

# Licensing Committee Report

<b>Meeting:</b>	Licensing Committee
<b>Date:</b>	22 March 2017
<b>Classification:</b>	For General Release
<b>Title:</b>	Licensing Communications Strategy
<b>Wards Affected:</b>	All
<b>Financial Summary:</b>	None
<b>Report of:</b>	Director of Policy, Performance and Communications

## 1. Executive Summary

- 1.1 This communications strategy at Appendix I seeks to advise the Licensing Committee of the opportunities going forward to promote Westminster City Council's licensing policy output as well as the work of the Licensing Committee, in addition to setting out ways to bolster the existing communications offer.

## 2. Recommendations

- 2.1 That the Licensing Committee notes the objectives and the identified opportunities for communications activity.

## 3. Background

- 3.1 Cllr Antonia Cox, Cabinet Member for Public Protection & Licensing, and Cllr Angela Harvey, Chair of the Licensing Committee, requested a review of licensing communications.
- 3.2 The purpose of the plan is to set clear objectives, identify challenges, provide examples of communications support, and look ahead to key events in 2017.
- 3.3 The plan includes a table of the main events that are relevant to the work of the Licensing Committee, from relevant parliamentary activity to Westminster City Council policy output.

## 4. Financial and Legal Implications

- 4.1 There are no financial implications or legal implications arising from this report.

**If you have any queries about this report or wish to inspect any of the Background Papers please contact Ben Maloney in the communications team on 020 7641 2861 or email [bmaloney@westminster.gov.uk](mailto:bmaloney@westminster.gov.uk).**

## **Background Papers**

None.