

Committee(s): Communications and Corporate Affairs Sub Committee	Dated: 24 April 2024
Subject: Corporate Communications & External Affairs Update Report	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	All
Does this proposal require extra revenue and/or capital spending?	N/A
If so, how much?	N/A
What is the source of Funding?	N/A
Has this Funding Source been agreed with the Chamberlain's Department?	N/A
Report of: Emily Tofield, Executive Director of Corporate Communications and External Affairs	For Information
Report authors: Kristy Sandino, Assistant Director, Corporate Affairs, Mark Gettleson, Head of Campaigns and Community Engagement, John Park, Assistant Director of Media (Public Services), Kay Abdilahi, Assistant Director of Media (Financial Services), Sheldon Hind, Head of Publishing	

Report Summary

This overarching update report covers the full remit of the central Corporate Communications and External Affairs Division and includes the following:

- a. Transformation Programme update [Annex A]
- b. Corporate Affairs [Annex B]
- c. Campaigns and Community Engagement [Annex C]
- d. Sports Engagement [Annex D]
- e. Media [Annex E]
- f. Internal Communications [Annex F]

Recommendation

Members are asked to:

- Note the contents of this report.

Annex A - Corporate Communications and External Affairs Transformation Programme

2. The Corporate Communications and External Affairs transformation programme continues with good engagement and support from across the City Corporation. Engagement with members of this sub-committee is underway and input will continue to be reflected in the work that is being taken forward.
3. The (first) high-level Business Case for Corporate Communications and External Affairs was approved by Policy and Resources Committee in March and workstreams are progressing. The Communications Strategy is being drafted and will be shared with members of the sub-committee for comment in due course.
4. This will be the first strategy in ten years and will draw on a significant amount of input and information generated as part of the Capability Review into the function. The strategy will describe the core strategic communications and external affairs functions that will be delivered across the Corporation and align activity with the outcomes in the recently published five-year Corporate Plan.
5. As reported previously, a number of in-depth reviews are being carried out to inform the future design of the Corporate Communications and External Affairs function and strategies.
6. The City of London Corporation's first comprehensive review of its stakeholders and how they are engaged and managed is underway. This includes interviews with Officers and sub-committee members' workshops. A survey will also be circulated to a range of stakeholders the City Corporation works with. The review is gathering quantitative and qualitative data to inform how we improve future communications and engagement and will be shared with this sub-committee.
7. A strategic branding review has also begun, and this will lead to the creation of a master brand strategy and brand identity guidelines for the City of London Corporation as a whole (for the first time). This will enable our partners and stakeholders to navigate the wide range of institutions; avoid confusion and reduce costs; provide proposed guidelines on the relationship between the 'master brand' and the organisations we fund; and critically help enhance awareness and understanding of the role of the City Corporation and the work that we do.
8. The branding review also involves engagement from a wide range of Officers and workshops and discussion with members of this sub-committee.
9. As previously reported to this sub-committee, a new media and social media monitoring system has been procured to improve insight and evaluation capabilities. This new system, provided by Meltwater, has been implemented and training commenced across the team.

Annex B - Corporate Affairs Summary

Strategic Communications and Messaging Development

10. As part of our strategy to improve strategic planning, we have concluded recruitment for a new post, a Strategic Planning and Insights Manager, who joined the team in early April. This is a critical post that will continue to build out the infrastructure needed to work across the City Corporation and the institutions to drive forward coordinated, strategic ways of working on communications and external affairs.
11. The Corporate Affairs Team has also led the integration of cohesive narratives through strategic communications and message development in the following areas:
 - a. **Dynamic Economic Growth.** Across a range of speakers and mediums, advancing our 'Dynamic Economic Growth' narrative has been a core focus. Key highlights include:
 - i. Supporting the Investment Committee Chairman with his 'Planning for Prosperity' committee dinner speech, addressing how joint venture opportunities in our property portfolio can support economic growth within the City.
 - ii. Showcasing our *Vision for Economic Growth* roadmap via a Policy Chairman speech at the Labour Party's financial services review launch, which was attended by the Shadow Chancellor, her shadow Treasury team, and senior business leaders. This messaging on the importance of the City and financial services and its relationship with the Labour Party was later supported by a subsequent Policy Chairman City A.M column reflecting on Rachel Reeves' Mais Lecture.
 - iii. Supporting Policy Chairman visits to Northern Ireland and Scotland, where we showcased how unlocking investment through our *Vision for Economic Growth* could support regional growth.
 - iv. Supporting the Policy Chairman in his speech at the Centre for Policy Studies' fiftieth anniversary gala dinner. To a senior audience that included the Prime Minister, cabinet members, Conservative MPs, and senior business and media figures, the Policy Chairman reiterated the need to flip trade policy to focus on services – repeating the call he made at the Policy and Resources dinner – given the importance of services, including financial services, to our economy.
 - b. **Diverse Engaged Communities.** In recent weeks, multiple speakers have addressed different themes within this Corporate Plan outcome. Key highlights include:
 - i. Supporting the Investment Committee Chairman with his 'Planning for Prosperity' committee dinner speech, highlighting how attracting a more diverse range of people to the City – and investing particular – is crucial for future success. This included

showcasing the City Corporation's support for the Chairman's Catalyst Education programme.

- ii. Supporting the Policy Chairman in his engagements with HM Treasury's Women in Finance Charter. Across both a written foreword and a speaking engagement, the Policy Chairman highlighted the need for greater gender diversity, particularly at the most senior levels within the City. The Policy Chairman also highlighted our own City Belonging Project as a positive example of the work being done to strengthen our diverse engaged communities, supporting our messaging of the need for the City to be a place where everyone belongs.
- c. **Vibrant Thriving Destination.** Supporting the Environment Department and the Policy Chairman with the annual MIPIM conference, we engaged a range of senior audiences across multiple events. This included core messaging on the vitality and health of the City as a place to invest, record number of City workers, quality of floorspace in the planning pipeline, and strategically important messaging on our Destination City policy and our role as the fourth largest funder of arts and heritage in the country.

Political Engagement

12. Since the last sub-committee meeting in February 2024, the Corporate Affairs Team has prioritised:

- a. Working alongside Innovation and Growth (IG) colleagues as part of the regional engagement programme, Corporate Affairs:
 - i. Secured highly successful meetings for the Policy Chairman with the First and deputy First Minister of Northern Ireland, as well as the Chairperson of the Northern Ireland Assembly Committee for the Economy.
 - 1. As part of this work, a visit to the City of London by the First and deputy First Minister later in the year was agreed, as well as further visits to Northern Ireland.
 - 2. This engagement with the First Minister represents the first time the City Corporation has had high level engagement with Sinn Féin.
 - ii. Provided political advice and support to the Policy Chairman, Trade and Investment Director and other colleagues for the Northern Ireland visit.
 - iii. Organised and confirmed C-suite business attendees for dinner with the Policy Chairman as part of the visit programme.
- b. Collaborating and supporting Guildhall School of Music and Drama in hosting the Labour Creatives Conference, attended by the Leader of the Opposition, Shadow Chancellor, Shadow Secretary of State for Culture, Media and Sport and more. This included discussions about key avenues to negotiate to ensure City Corporation messaging was shared such as securing a speaking slot for the Principal.
- c. Proactively proposing and hosting Labour's review of Financial Services thank you reception, with key senior representatives from the FPS

industry. Speeches were given by the Shadow Chancellor and Shadow City Minister, with more of the Shadow Cabinet in attendance.

- d. Working alongside Community Engagement, providing a lunch time briefing for Members and officers on the upcoming US election with an external pollster.
- e. Political outreach to Bridget Phillipson, Shadow Secretary of State for Education with an offer to visit one of our academies, such as the City of London Academy Highgate Hill, to see the current work in action and to meet with Policy Chairman and Mark Emmerson, CEO of City of London Academies Trust.
- f. Supported IG colleagues by securing a meeting for the Chair of the Transition Finance Market Review with the Shadow Climate Change Minister.
- g. A further round of political outreach on Vision for Economic Growth to:
 - Laura Trott MP, Chief Secretary to the Treasury
 - Gareth Davies MP, Exchequer Secretary to the Treasury
 - Andrew Griffith MP, Minister of State for Science, Research and Innovation
 - Peter Kyle MP, Shadow Secretary of State for Science, Research and Innovation
 - Chris Evans MP, Shadow Minister for Tech and Digital Economy
 - Graham Stuart MP, Minister for Energy Security and Net Zero
 - Sarah Jones MP, Shadow Minister for Industry and Decarbonisation.
- b. A round of political engagement across London to share the new Corporate Plan 2024 – 2029 and the six strategic outcomes.

13. The Corporate Affairs Team maintains a proactive strategy of engagement with politicians that regularly delivers a series of meetings and opportunities for Members. The Team has provided briefing and support for:

- a. Provided briefing material for a Vice Chair of Policy and Resources for a roundtable with the Shadow Chief Secretary to the Treasury and Labour in Tech on tech skills.
- b. Provided briefing material for the Deputy Chair of Policy and Resources for a CBI dinner with the Shadow Chief Secretary to the Treasury.
- c. Hosted the Centre for Policy Studies' 50th Anniversary dinner which was attended by the Prime Minister, Secretaries of State, and dozens of MPs.
- d. Provided briefing for:
 - i. Bilateral engagement with the City Minister. The meeting covered a variety of topics including Mansion House Dinner, State of the Sector, the Mansion House Compact work, and HMT updates.
 - ii. Bilateral engagement with the Minister for London and Trade Policy. Topics included major projects across London, the role of the City of London Police, Transport for London funding, VAT free shopping, trade policy and London's competitiveness.

Pan-London Engagement

14. The Corporate Affairs Team continues to engage with pan-London stakeholders and provides support, advice and inputs to the Policy Chairman and Members. This has included:

- a. Provided briefing and advisory support to the Policy Chairman and Deputy Policy Chairman for engagements with London Councils; the London Partnership Board; London and Partners; Central London Forward and the Minister for London.
- b. Drafted representations to the Secretary of State for Transport on dockless bicycles, as well as e-scooters.
- c. Worked with internal colleagues to seek a long-term solution to Barbican tube noise issues, liaising with Transport for London and the Deputy Mayor for Transport.
- d. Continued to provide ad hoc responses to casework issues from several Members of Parliament.
- e. Monitoring Mayoral and Westminster constituency election developments, providing insights and intelligence where relevant.
- f. Supported the development of the Centre for London's latest report, *Rebooting London's Economy* – providing insights, advice and editing where appropriate.

Forward Look and Future Engagement

15. The Corporate Affairs Team continues to plan for future engagement with political stakeholders. Priorities for the Corporate Affairs Team until the end of the calendar year include:

- a. Monitoring the upcoming local elections and planning for engagement across London and the regions with successful candidates.
- b. Working in close collaboration with the Remembrancer's Team, continuing a flexible agenda of engagement in the build-up to an election, including identifying key moments for political outreach across the rest of 2024, scoping engagement with prospective parliamentary candidates and consulting with REMs on themes and planning for the APPG for Financial Markets and Services.
- c. Continuing to actively plan for the upcoming General Election, including mapping out possible City Corporation policy priorities and key moments across 2024 for political outreach. This also includes working alongside the Remembrancer's team to identify engagement priorities for the Policy Chairman, drafting template letters of welcome to incoming MPs, analysing if City Corporation assets have changed constituencies given boundary changes, scoping possible events shortly after an election, and preparations to analyse the legislative agenda of an incoming government.
- d. Proactively seeking political representation across upcoming high level activity such as Net Zero Delivery Summit and Competitiveness Conference.

- e. Scoping out possible partnerships with various stakeholders on areas of priority for the organisation, such as fraud, capital markets and trade.
- f. Holding Onward's Chairman Dinner at Guildhall in July with a speech from a Senior Cabinet Minister and the Policy Chairman.
- g. Working with IG colleagues to organise and host a visit to the City of London by the First and deputy First Minister of Northern Ireland.

Party Conferences

16. The Corporate Affairs Team is leading preparations for the political party conference season in September and October, provided that the conference season goes ahead. Clauses will be discussed to negotiate the best options available. This has included:

- a. Negotiating and discussing proposals with potential partner organisations about collaboration opportunities for roundtables and open fringe events.
- b. Preparing a prospective plan for party conferences for the Policy Chairman, including suggested policy areas for events and speakers for dinners.
- c. Booking hotel rooms and event space for City of London Corporation dinners.
- d. Scoping out possible Member attendance.

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Annex C – Campaigns and Community Engagement Summary

Resident Engagement

17. The Resident Campaigns and Communications Manager has met with a large number of internal and external stakeholders to further develop their resident engagement plan, details of which are in a separate report for discussion by this sub-committee. In particular, there is a recognised need to create a cross-departmental residential offer, streamlined communications and a wider variety of events and activities.
18. The date of the next City Question Time has been set for 4th June, and will be held in the east of the City. A residents summer event is also under consideration.

Worker Engagement: City Belonging Project

19. The Holocaust Survivor and LGBTQ+ History Month events outlined in the last report were held successfully through the City Belonging Project, delivered through corporate partnerships. These gave a wide range of people from across our community and beyond access to two fascinating events at minimal cost to our organisation, with the Policy Chairman making the introductory remarks at the Holocaust Survivor event. Additionally, the City Belonging Project has been used to expand the range of people invited to recent events, including the International Women's Day breakfast, Eid reception and Open Iftar event. The latter saw 235 tickets issued through City Belonging channels. Ahead of June's Pride reception at Guildhall, we are also in discussion with an external partner to cover the cost of a larger celebration – and will be reaching out to networks across the City to encourage them.
20. We engaged City Guides to put on five LGBTQ+ History walking tours in February and thirteen Women's History walking tours in March – with 119 and 237 tickets issued for each respectively, with participants including City workers, residents and members of the Livery. The feedback from these walks has been overwhelmingly positive and we are working with City Guides on plans to roll these out at greater scale, including new starter walking tours for those recently arrived in the Square Mile.
21. We are increasingly working to ensure partners are brought into the City Belonging Project, with a joined-up approach with the City of London Police increasingly prioritised. The Head of Campaigns and Community Engagement has assisted COLP with staff recruitment in this area and a regular call has been set up. Similar alignment, especially around events, is being explored with the Barbican and the Business Improvement Districts (BIDs).

Election Engagement and Ward List communication

22. The engagement campaign ahead of our 2025 elections is beginning to take shape, in line with the paper approved at the last meeting of the Sub-Committee. The recruitment process for an Election Engagement Campaign Manager has begun, with applications due to close on 18th April. In particular, work is underway

to identify businesses not currently listed on the City Occupiers Database, as well as research on key decision-makers at unregistered businesses to be engaged directly. New promotional and explanatory material, relating both to registration and candidature, will be developed as a priority soon after the arrival of the new postholder.

23. The ward-based insert included in the wardmote letter was felt to be a cost-effective activity, with zero additional postage cost, as the communication was already being sent out by the Electoral Services team. The leaflet created by the Resident Campaigns and Communications Manager was attractive and interesting, with all but three wards choosing to contribute material. Many members reported increased turnouts at their wardmotes, potentially aided by this communication.

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Annex D – Sport Engagement Update

Sport Strategy

24. The City Corporation's sport strategy for the Square Mile – *A Global City of Sport* – was approved by the Policy and Resources Committee in June 2023. It sets out the vision and priorities for the organisation in relation to sport over the next seven years and beyond, which include:

- a. Investing in facilities
- b. Activating public spaces
- c. Celebrating impact
- d. Attracting events and federations
- e. Supporting community groups

25. The new Sport Strategy Officer started in post in January this year and is helping to drive forward plans to invest in sport facilities and activate public spaces. In addition, recruitment is underway for a Community Sport Officer to hopefully be appointed in early summer. This position will help deliver on community focused sport events and activations including support for the upcoming Summer of Sport campaign taking place across the Square Mile by several local Business Improvement Districts (BIDs).

26. In accordance with Phase 1 of the new sport strategy, an options appraisal on future sport facility investment has been undertaken by external consultants. The outcome of this work will be presented to the Resource Allocation Sub Committee at its Away Day in July. Prior to this, Members on the Sport Sounding Board will be given the opportunity to express their views on the proposals.

Sport Engagement

27. Since the last update provided to Members in February, the following sport engagement has taken place:

- a. International Sport Diplomacy Working Group – this group of sport and government representatives meets quarterly and is chaired by the Department of Digital, Culture, Media and Sport. The group discusses key trends and developments in international sport diplomacy, looking at specific areas such as the Middle East. Its second meeting took place on 21st February at Guildhall and provided an opportunity for Past Lord Mayor, Sir William Russell, to speak on the importance of sport and diplomacy to the City Corporation.
- b. UK Sport International Leadership Graduation – UK Sport hosted their annual international leadership graduation event at Guildhall on 14th March involving mentees and mentors from the programme. The Member Policy Lead for Sport hosted a roundtable following the ceremony, involving guests such as the previous past President of

the Commonwealth Games Federation and the current Vice Chair of the British Olympic Association.

- c. London Sport Awards – at the end of March the City Corporation hosted the London Sport Awards at Guildhall for the fourth consecutive time. Alderwoman Jennette Newman welcomed guests to the event which was well attended by various grassroots sport organisations. The Vice Chair of Policy, Caroline Haines, handed out the Business Contribution to Grassroots Sport award, which is sponsored by the City Corporation. The event received widespread social media attention which reached a broad and diverse audience.
- d. SportAccord – The Head of Sport Strategy & Engagement attended SportAccord World Sport & Business Summit in Birmingham from 9th to 11th April alongside the Member Policy Lead for Sport. This conference brings together International Sport Federations with organisations involved in the business of sport to discuss shared issues. It also provided an excellent forum to develop networks ahead of engagement in the Paris Olympic and Paralympic games.
- e. Opening of Parliament Hill Athletics Track – the Lord Mayor officially opened the refurbished athletics track at Parliament Hill on Hampstead Heath following the investment by the City Corporation in a new surface.

Forward Look

28. Paris 2024 - Plans for the City Corporation’s strategic engagement in Paris for the Olympics and Paralympics have been developing since the approval of the Policy and Resources Committee to allocate funding towards this objective. The Head of Sport Strategy & Engagement has been involved in several discussions with relevant partners, including UK Government and the Greater London Assembly, to ascertain potential engagement opportunities. The current proposed engagement programme for this period is as follows:

Date	Competition	Event Topic	Venue	Partner
28 th July	Olympics	Destination London	Team GB House	Mayor of London, L&P and BOA
31 st July	Olympics	Host City Business Networking Event – Legacy of London 2012	UK Ambassador’s Residence, Paris	Department for Business & Trade
1 st Aug	Olympics	Financial Services Roundtable	Team GB House	BOA and UK FCDO

2 nd Aug	Olympics	National Sport Governing Body Networking Event	UK Ambassador's Residence, Paris	UK Sport
29 th Aug	Paralympics	Promoting the UK's Sport Economy	UK Ambassador's Residence, Paris	Department for Business & Trade
5 th Sept	Paralympics	Global Sport Agora Networking Event	Para GB House, Clichy	Toyota & World Academy of Sport
6 th Sept	Paralympics	International Relations Event	Para GB House, Clichy	Para GB

29. All of the above events will be hosted by either the Policy Chair or the Deputy Policy Chair and supported by the Head of Sport Strategy & Engagement. It is also likely that, at some of the events, the Town Clerk & Chief Executive and the Member Sport Policy Lead will also be in attendance. The Lord Mayor may also attend the Opening Ceremony of the Olympic games, subject to MVAC approval processes. It is also worth noting that the Head of Sport Strategy & Engagement is part of a UK government led forum to discuss plans for engaging in the Paris games this summer.

30. Champions League Final 2024 - in addition to the above, the Head of Sport Strategy & Engagement has been working with the GLA, the FA and UEFA on plans to celebrate the Champions League Final which will be held at Wembley Stadium on 1st June. The celebration event prior to the Final will be held at a venue in the Square Mile the night before. As well as assisting with logistical arrangements, some modest support has been offered towards costs associated with the event in return for brand asset logo recognition and some invitations to the event and final. This will be a great opportunity to showcase the City of London as a venue to celebrate this high-profile occasion and also support a major sport event taking place in London and the UK.

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Annex E – Media Team Summary

31. In this short reporting period (10 February to 05 April 2024), the City Corporation's Media Team has delivered a significant number of proactive media strategies to support the delivery of key organisational priorities, aligned to the new Corporate Plan.

Priority moments have included:

32. The Media Team achieved exclusive coverage in City A.M. on the City Corporation's new Corporate Plan. The piece carried core messaging and positioned the City Corporation as a leader in delivering a world class City and services. Both the Policy Chairman and Town Clerk were prominently quoted, with the newspaper endorsing the City Corporation's plans to make the Square Mile net zero by 2040, entice workers back to the office, and maintain its crown as a "world-class" financial centre.

33. The Policy Chairman's response to the Spring Budget confirmed further implementation of the Mansion House Compact and a new British ISA to increase investment in British businesses. His remarks were covered by the Financial Times, CNBC, Sky News, Evening Standard, Daily Mail, LBC, and over 200 other outlets.

34. Ahead of HSBC's move back into the City, Financial Times interviewed the Policy Chairman on how major companies are relocating to the Square Mile. The article reported that the City's efforts to attract major firms comes as the commercial property market battles the effects of remote and hybrid working. This received further coverage in Sky News.

35. The Evening Standard and City A.M. reported on the Policy Chairman's speech at the Policy and Resources Committee Dinner where he urged the UK to radically transform its trade policy to prioritise the services sector and flip our trade policy to promote services as much as goods.

36. The Evening Standard ran a front-page splash on the strength of City of London's office market, carrying the City Corporation's CGI of the 2030 future skyline, and a separate positive editorial endorsement. The piece was proactively secured by the Media Team to champion the City as an investable place, following MIPIM, where the Policy Chairman and Planning and Transportation Committee Chairman were interviewed by several publications. Coverage reported the City Corporation's plan to build 1.2 million sqm of office space by 2024, under its City Plan 2040. Social media posts generated 7,127 engagements and a reach of 11,657. A special video animation created for the event with the key messaging around the event was viewed 6,617 times.

37. Proactive media work on the Policy Chairman's regional visits which included:

- a. Northern Ireland – in an interview with BBC Radio, in which the Policy Chairman highlighted the opportunities for partnership between the City and Northern Ireland including fintech, RegTech and sustainable finance. Further coverage in Derry Journal, Ireland Live and Derry Daily.

- b. Scotland – with coverage in The Times, The Scotsman, and LBC Radio on his meetings with First Minister Humza Yousaf, the Scottish Financial Enterprise, and the University of Edinburgh. He discussed the need for certainty and consistency from the Government on net zero policies to boost investment into green projects in Scotland. He also discussed the impact of Scotland's income tax on the finance sector's top talent.

38. This media summary is aligned to the new Corporate Plan and focused on our role in creating a vibrant and thriving City, supporting a diverse and sustainable London, within a globally successful UK.

39. The below summary is intended to provide a short, high-level overview of media impact, alongside highlights of the most successful proactive media interventions.

Main Report

Media Impact Analysis: Overview

Measurement					
Volume	1,027 articles	777 domestic	250 international		
Media types	895 online	48 broadcast	54 print	30 blogs	
Sentiment	346 positive	10 negative	671 neutral		
Key media	22 Daily Mail/This is Money 10 BBC News/BBC News 24 11 The Times 10 Daily Telegraph 7 The Scotsman 5 Financial Times 4 Daily Express	8 CNBC 2 Politico Europe	29 City A.M. 10 Evening Standard 8 BBC Radio London 8 Londonist 5 BBC London News (TV) 5 BBC Foyle 4 Time Out London 2 LBC	25 Ham&High 25 City Matters 5 Epping Forest Guardian 2 Maidenhead Advertiser 2 Newham Recorder	4 Construction Index 3 Architect's Journal 3 Bloomberg 3 Building 3 Property Week 2 Art Professional
Mention position	261 lead paragraph				

Social Media Impact Analysis: Corporate feeds overview

40. We have initiated the transition to Meltwater, our new media monitoring and social media management tool, as part of our Transformation Project. This shift consolidates several social media tools into a unified platform which should deliver a significant enhancement in monitoring, team collaboration, strategic planning, content creation and editing, approvals and posting efficiency, as well as analytical and reporting capabilities. An immediate benefit foreseen is the improvement in message consistency and scheduling for better engagement, achieved through the

centralised management of all feeds and posts within this more sophisticated system.

41. Our content creation ability continues to grow and deliver benefits. For example, the most popular posts from this year’s MIPIM and around the launch of the new Corporate Plan were generated by bespoke video animations we produced for each event. Future content is planned that builds on these successes and includes shorts for City Plan 2040 and a series of posts explaining the new Corporate Plan’s six outcomes in more detail.

42. Since the last report, our main feeds on X, LinkedIn, Facebook and Instagram gained 4,744 followers, bringing the total to 147,820. 395 posts sent from these feeds generated 65,766 engagements with a reach of 1,044,588 views (impressions).

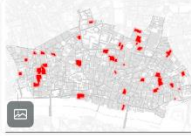









Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)
Reporting Period Feb 10, 2024 – Apr 5, 2024	147,820	4,744	395	1,044,588	65,766	6.3%
City of London Corpora...	58,748	2,642	132	579,437	49,893	8.6%
@cityoflondon	74,908	1,896	133	375,790	11,861	3.2%
City of London Corpora...	13,401	68	85	70,692	3,177	4.5%
cityoflondoncorp	763	138	45	18,669	835	4.5%

(Due to technical issues at our Meta, Facebook and Instagram data may be subject to change. We are advised these should be minor.)

43. LinkedIn has now replaced X as our main feed by most metrics despite having fewer followers. The feed generated our most engagements (clicks), impressions (amount of people seeing posts) and follower growth. It also generated all our top posts bar one statistical outlier on X about the Tipperary Pub reopening.

44. Instagram continues to gain new followers and at an increasing pace. It is up 32% this reporting period compared to 23% in the last report. Our move to Meltwater should see this trend accelerate further as we gain more actionable insights and benefit from much easier re-purposing and cross-posting of content.

Top ten individual posts

<p>City of London Corporation Wed 2/21/2024 7:30 pm GMT</p> <p>The City of London Corporation has revealed a new 'heat map' showcasing the scale of construction work taking...</p>  <p>Total Engagements 6,796</p> <p>Reactions 951</p> <p>Comments 21</p> <p>Shares 44</p> <p>Post Clicks (All) 5,780</p>	<p>City of London Corporation Thu 2/15/2024 6:02 pm GMT</p> <p>Yesterday evening, we were delighted to host a reception at the Old Bailey to mark LGBTQ+ History Month and the...</p>  <p>Total Engagements 4,812</p> <p>Reactions 88</p> <p>Comments 2</p> <p>Shares 5</p> <p>Post Clicks (All) 4,717</p>	<p>City of London Corporation Wed 3/27/2024 9:59 am GMT</p> <p>The Tipperary pub on #FleetStreet has reopened to the public after three years of closure, following repairs and...</p>  <p>Total Engagements 4,676</p> <p>Reactions 1,003</p> <p>Comments 57</p> <p>Shares 23</p> <p>Post Clicks (All) 3,593</p>	<p>@cityoflondon Tue 3/26/2024 2:06 pm GMT</p> <p>We're delighted to announce that The Tipperary pub on Fleet Street has reopened to the public after three years...</p>  <p>Total Engagements 4,351</p> <p>Likes 1,042</p> <p>@Replies 24</p> <p>Retweets 132</p> <p>Post Link Clicks 911</p> <p>Other Post Clicks 2,231</p> <p>Other Engagements 11</p>	<p>City of London Corporation Tue 3/12/2024 4:11 pm GMT</p> <p>Step inside the hidden world of St Dunstan-in-the-East Church Garden. Originally built around 1100AD, this...</p>  <p>Total Engagements 2,975</p> <p>Reactions 482</p> <p>Comments 17</p> <p>Shares 19</p> <p>Post Clicks (All) 2,457</p>
<p>City of London Corporation Fri 2/23/2024 1:37 pm GMT</p> <p>The Lord Mayor held the annual Archbishops and Bishops dinner in Mansion House last night welcoming th...</p>  <p>Total Engagements 2,792</p> <p>Reactions 143</p> <p>Comments 2</p> <p>Shares 6</p> <p>Post Clicks (All) 2,641</p>	<p>City of London Corporation Tue 2/27/2024 5:24 pm GMT</p> <p>Last night, alongside our co-host Oliver Wyman the City of London Corporation welcomed key industry stakeholders to...</p>  <p>Total Engagements 2,735</p> <p>Reactions 174</p> <p>Comments 2</p> <p>Shares 5</p> <p>Post Clicks (All) 2,554</p>	<p>City of London Corporation Tue 2/27/2024 10:47 am GMT</p> <p>The Investment Committee held its inaugural dinner hosted by chairman Andrien Meyers CC who used his keyno...</p>  <p>Total Engagements 2,410</p> <p>Reactions 92</p> <p>Comments 3</p> <p>Shares 5</p> <p>Post Clicks (All) 2,310</p>	<p>City of London Corporation Wed 2/14/2024 7:30 pm GMT</p> <p>The City of London Corporation Planning Applications Sub-Committee has resolved to grant permission to adapt parts of th...</p>  <p>Total Engagements 1,480</p> <p>Reactions 205</p> <p>Comments 8</p> <p>Shares 9</p> <p>Post Clicks (All) 1,258</p>	<p>City of London Corporation Thu 3/21/2024 7:08 pm GMT</p> <p>The City Corporation has launched a Heritage Buildings #Retrofit Toolkit, at an event at the Merchant Taylors' Great Hal...</p>  <p>Total Engagements 1,330</p> <p>Reactions 244</p> <p>Comments 8</p> <p>Shares 18</p> <p>Post Clicks (All) 1,060</p>

Subject Analysis

Corporate plan priority: Dynamic Economic Growth

Corporate Plan launched to deliver “world class” City Corporation

45. Working to a proactive corporate communications plan, the Media Team achieved exclusive coverage in City A.M. on the City Corporation’s new Corporate Plan. The piece carried core messaging and positioned the City Corporation as a leader in delivering a world class City and services. Both the Policy Chairman and Town Clerk were prominently quoted, with the newspaper endorsing the City Corporation's plans to help make the Square Mile net zero by 2040, entice workers back to the office, and maintain its crown as a “world-class” financial centre. Social media posts launching the plan, which included a range of content including several animations, generated 566 engagements and 6,922 video views with a reach of 15,932 views.

Global Fraud Summit

46. The Media Team worked with the Home Office to deliver a proactive communications plan on the Government's Global Fraud Summit. The City Corporation held a pre-event dinner and reception at Guildhall, with the Policy Chairman interviewed by Sky News, opeds running in City A.M. and City Matters, and the Lord Mayor's speech issued to media. Coverage of the event reached a wide national audience including through the Daily Mail and several other major titles. Social media posts generated 316 engagements with a reach of 11,191 views.

Lord Mayor's visit to India

47. On a visit to India to strengthen UK-India financial ties, the Lord Mayor was interviewed by leading Indian broadcaster, NDTV, on his trip to New Delhi, Pune and Mumbai. He discussed his objectives for the trip including bolstering the financial services partnership between India and the UK as well as how the UK and India can work more closely on AI, green finance and science and technology. He was also interviewed on CNBC and Politico. Further coverage in Times of India, Hindustan Times, New Delhi news and 10 other publications. Social media posts generated 7,898 engagements, including nearly 5,000 video views, with a reach of 70,011 views.

Lord Mayor's USA visit

48. Reuters carried an interview with the Lord Mayor as part of a proactive communications plan promoting his US visit. In it he highlighted the strengths of the UK's asset management industry and updated on the Mansion House Compact. In addition, following the announcement of the formalisation of a partnership between the UK, Connecticut, and Hartford in promoting their insurance and financial tech sectors, the Lord Mayor was quoted extensively in local US papers including in Seattle Times, Hartford Business Journal, CT Mirror, and Insurance News. Further coverage ran in ten other international outlets. Social media posts generated 177 engagements with a reach of 3,793 views.

Lord Mayor's Experiment Series

49. Following a proactive sell-in, The Times's front page carried a piece on the Lord Mayor's experiment series as part of his Connect to Prosper initiative showcasing talent in the heart of the capital. A scientific demonstration was undertaken in which an atomic clock was used to show that time passed marginally faster at the top floor of 22 Bishopsgate, the tallest building in the City of London. This also featured in Londonist and nine other publications. Social media posts generated 62 engagements with a reach of 1,120 views.

City Corporation has highest planning approval rate

50. The Chair of the Planning and Transportation Committee was quoted in a report in The Daily Telegraph around the City Corporation's planning approval rating and

strength of the office market. The piece highlighted the healthy pipeline of planning within the Square Mile.

Corporate plan priority: Vibrant Thriving Destination

TfL cuts Friday peak travel fares

51. The Media Team partnered with TfL and the Mayor of London on a proactive announcement on a trial scrapping peak tube and train fares on Fridays, alongside a host of special offers designed to lure commuters back to the city centre. Coverage ran in the Evening Standard and City A.M. with prominent quotes from the Policy Chairman. Social media posts for this and Destination City, generated 9,145 engagements with a reach of 146,284 views.

GSMD hosts Labour's cultural strategy launch

52. The Corporate Communications and External Affairs Team worked with the Guildhall School of Music and Drama (GSMD), and the Labour Party, on the launch of Labour's Creatives Conference held at Milton Court. The Principal of Guildhall Music and Drama gave an opening speech to a major media audience, delivering core messaging on Destination City and the City Corporation's role in providing arts and culture for the public good. Coverage was secured in LBC, the Independent, The Guardian, BBC News, and 18 other media outlets who reported on Sir Keir Starmer's keynote speech. Social media posts generated 2,735 engagements with a reach of 7,419 views.

Masterpiece returns to Guildhall Art Gallery

53. Following a proactive announcement, The Times and the Evening Standard reported on the return of Rossetti's masterpiece La Ghirlandata to Guildhall Art Gallery, following its loan to Tate Britain and Delaware Art Museum for two major exhibitions on the life and work of the artist and poet. Social media posts generated 2,132 engagements with a reach of 30,199.

Smithfield market set to become a creative hub for future fashion designers

54. BBC London reported that the Smithfield area is undergoing a transformation into a vibrant creative hub, thanks to a new initiative aimed at nurturing the City's next wave of fashion talent. The Fashion Residency at Studio Smithfield, supported by the fashion designer Paul Smith's Foundation, the Mayor of London, and Projekt, offers free studio space and mentoring to emerging designers. The City Corporation was referenced as a supporter. This was also covered on BBC Radio London.

Corporate plan priority: Flourishing Public Spaces

Natural Capital Report

55. Working to a corporate communications plan, the Media Team achieved significant local and trade coverage of the Natural Capital Report which found that the network

of internationally important open spaces managed by the City Corporation are worth £282.6 million each year in benefits to society, and £8.1 billion over 50 years. This is in addition to the major London-wide coverage reported at last sub-committee. Articles were secured in the Ham&High focussing on Hampstead Heath; Epping Forest Guardian, South Bucks and Slough Express, and Maidenhead Advertiser focusing on Epping Forest and The Commons; the Newham Recorder focusing on West Ham Park, and multiple pieces in Horticulture Week covering these sites. Social media posts generated 276 engagements with a reach of 7,287 views.

Keats House in the spotlight

56. The Financial Times ran a photo-led feature about the City of London Corporation-owned Keats House in Hampstead, which included an interview with the City Corporation's Head of Heritage and Museums and a link promoting the organisation's website. The piece endorsed Keats House as "a veritable shrine to Romanticism" where "lyrical imaginings come easily, in the emotionally charged rooms and displays of the poet's life and work."

Corporate plan priority: Providing Excellent Services

City Academy backs Government guidance banning phones

57. The Principal of City of London Academy Southwark was interviewed by Sky News after the Government issued guidance on the use of mobile phones during school hours. The Principal told the outlet that the academy backs the guidelines and spoke about the rules he enforces. The school is part of the City of London Academies Trust, which runs the City of London Corporation's sole sponsored academies.

Corporate plan priority: Leading Sustainable Environment

Clean City Awards celebrates Square Mile's sustainable firms

58. In an exclusive story, coverage was secured in City A.M. on the City Corporation's Clean City Awards which celebrates City businesses who go above and beyond to make the Square Mile an even cleaner and more sustainable place. Announced as part of a proactive communications plan, the piece carried core messaging on the City Corporation's Climate Action Strategy and prominently quoted the Chair of the Port Health and Environmental Services Committee. Social media posts generated 319 engagements with a reach of 9,362 views.

59. After pitching the story as an exclusive, City A.M. reported that some of the City Corporation's most iconic landmarks will turn off their lights for an hour in support of Earth Hour – a worldwide campaign to raise awareness for climate change. The piece carried a quote from the Chair of the Port Health and Environmental Services Committee and core messaging on the Climate Action Strategy. Social media posts generated 420 engagements with a reach of 9,358 views.

City Corporation supports launch of Transition Finance Taskforce

60. Bloomberg and Politico reported on the City Corporation's call for feedback on how to make London a global centre for financing the transition to a greener, net-zero economy. A call for evidence was opened, under the government's Transition Finance Market Review, led by the lawyer Vanessa Havard-Williams, and hosted by the City Corporation. Social media posts around this and the Net Zero Delivery Summit have so far generated 1,097 engagements and 2,451 video views with a reach of 32,557 views.

Corporate plan priority: Diverse Engaged Communities

61. Exclusive coverage was achieved in the Evening Standard on the City of London Corporation's Guildhall headquarters being designated a 'Safe Haven' for women and girls in the Square Mile. The Chairman of the Community and Children's Services Committee, the Chair of the Police Authority Board, and the Lady Mayoress were quoted. Safe Havens are a UK network of businesses and other organisations who help any member of the public who feels unsafe, harassed, or in a vulnerable situation. Trained staff support people by contacting emergency or specialist services on their behalf, and providing water, Wi-Fi, telephones, toilets, and other facilities. Social media posts generated 726 engagements with a reach of 15,939 views.

Looking Ahead

62. The Media Team will continue to focus on delivering significant positive coverage on a range of forthcoming priorities in the next six months, including:

May

- Policy Chairman visit to Germany
- Net-Zero Delivery Summit at Mansion House
- Tax Take Report
- Lord Mayor visit to Japan and Singapore

June

- Policy Chairman visit to Leeds and Dublin
- Lord Mayor visit to Gulf
- Windrush Day
- Pride Flag raising ceremony and early evening reception
- State of the Sector Report
- Financial and Professional Services Dinner
- Lord Mayor visit to Channel Islands

July

- Policy Chairman visit to Birmingham
- Lord Mayor visit to Netherlands

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Annex F – Internal Communications and Staff Engagement Summary

Main Report

63. The Publishing Team's major effort during the past months has been to support the launch of the new Corporate Plan and first People Strategy. This included the commissioning of fresh imagery (with a particular emphasis on staff members from different areas of the organisation for the People Strategy); creating a new and dedicated section of the corporate website, with specially-commissioned templates, for the content of the Corporate Plan and ensuring accessibility for all audiences; an introductory video featuring members of the Executive Leadership Board reinforcing the messages behind the Plan and Strategy and their importance moving forward; and an introductory 'hub' on the intranet for staff to find out more on both.
64. Internal Communications also headed a cross-team effort around the launch event in the Livery Hall which was 'sold out' for in-person attendance (250 staff members) with almost 400 staff joining via Teams and another 1,426 views of the event page. This involved organising the venue, support equipment and refreshments, scripting introductions and running order, and arranging filming and hosting duties on the day itself.
65. The focus now will be on incorporating elements of the collateral produced in ongoing output such as Town Clerk, Know.Act.Inspire and Team Briefing emails – helping to embed the key outcomes and objectives across the organisation.
66. A wraparound for City Matters newspaper scheduled for mid-April is currently being put together to help promote the Corporate Plan.
67. There has also been ongoing internal communications messaging to support the Digital, Information and Technology Services (DITS) digital strategy events to get buy-in for the new strategy as well as the briefing for the new City Plan and weekly content for the Town Clerk's social media channels.
68. At the time of writing, Internal Communications was working with HR on the communications rollout of the Staff Survey, the first full survey for two years, with a target set by the Town Clerk of a 70% completion rate. A variety of communications channels are being considered to ensure completion by as many staff as possible and will include a 'You Said, We Did' article ahead of the launch highlighting areas that have been addressed since the last survey to show the impact of the results on the organisation's culture.

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