

Committee(s) Public Relations/Economic Development Sub (Policy and Resources) Committee	Date: 18 February 2016
Subject: City of London Corporation Communications Update	Public
Report of: Director of Communications	For Information
Report Author: Bob Roberts, Director of Communications.	

Summary

1. Ahead of an updated *City of London Corporation Communications Strategy* to be presented to the May meeting, this report is to update members on key changes to the communications team and its working arrangements.
2. With the retirement of the Director of Public Relations on 31 October, 2015, the Public Relations Office was reorganised and a Director of Communications appointed.
3. The media team became part of the Town Clerk's Department and several working arrangements – details below – have and are being changed.

Recommendation

4. It is recommended this Report be noted by the Sub-Committee.

Main Report

1. The new Director of Communications has reviewed communications practices across the City Corporation.
2. The conclusion was that there was an immediate need to improve media co-ordination within the organisation and strengthen the consistency of messaging to give City Corporation the most effective communications it can obtain.
3. A week-to-a-view media grid has been introduced which lists by date when there is a media intervention planned by each department which is sent to chief officers on a weekly basis.
4. The aim of this weekly grid is to:
 - a) act as a 'postbox' so senior officers know where to go if they have a media intervention.

- b) allow coordination so interventions are sensibly spaced and members and officers know about them in advance.
5. A series of short 'core messages' of between eight to 12 short 600-word is being introduced on what the City Corporation does in different areas, why it does it, for who and what the results are - with a series of FAQ attached.
6. The aim of the core messages will be to:
 - a) give consistency of message to reflect the vision of the City of London Corporation in the Corporate Strategy.
 - b) give clarity of message as they will be written in a manner and style readable and understandable to audiences with no knowledge of local government or the City Corporation.
7. These core messages will act as a basis for speeches, press releases and statements and be available for members or senior officers who have to represent the Corporation sometimes on subjects which are not their areas of expertise. An example of the City Corporation's core message on responsible business, philanthropy and giving is provided as appendix 1.
8. Given the importance of the City Corporation's role in supporting London's communities in neighbouring boroughs, 32 short leaflets setting out how we support each of the London boroughs have been produced.
9. A pan-London version has also been produced and is provided as appendix 2.
10. The aim of the leaflets is to provide a few facts and figures for any officer or member who may have to speak, visit or answer questions about the work we do with other London boroughs.
11. All of these leaflets are available through the Communications Team at any time.
12. Other measures will follow and will be brought to the attention to the Sub Committee in the usual way.

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Appendices

- **Appendix 1** - The City of London Corporation's Core Message on Responsible business, philanthropy and giving.
- **Appendix 2** – Booklet on City of London Corporation's role in supporting London.