

Committee(s): Education Board	Dated: 28/01/21
For information/discussion	
Subject: Education Media Plan	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	1, 2, 3, 4, 8, 9 and 10
Does this proposal require extra revenue and/or capital spending?	No
If so, how much?	N/A
What is the source of Funding?	
Has this Funding Source been agreed with the Chamberlain's Department?	N/A
Report of: Bob Roberts, Director of Communications	For Information
Report author: Chandni Tanna, Media Officer	

City's Corporate Plan

Contribute to a flourishing society

1. *People are safe and feel safe.*
2. *People enjoy good health and wellbeing.*
3. *People have equal opportunities to enrich their lives and reach their full potential.*
4. *Communities are cohesive and have the facilities they need.*

Support a thriving economy

5. *Businesses are trusted and socially and environmentally responsible.*
6. *We have the world's best legal and regulatory framework and access to global markets.*
7. *We are a global hub for innovation in finance and professional services, commerce and culture.*
8. *We have access to the skills and talent we need.*

Shape outstanding environments

9. *We are digitally and physically well-connected and responsive.*
10. *We inspire enterprise, excellence, creativity and collaboration.*
11. *We have clean air, land and water and a thriving and sustainable natural environment.*
12. *Our spaces are secure, resilient and well-maintained*

Summary

The City of London Corporation's media plan sets out the way in which the media team will communicate the work of the Education Board and the City of London Academies Trust Board to the media, subject to further consultation with the Chairs of both Boards.

Recommendation(s)

Members are asked to:

- Note the report.

Main Report

Background

The Education Media Plan was drafted following the successful elections of the Chairs of the Education and City of London Academies Trust Board (CoLAT).

The purpose of the plan is to highlight in the media the work that the City of London Corporation is doing to:

- (i) provide access to world-class education and learning opportunities for all Londoners
- (ii) contribute to a flourishing society and support a thriving economy

Current Position

Currently the City of London Corporation's media team highlights key events in the education calendar. For example, A-Level results day, GCSE results day, the London Careers Festival, the annual chess competition and the annual debating competition. It also supports the Family of Schools in handling any reputational issues, positive or negative. The media team has a good relationship with all the Family of Schools. The Education Board has oversight of the Cultural and Creative Learning Strategy 2019-23, which commits to enriching learning through culture and the arts. The Cultural Mile Learning team has been delivering projects to support this vision. The team has well established working relationships with the City's Family of Schools which will drive this vision, as well the goals in the Education Strategy 2019-23 on the effective practice of cultural and creative learning delivered in the Family of Schools. Media interventions around Cultural Mile Learning will be overseen by the corporate media team and the head of media.

Proposals

Given the unique nature of the relationship with our Family of Schools the aim of the media plan is for the Family of Schools to be free to promote and market their activities simply sighting the corporate media team for information. The corporate media team will support this activity and amplify audiences where resources allow. The corporate media team should become more directly involved where there could be a reputational impact – either positive or negative – on the wider City of London Corporation. The corporate media team will always try to assist in any crisis communications. The proposed plan is to be developed further following feedback from members and the Chairs of the Education and CoLAT Board.

Corporate & Strategic Implications – none

Conclusion

The media plan sets out the way in which the media team will highlight the work of the City of London Corporation's Education Board. Any media interventions made by the corporate media team will be signed off by the head of media and the director of communications.

Appendices

- Appendix 1 – Education Media plan

Chandni Tanna

Media Officer

T: 0772 563 6917

E: Chandni.tanna@cityoflondon.gov.uk