

We coordinate and oversee all print, broadcast and digital communications of the City Corporation. We implement and oversee our corporate affairs programme. We publish a wide range of material. We act as a point of contact for filming in the City. **APPENDIX 3**

The corporate outcomes we aim to impact on are:

We aim to contribute to and support all 12 corporate outcomes

What we do is:

Media Team

Oversees all print, broadcast and digital communications of the City Corporation.
Promotes positive media coverage.
Provides expert advice on reputational issues.
Creates and delivers clear, consistent and confident messaging.

Corporate Affairs Team

Oversees the City Corporation's corporate affairs programme
Ensures the City Corporation continuously works in relevant partnership with other organisations and third parties
Delivers an effective political engagement programme which adds value and supports the City Corporation's priorities as well as the position of London and the UK as a world leader in international finance and business.

Publishing Team

Produces high-quality publications and digital communications
Assists departments to ensure their own communications are in line with corporate messages
Manages the City Corporation website
Manages all internal communications and intranet

Film Liaison Unit

Facilitates filming ranging from still shoots and documentaries to large scale feature films on the public highway in the City and on the City Corporation's private properties.

Our 2019-20 budget is:

Communications	£000
Media Team	1,181
Corporate Affairs Team	427
Publishing Team	498
Total net budget	2,106

Budget includes Film Team salaries, not Film Team income.

Our top line objectives are:

- To protect the City Corporation's reputation
- To deliver clear, consistent and confident public messaging across the City Corporation.
- To promote positive media coverage of the City Corporation
- To have coordinated political engagement activity across the organisation
- To remain relevant in the policy-making and political sphere
- To bring stakeholders together to discuss policy issues that affect them, and subsequently deliver on any desired outcome of that discussion.
- To keep staff up-to-date, engaged and informed of the City Corporation's activities
- To raise income through filming across the City
- To raise the profile of the City and London through filming

What we'll measure:

- The advertising value equivalent of the media coverage achieved by the Media Team, target for 19/20 is £14 million
- The interactions with the City Corporation website, target for 19/20 is between 2.7 and 2.8 million
- The readership of the City Corporation publications going to key stakeholders, Cityview magazine distributed to 21,000 key stakeholders, a further 3,000 downloads.
- The income generated for the City Corporation by filming in the City

What we're planning to do in the future

- Review filming protocols and processes so we actively promote the City and the City Corporation facilities as places for filming
- Improve the professionalism of our communications with the priority for the year ahead being to move ahead with the design and build of a new website
- Develop stronger messaging about how we support a diverse and sustainable capital and how we contribute to the 12 corporate outcomes in London
- Improve awareness of the importance of communications throughout the City Corporation and how communications can be used to enhance the reputation of the organisation