made on all of the stretch targets for the 2008 LAA.

## **ITEM 7. ANY OTHER BUSINESS**

Mark Pudge informed the Board that the Inclusive and Outward Looking sub-group has now been relaunched and held a meeting on 29<sup>th</sup> March. The membership of the sub-group has been refreshed and Loraine Butler of the City Citizens Advice Bureau has been appointed Chairman.

Sarah Hudson congratulated the City Corporation on its participation in Earth Hour and updated the Board on a new project to build 'insect hotels' in City gardens. The Board noted its appreciation to British Land for its involvement in this project.

## **ITEM 8. NEXT BOARD MEETING**

Date – Tuesday 15<sup>th</sup> June 2010

Venue - to be confirmed

The Chairman reminded the Board that the June meeting will incorporate the Annual General Meeting and as such will include the annual election of Chairman and Deputy Chairman. Any Board Member interested in standing should please contact the Chairman or the Town Clerk's office.