



Our aims and objectives are...

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.

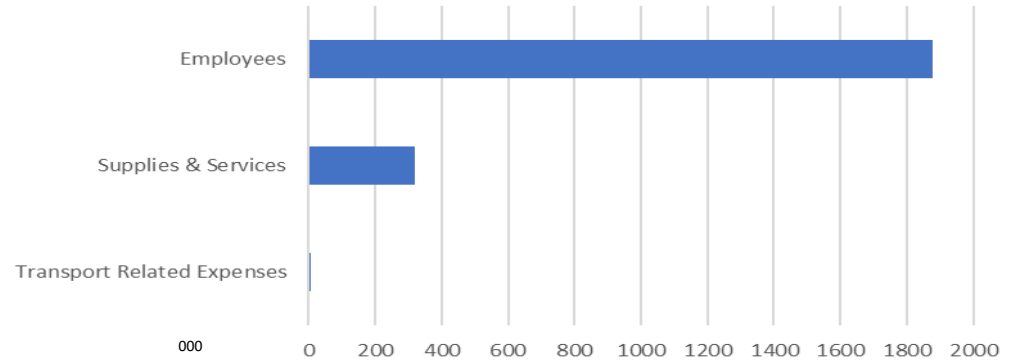
Our five major workstreams this year will be...

1. Oversee all print, broadcast and digital communications of the City Corporation
2. Promote positive media coverage
3. Deliver effective political engagement via the Corporate Affairs programme
4. Produce high quality publications and digital communications
5. Promote filming in both the City and on our assets

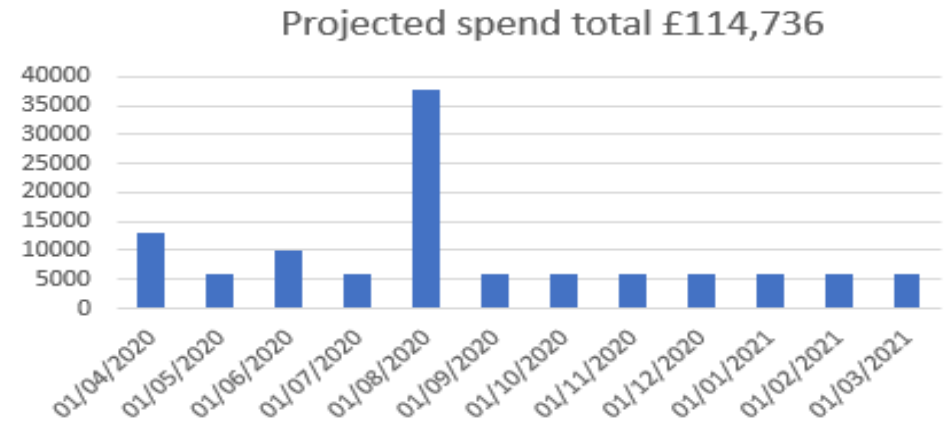
Spend by Outcome



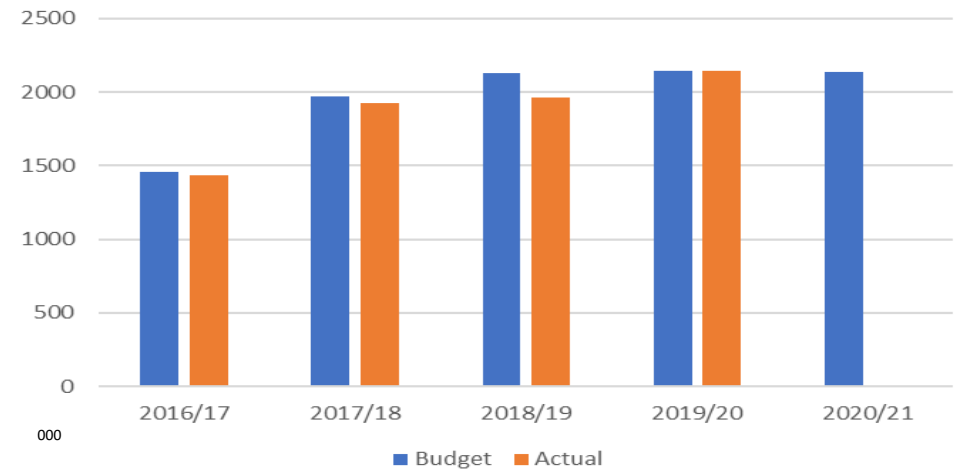
Where our money is spent



Capital Project Spending



Budget vs Actuals and Forecast



What's changed since last year...

Stronger messaging about how we support a diverse and sustainable capital

Improved awareness of the importance of communications throughout the City Corporation

More coordinated political engagement across the organisation to deal with increased risk from political volatility

Design and build a new website which is now undergoing user testing

New filming processes and protocols

Plans under consideration...

Change Action	Time Scales
Implementation of new centralised film promotion policy	July 2020
Launch of new website	Summer 2020
Refined , improved and up to date messaging handbook	April 2020
More coordinated external affairs	Ongoing

Key Customer Feedback

Commendations to the Media Team for the level of support and information provided to Committee Chairs.

Recognition of successful political conference season for the Corporate Affairs Team

Widespread appreciation by staff of the new intranet site with visits peaking at 10,000 a day.

Our Impact

Equivalent advertising value of media coverage achieved in the last calendar year was more than £14 million

Film team income in the last calendar year was £413,000

City Resident magazine 4,000 readers

Cityview magazine 22,000 readers

Lord Mayor's Show leaflet 95,000 readers

Our delivery partners and key stakeholders

- All City of London corporations department and institutions
- Local, national and international media
- Politicians across all parties
- Think tanks
- Film Location Managers
- City of London Police

Corporate Performance Framework

KPIs

London is #1 financial centre (Global Financial Centres Index)

%income targets achieved

Website: visitors since 1 Jan 1,561,993 (4,468,046 page views)

Facebook: 9,500 followers



Twitter feed@cityoflondon



47,000 followers

Organised over 75 political engagements throughout the year

Partnered with 20 think tanks

Organised activity at five Party Conferences



Equalities & Inclusion Targets

100% attendance for Communication Team's representative at E&I Board

100% completion rate on all E&I mandatory training

Key Risks

- Reputational damage caused by policy decisions or behaviour
- Reputational damage caused by unprofessional, uncoordinated communications
- Adverse political developments
- Internal dissatisfaction caused by poor communications