

LONDON SUSTAINABLE DEVELOPMENT COMMISSION
Full Commission Meeting
15 June 2007, 10-1pm, Committee Room 3

Meeting Notes

Present: June Barnes, Paul de Zylva, Robin Stott, Tony Medawar, Sue Riddlestone, Penny Bramwell, Samantha Heath (part), Mike Tuffrey, Dinah Cox, Richard Stephenson (part), Frances Mapstone, Shirley Rodrigues, Niall Machin, Emma Synnott, Bryony Mathie, Abbe Marks

Apologies: Peter Head, Shaun McCarthy

1. Chairs Announcements

JB reported back on her attendance at the Design for London event and the second meeting of the H & D Advisory Group to the LDA Board.

2. London Leaders

BM presented the final programme framework to the Commission highlighting the next steps that need to be taken. The Commission approved the role of the programme steering group. The Commission's offer of support to the London Leaders as part of the programme was highlighted. Also highlighted the importance of establishing a network of support for the programme from across the GLA Group and other organisations. Agreement that Mayor would not be approached to be a London Leader.

Itineris presented two brand design concepts to the Commission and feedback sought from all Commissioners. There was wide ranging discussion, particularly around perceptions of the 'L plate' design and the 'sunflower' motif. In summary the feedback for Itineris was:

- Overall the virtuous cycle logo was preferred over the sunflower, but with some modifications in colour and perhaps greater emphasis of the arrows. Commissioners are keen to see how this logo can work in animation. There was some concern that the colour green equates to only environmental aspects, but that using a different colour may detract from the sustainability message. Therefore a different shade of green should be used - perhaps similar to current colour/turquoise etc.
- 'Greater London' concept was accepted - provides flexibility for programme development.

The Greater London logo will be progressed for the new LSDC work programme and the L plate concept is to be retained for possible future use - the concept of learning is definitely something welcomed by most and it would be interesting to see how this message can be weaved in to overall communications. The Commission agreed that the final brand decision is to be made by PDZ as Chair of the Promotions sub-group and the steering group.

3. London Child Poverty Commission update

Carey Oppenheim, Chair of the LCPC, updated the LSDC on their work since inception in June 2006, and discussion followed on potential cross Commission linkages. Current and forthcoming activities for the LCPC include:

- Publishing the Commission's Interim Report highlighting priorities for London (Summer 2007).
- Working with London Councils/ESF funding to develop child poverty pilot projects.
- Londoner article on Child Poverty (Summer 2007).

- Closely involved in the development of a kite-marking scheme for good employment practice.
- Development of a local government anti-poverty strategic toolkit.
- Joint research with Citizens Advice Bureau on employment sustainability.
- Major international conference planned for October 2007.
- Final Report with recommendations in Spring 2008.

CO considered that the government is not clear on what local authorities should be doing to tackle child poverty or what action different levels of government should take to maximise benefits. Points raised by the Commission included:

- What pressures the LCPC are putting on central government to tackle child poverty and address the inequalities at source now that there is a strong research and evidence base?
- LCPC legacy should be linking with the Olympic legacy work and there are opportunities here to link with CSL and the LSDC Olympic legacy work programme via the Planning and Development sub-group.
- The importance of tackling a secondary agenda associated with child poverty – raising parent confidence and aspirations for their children.
- Possibility of LCPC legacy including documentary style film/narrative to raise the profile of child poverty significantly.
- The importance of linking with the LAA package and forthcoming MAAs.
- Role for LSDC in taking forward the LCPC agenda - where LSDC ownership would be beneficial. Need to identify key areas and also link with the LHC.

Action: Secretariat to set up meeting between LSDC and LCPC towards end of LCPC lifespan.

Action: Cross-Commission working to feature on next LSDC meeting agenda.

4. Skills and Employment Strategy update

Discussion was informed by the paper provided by Kirstie Bennett. Feedback from the Commission:

- The strategy needs to be clear about its limits and what is different about this strategic approach.
- The successes in this area need to be made explicit e.g. work undertaken by LDA and Learning and Skills Council (LSC). Also there needs to be provision for continuing support for those going into employment to maximise the chance that the employment is sustained.
- There are very good initiatives in the voluntary and community sector that reach excluded groups that the LSC does not engage. These initiatives should be recognised.
- LDA reported that although it has been output driven to date on skills and employment issues, dictated by central government framework, this is changing and there is a move towards outcomes as a measure of evaluation.
- The importance of fostering community empowerment as part of the skills/employment agenda, as well as wider sustainable communities. There needs to be a balance between top-down and bottom-up approaches.

Action: LSDC to hold specific discussion on reducing inequalities. Suggestion that this should be a feature at next LSDC Away Day.

Action: Update on Skills and Employment Strategy for next Commission meeting (coincide with strategy consultation period).

5. Commissioner and Chair recruitment

NM updated the Commission on the outcomes of the Commissioner recruitment process and outlined procedure for second round recruitment of a new Chair. JB emphasised that Chair recruitment will continue over the summer and stated that a new Chair needs to be in place prior to the Mayoral elections in May 2008.

Action: Secretariat to update application pack for Chair position, to include Commissioner profiles.
Action: To complete the equalities profile of the Commission, Secretariat to distribute additional questions for LSDC records.

6. LSDC Business Plan

ES explained the changes to the draft LSDC business plan made on the basis of previous Commission feedback. This includes clear overarching objectives and priorities regarding key strategic objectives. Clarification that the budget reporting framework will not be part of the business plan but that a quarterly report will be given to the Executive sub-group. The Commission approved the new business plan.

Action: Secretariat - New business plan to be produced in professional format, made available on new LSDC website.
Action: Once new Commissioners have joined the Secretariat will distribute the list of current sub-groups and sitting members. All Commissioners will have opportunity to join new groups if desired.

7. Sub-group updates

GLA sub-group

RS updated the Commission on recent activities.

Action: New SD definition to be circulated to GLA and Promotions sub-groups and update on timeframe for using definition.

Promotions sub-group

PDZ updated the Commission on recent activities.

PB gave an update on LAAs. Penny is meeting her 4 geographical leads on 18 June to discuss embedding SD into LAAs – Penny to circulate/update Commission on timescale for the GOL pilots. It was suggested that this could be followed up by a letter from the LSDC Chair to Liz Meek (GOL) and the Chief Executives of Westminster and Barking and Dagenham to offer LSDC support. (Westminster and Barking and Dagenham are the two pilot London Boroughs for the new LAA framework.) It was noted that LAAs have a commitment to engage and work with the voluntary and community sector. In Barking and Dagenham the CVS is very active in LAAs and therefore they also need to be engaged in this.

Action: Secretariat to follow up with PB and JB.

PB also reported that GOL are responding to research undertaken by Brook Lyndhurst for GOL on embedding SD across the organisation. Emphasised that LAA Partnership is particularly required for applying external pressure on borough activity, in addition to that provided through GOL. Need to work with local target players, particularly Local Strategic Partnerships. It was suggested that a page on the new LSDC website is dedicated to engaging boroughs on LAAs.

Planning and Development sub-group

AM updated the group on recent activities on behalf of PH.

Action: Secretariat to circulate a background paper to all Commissioners on the Olympic legacy discussion at the 11 June Planning and Development sub-group meeting. Schedule CSL/Legacy discussion for the next LSDC meeting (1.5 hours).

CSL

ES updated the group on recent activities.

Executive sub-group

JB commented that recent activities had already been addressed in the full Commission meeting.

8. AOB

Mike Tuffrey and the LSDC received a letter of thanks from the UK SDC for participating in their recent London Plenary. The letter mentioned that the SDC are planning a political event in the autumn.

Action: Secretariat to initiate early contact with SDC regarding this event.

Next meeting: Friday 14th September, 10-1.30pm, Committee Room 2, City Hall