

Committee(s) Public Relations/Economic Development Sub	Dated: 16 February 2017
Subject: City of London Corporation Communications Update	Public
Report of: Director of Communications	For Information
Report Author: Bob Roberts, Director of Communications	

Summary

This report is to update Members on changes to the Communications Team in the last six months.

It updates Members on new members of the media team their new briefs and contact details.

It updates Members on the new structures of the wider Communications Team.

Recommendation

It is recommended that Members:

Note the report.

Main Report

1. The Communications Team is part of the Town Clerk's Department and consists of four parts: Media, Publishing, Corporate Affairs and Film.

Changes to the Media Team

2. Following the Fraser Review the Policy and Resources Committee agreed to increase the capacity of the Media Team to meet the challenges posed by the emerging political environment.
3. The Media Team increased in size from eight media officers to 12 media officers with increased focus on promoting FPBS to domestic and international audiences.
4. The Media Team was also given extra administrative support.

5. Details of officers, their briefs and their support officers are included as Appendix 1.
6. Members will be aware of improved coordination and mapping of our media interventions through the weekly media grid which members of this committee receive.
7. A Weekly Media Summary has now been introduced to measure the success of media interventions.
8. The Weekly Media Summary records the number of times the City of London Corporation features in printed and broadcast media, gives some indication of our impact across digital media and measures the Advertising Value Equivalence of those interventions.
9. An example of the Weekly Media Summary is included as Appendix 2.

Changes to the wider Communications Team

10. The future aim of the Communications Team must not only be to be clear, consistent and confident in what we say to the media but also to be clear, consistent and confident in what we say to all stakeholders.
11. To help with the above aim there have been two organisational changes:
 - Publishing responsible running the City Corporation's website, intranet and internal communications joined the Communications Team in October 2016.
 - Corporate Affairs joined the Communications Team in February 2017.
12. These changes will allow our messaging and communications to be coordinated across our media output, our website, our internal communications and our stakeholders.
13. Further changes will follow.

Contact: Bob Roberts, Director of Communications
Tel. 020 332 3389

APPENDIX ONE

MEDIA TEAM CONTACT DETAILS AND RESPONSIBILITIES

Listed below are the contact details for all of the officers in the Media Team. A short summary of each individual's key responsibilities is also provided.

Bob Roberts

Director of Communications

Email: bob.roberts@cityoflondon.gov.uk

020 7332 1111 / 07901 995 276

Bob Roberts is Director of Communications and is responsible for:

- Managing and directing all of the City of London Corporation's external media communications across print, broadcast and digital.
- Providing high-level strategic communications advice to Senior Members and officers as required on political and/or other reputational risks.
- Managing and directing the Publishing Team and the Corporate Affairs Team to ensure clear, consistent and confident messaging.



Henry Tanner

Head of Media, Financial Services

Email: henry.tanner@cityoflondon.gov.uk

020 7332 1835 / 07717 797 821

Henry Tanner manages the Financial Services news desk within the Media Office. He also manages the media logistics for high profile events at Guildhall and The Mansion House alongside John Park.



John Park

Head of Media, Public Services

Email: john.parks@cityoflondon.gov.uk

020 7332 3639 / 07824 343 456

John Park manages the Public Services news desk within the Media Office. He also manages high-profile media events at Guildhall and The Mansion House alongside Henry Tanner.



Julie Zhu

Media Officer, Financial Services – China & Wholesale Markets

Email: julie.zhu@cityoflondon.gov.uk

020 7332 3451 / 07912 041 124

Julie Zhu is part of the Financial Services desk, she leads on managing the media for:

- Chinese and Asian journalists
- Green Finance
- Special Representative to Asia, Sherry Madera

Ian Schofield

Media Officer, Financial Services - International

Email: ian.schofield@cityoflondon.gov.uk

020 7332 1906 / 07725 634 564

Ian Schofield is part of the Financial Services desk. His responsibilities include:

- Managing media for the Policy Chairman, Lord Mayor and Jeremy Browne on their international media activity and engagement.
- International financial services



Millie Allen

Media Officer, Financial Services - Domestic

Email: millie.allen@cityoflondon.gov.uk

020 7332 1388 / 07710 860 886

Millie Allen is part of the Financial Services desk, she is responsible for:

- Managing media interviews for the Policy Chairman and Lord Mayor within the UK and communicating for the City.
- Domestic financial services
- FinTech



Jennifer Ogunleye

Media Officer, Financial Services – Planning and Transportation

Email: jennifer.ogunleye@cityoflondon.gov.uk

020 7332 3946 / 07710 860885

Jennifer Ogunleye is part of the Financial Services desk, she is responsible for:

- Media lead for major planning applications, transport and infrastructure developments
- MIPIM property conference
- Media inquiries relating to the Planning Chairman



Andrew Buckingham

Media Officer, Public Services - Arts & Culture

Email: andrew.buckingham@cityoflondon.gov.uk



020 7332 1452 / 07795 333 060

Andrew Buckingham is part of the Public Services desk, he is responsible for managing media related to:

- Arts, culture and heritage
- The Lord Mayor's Show

Stephanie Basten

Media Officer, Public Services - Education and Skills, Employability, Housing

Email: stephanie.basten@cityoflondon.gov.uk

020 7332 1528 / 07725 636 917

Stephanie Basten is part of the Public Services desk, she is responsible for managing media related to:

- Education and skills
- Employability
- Housing and community services
- Children's services



Kristina Drake

Media Officer, Public Services - City Bridge Trust, Responsible Business

Email: kristina.drake@cityoflondon.gov.uk

020 7332 1125 / 07710 860884

Kristina Drake is part of the Public Services desk, she is responsible for managing media related to:

- City Bridge Trust
- The Corporation's 'giving agenda'
- Responsible business.



Carl Locsin

Media Officer, Public Services - Green Spaces, Environment, Council Services

Email: carl.locsin@cityoflondon.gov.uk

020 7332 3654 / 07738 862229

Carl Locsin is part of the Public Services desk, he is responsible for managing media related to:

- Open Spaces
- Air quality
- Council services such as trading standards, licensing and street cleansing
- Heathrow Animal Reception Centre.



Susanna Lascelles



Media Officer, Public Services – Green Spaces
Email: susanna.lascelles@cityoflondon.gov.uk
020 7332 1754 / 07990 740 045

Susanna Lascelles works part-time (Monday and Tuesday) for the Public Services team. Alongside Carl, she also covers the Corporation's Open Spaces brief.

Gavin Simpson

Digital Communications Manager
Email: gavin.simpson@cityoflondon.gov.uk
020 7332 3073 / 07718 668 806

Gavin Simpson manages Digital Communications, he is responsible for:

- Digital and social media across the organisation
- Providing in-house consultancy and ensuring reputation management across our online assets.
- Manages the monthly eShot.



Tara Macpherson

Media Office Assistant
Email: tara.macpherson@cityoflondon.gov.uk
020 7332 3328 / 07710 860883

Tara Macpherson supports both the Financial Services and Public Services media desks. She ensures the 'media grid' is up to date, provides assistance to officers in the teams and writes the weekly media summary.



Maria Zitout

Media Office Administration Assistant
Email: maria.zitout@cityoflondon.gov.uk
0207 7332 3536

Maria Zitout works part-time and supports both desks in the media team with administration and collating printed media coverage.



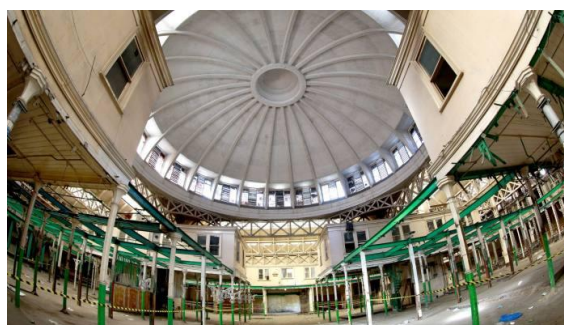


In the Media this Week

Weekly summary of coverage 21/01/2017 – 27/01/2017

Museum of London Funding

This week the City of London Corporation and the Mayor of London (GLA) pledged £110m and £70m respectively to fund the Museum of London's proposed move to West Smithfield by 2022. The new building would save what are the last remaining derelict Victorian structures in central London and give the museum 8,000sq m of permanent gallery space and 1,500sq m of temporary exhibition space. There was extensive media coverage of the funding including [BBC News](#), [BBC London](#) [skip to 21:48 for report; and 23:14 for Policy Chairman Mark Boleat's interview], [The Guardian](#), [Evening Standard](#), [Financial Times](#) (£), [The Times](#), [City A.M.](#) [viewable internally]; [Time Out](#), [Architects' Journal](#), [Property Week](#) and [LBC Radio](#) [link unavailable].



1 Leadenhall

City of London officials approved the planning for a 36-storey tower next to Leadenhall Market this week. The skyscraper, which will be as tall as the Walkie-Talkie will join the eastern cluster and be known as 1 Leadenhall. Coverage appeared in the [Financial Times](#) (£), [The Guardian](#), [CityAM](#), [Property Week](#), [Architects' Journal](#), [Construction Index](#), and [Archinect](#).

Lord Mayor visit to Nepal

Lord Mayor Andrew Parmley has been visiting Nepal and Pakistan this week to help boost economic relations with the two countries. Writing in [CityAM](#) on Monday he stated how Britain must look beyond the 'economic giants' to reaffirm its place as a great trading nation. Coverage of his policy visit throughout the week has been in [MyRepublica](#), [MyRepublica](#), [Annapurnapost](#) and [Nepali Headlines](#). [The Kathmandu Post](#) also writes a feature interview with the Lord Mayor.

Brexit

Discussing banking after Brexit, Policy Chairman Mark Boleat is quoted in [The Observer](#), [The Sunday Times](#). Further coverage appears in [The Statesman](#) and [The Guernsey Press](#).

Mark Boleat is also referenced in [The Guardian](#) on a piece about post-Brexit London and why it will remain Europe's financial capital.

City Bridge Trust

City Bridge Trust has awarded nearly £1.55m in grants to 17 charities and organisations tackling inequality and disadvantage across London this month. Coverage appears in [Charity Times](#) and [The London Bulletin](#).

David Farnsworth, Director of City Bridge Trust, was interviewed by [London Live](#) to discuss the organisation's work to coincide with yesterday's Young Carers Awareness Day.

Alderman Alison Gowman, Chairman of the City Bridge Trust Committee, is quoted in another [Charity Today](#) report about a City Bridge Trust grant of £102,000 to the Soldiers, Sailors, Airmen and Families Association to support women in the military community escape domestic violence.

In other news...

Wendy Mead, Chairman of the Environment Committee is quoted in [The Guardian](#) which reports that the City of London Corporation has partnered with Network Rail to boost disposable coffee cup recycling in the City. Further coverage also appears in [the Daily Mail](#), [Packaging News](#) and [Plastics in Packaging](#).

Selected tweets of the week:

- 

Lord Mayor of London @citylordmayor · Jan 26

Inspiring work by @BritishCouncil in #Pakistan: administered c500k exams last yr, incl @ACCANews and @UoLondon. Vital for sustainable growth

362.1k potential reach
25 retweets
- 

Lord Mayor of London @citylordmayor · Jan 23

I met with the Nepalese Industry Minister to discuss how British investment can develop and grow #Nepal's economy. It's been a full day!

99.2k potential reach
18 retweets
- 

Mark Boleat @markboleat · Jan 23

There are many assets that #London has. We will remain the leading financial centre #brexit @guardian

71.3k potential reach
11 retweets

This week, City of London had 44 articles in national and local newspapers. Advertising Value Equivalent was £465,048. This excludes radio and broadcasting coverage. There were also at least 25 articles in international media which are not collated by the cutting agency.

We would welcome your feedback and comments on this summary report. Please contact Bob Roberts, Director of Communications at: bob.roberts@cityoflondon.gov.uk