



Newington

REMIC 2016

Cooperation Between Business and State

Presented by

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Newington: United Kingdom Offices



Chelmsford



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Newington: Cross-Party Experience



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Business and the State



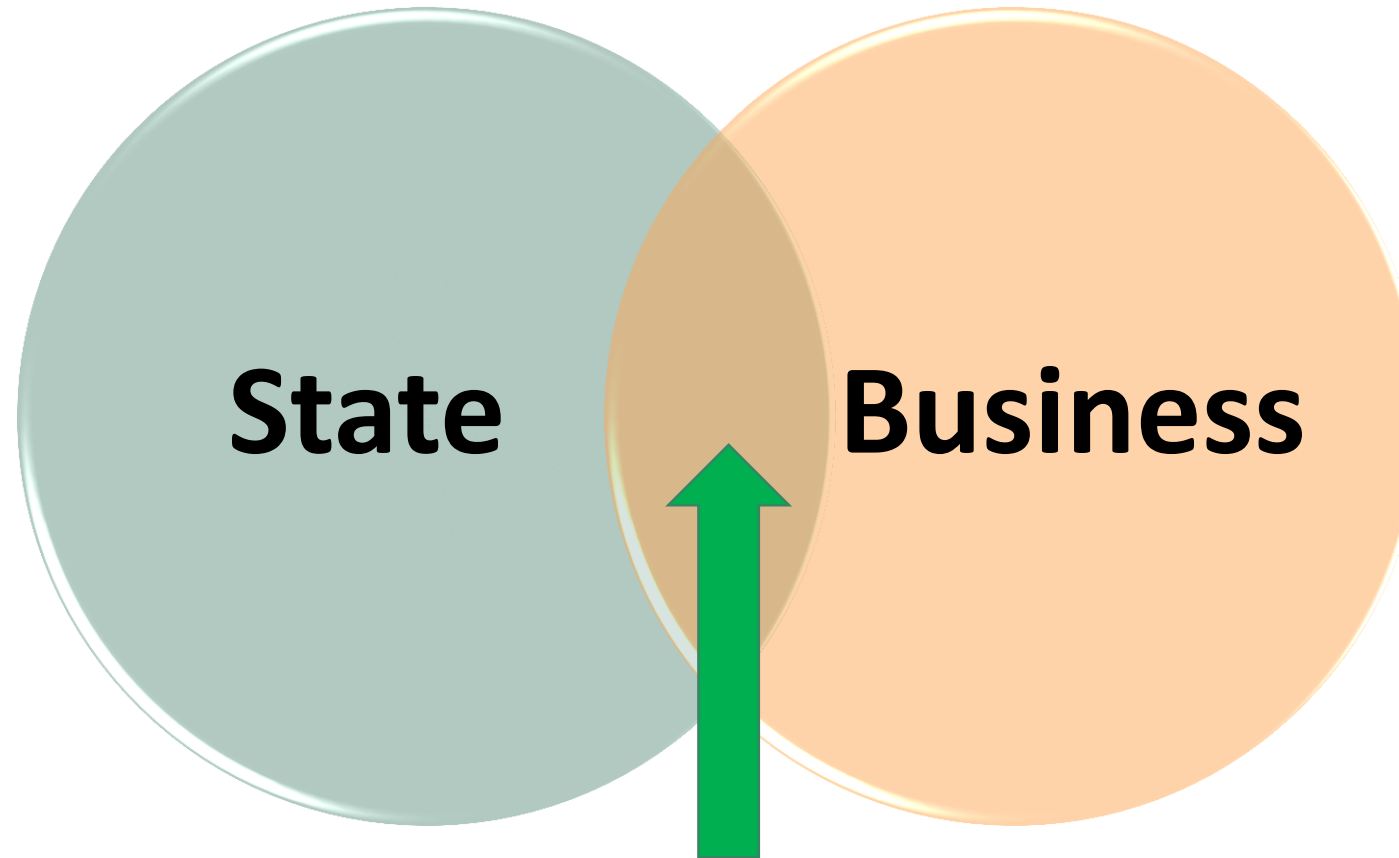
GOVERNMENT
Institution through which society makes and enforces public policies



BUSINESS
An organisation where goods and services are exchanged for one another or for money



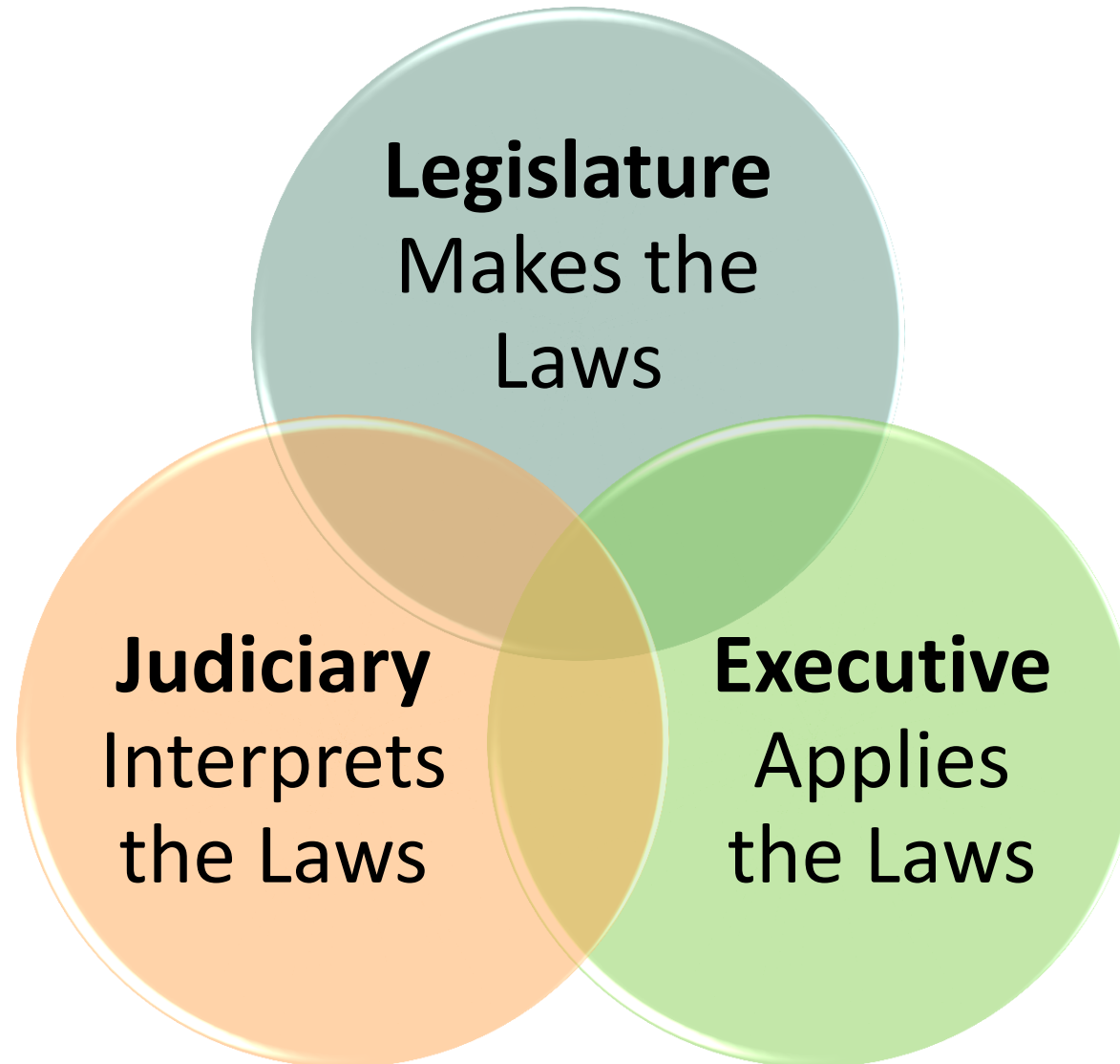
Cooperation and Mutual Benefit



- Business needs a positive and fair environment from the State
- The State needs Business to help deliver political ambitions
- **Focus on intersection (common ground) – develop and expand**



What do we mean by The State?



Why does Government legislate?

- To implement election commitments
- To fulfil promises made
- To support wider policy decisions
- To meet public policy obligations
- To aid Government administration
- In response to outside pressure



Government - Multi-Tiered



State



Region

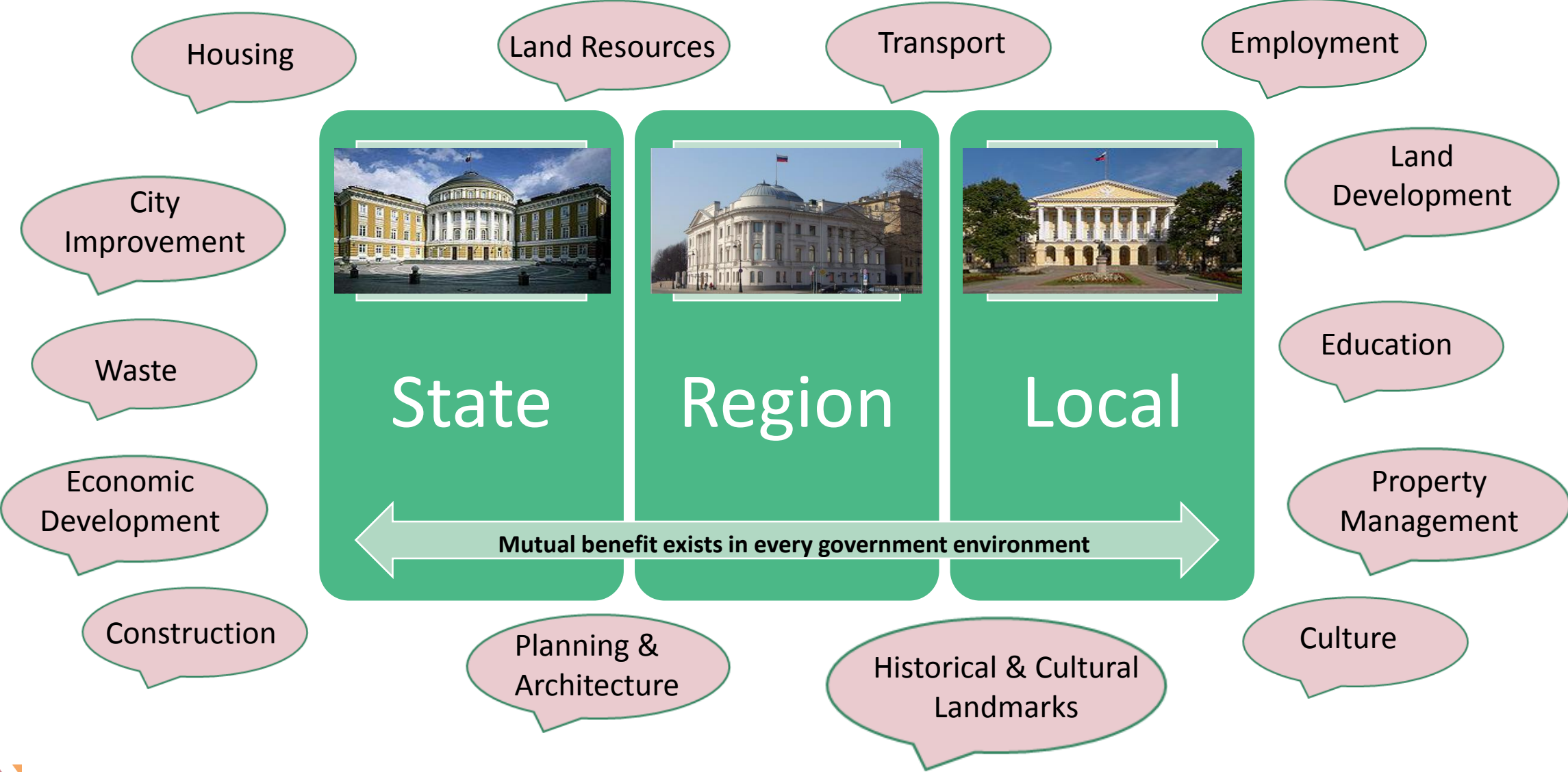


Local

Mutual benefit exists in every government environment



Real Estate and Government



Cooperation – Why lobby?

- To influence Government / State policy (at all levels)
- To shape decisions – planning / permitting / licensing
- Develop understanding and support amongst
 - Political decision-makers
 - Influencers
 - Stakeholders
 - The media
 - Electors
- To build shared ambitions and outcomes



Cooperation – A lobbying campaign

- Clear objectives
- Know your audiences
- Understand timetables & process
- Research facts & test messages
- Understand the process & procedures
- Identify allies / opponents

SWOT Analysis	
Strengths	Weaknesses
<ul style="list-style-type: none"> • 18 – 19 Mora Street has been vacant for approximately seven years and can be considered abandoned and to have nil planning use • The Council states that it wants to make "best use of the private sector", and so is likely to seek to make less use of traditional hostels as the 1997 planning permission makes clear that 18 – 29 Mora Street was. • Proximity to Old Street and within the City Fringe and the Central Activities Zone 	<ul style="list-style-type: none"> • The building was last in use as a hostel and pursuant to a planning permission in 1997 has a hostel (sui generis) use class • The Council has a duty to house homeless persons • Numerous planning applications for change of use have been either rejected or withdrawn • The site lies within the Moorfields Conservation Area

Recommendations

We would suggest the following activities:

- Undertake a detailed political and stakeholder analysis to understand existing attitudes towards development in the local area amongst local politicians and influencers in **Bunhill** and in Islington
- Further research on the respective influence that the Ward councillors and the leadership of Islington Council – including Cllr Watts and Cllr Murray – are likely to have on the Planning Committee
- A key messages document that would form the basis for any political or stakeholder engagement
- Early meetings with Cllr Watts and Cllr Murray to determine their views on the site and proposals for development
- Early meetings with the Ward members to discuss attitudes towards the proposed development and the likely reaction of residents

Following this initial research and engagement we would suggest a further round of engagement:

- Engagement with group and residents that could potentially be supportive of the redevelopment
- Generate support of bringing to Executive (M
- Further research
- Monitoring of nearby developments
- Ensure that proposals

influence of the **Bunhill** Ward councillors means that if they were oppose the proposed development this would likely hold weight amongst other councillors in Islington recent comments by Cllr James Murray on preventing "buy to leave"

Suggested engagement

Primary

Cllr Richard Watts

Cllr James Murray

Political Overview	
Local Planning Authority	Islington Borough Council
Political control	Labour
Ward	Bunhill Ward
Ward members	<ul style="list-style-type: none"> • Cllr Troy Gallagher (Labour) • Cllr Robert Khan (Labour) • Cllr Claudia Webbe (Labour)
Parliamentary constituency	Islington South and Finsbury
Member of Parliament	Emily Thornberry MP (Labour)
Greater London Assembly constituency	Hackney, Islington and Waltham Forest
Greater London Assembly Member	Jeanette Arnold AM (Labour)
Adjacent Council	Hackney Borough Council
Adjacent Ward	Hoxton Ward
Adjacent Ward members	<ul style="list-style-type: none"> • Cllr Philip Gianville (Labour) • Cllr Clayton McKenzie (Labour) • Cllr Carole Williams (Labour)



Cooperation – Objective of lobbying

- What is the current situation?
- What do you want to change (or support)?
- Where do you want to get to?
- How much potential influence do you have?
- What can you achieve with communications?
- How do you know you are making progress?
- How will you define success?



Cooperation – Lobby campaign audiences

- Who are the decision-makers?
 - elected politicians
 - civil servants
 - special advisers
 - regulators
- Who are the influencers
 - other politicians
 - stakeholders and special interest groups
 - wider public
 - media

How (who) do the influencers influence the decision-makers?



Cooperation – A lobbying plan

- Objective (strategic + communications)
- Strategy
- Audiences (comprehensive)
- Messages
- Programme
- Resources (time, money and people)
- Desired outcomes



Cooperation – A lobbying programme

- Political intelligence and advice
- Messaging and strategy
- Political engagement
- Stakeholder and influencer engagement
- Public engagement & consultation
- Monitoring (political, media & social media)
- Crisis management
- Review, measure and evaluate (repeat)

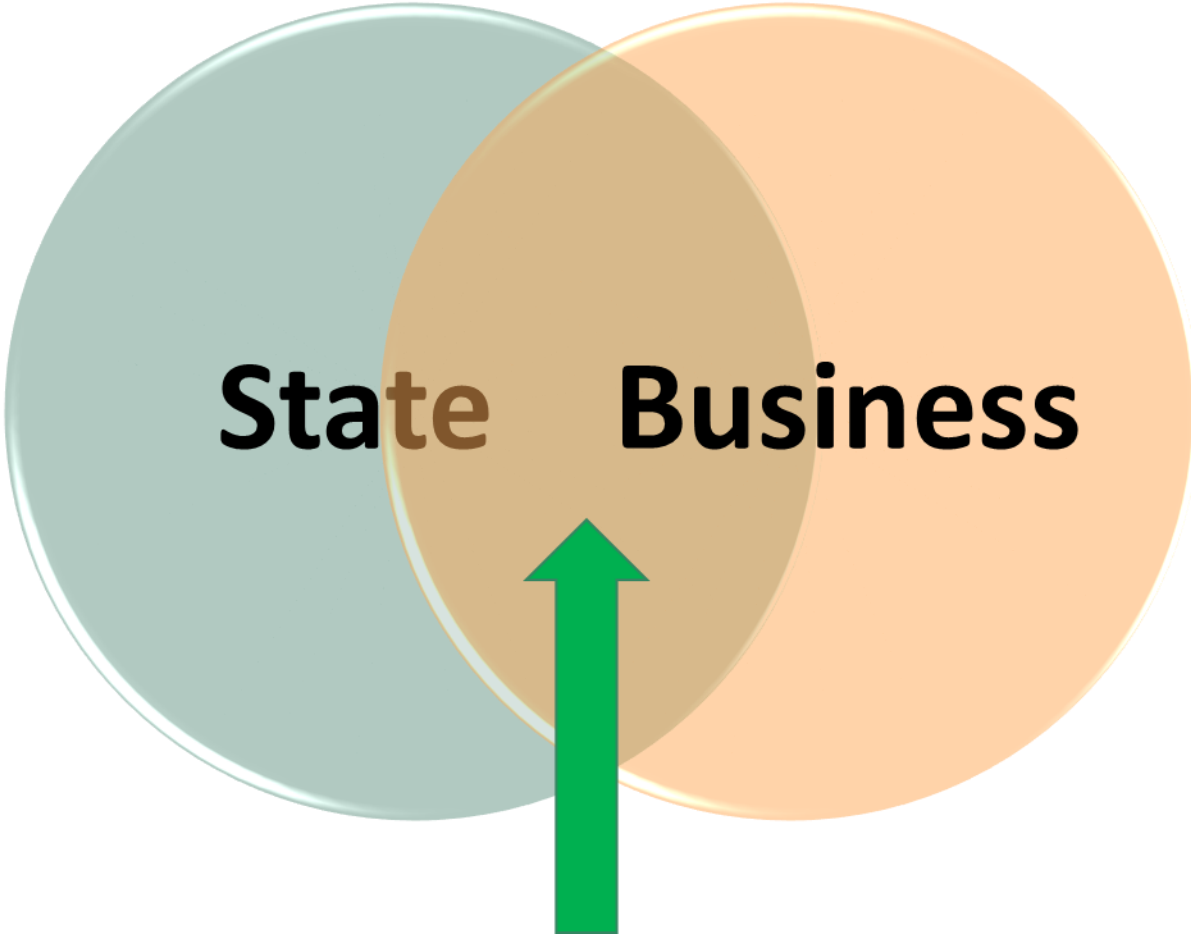


Cooperation – Key Questions

- Have you started engaging early enough?
- Are you targeting the right people?
- Are you building a broad support base?
- Are you using the right messages?
- Are you communicating through the right channels?
- Are you flexible enough to adapt and change?



Cooperation - Outcomes



Shared goals and mutual benefit = improved outcome for all



Cooperation-Outcomes

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Shared goals and mutual benefit = improved outcome for all





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