

<b>Committee:</b>	<b>Date:</b>
Policy & Resources Committee	21/01/2021
<b>Subject:</b> Draft Communications Team Business Plan for 2021/22	<b>Public</b>
<b>Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?</b>	<b>All</b>
<b>Does this proposal require extra revenue and/or capital spending?</b>	<b>N</b>
<b>If so, how much?</b>	<b>N/A</b>
<b>What is the source of Funding?</b>	
<b>Has this Funding Source been agreed with the Chamberlain's Department?</b>	<b>N/A</b>
<b>Report of:</b> Director of Communications Bob Roberts	<b>For Approval</b>
<b>Report author:</b> Head of Publishing Sheldon Hind	

### Summary

This report presents for approval the Business Plan for the Communications Team for 2021/22.

### Recommendation

The committee is recommended to:

- i) Note the factors taken into consideration in compiling the Communications Team Business Plan; and
- ii) Approve, subject to the incorporation of any changes sought by this Committee, the departmental Business Plan for the Communications Team for 2021/22 (or the elements therein that fall within this committee's Terms of Reference).

## **Main Report**

### **Background**

1. Business Plans for 2021/22 are being presented based on current departmental structures. These will be adjusted, alongside budgets, when any changes to these structures are implemented.
2. As set out in financial implications section, the draft high-level summary Business Plan has been drawn up on the basis of a 12% reduction in the budget compared to 2020/21. This is to support the achievement of an overall budget reduction of 12%.
3. The savings to achieve this reduction have yet to be identified but can be expected to have a significant impact on the work of the Communications Team.

### **Current Position**

4. Business Plans are aligned to departments, so all financial information presented within the Business Plan reflects the departmental budget rather than the Committee budget.
5. Policy & Resources Committee funds all elements of the Business Plan presented.

### **Proposal**

6. The draft high-level summary Business Plan for the Communications Team is presented at **Appendix 1**.

### **Key Data**

7. Key data is presented within the draft high-level summary Business Plan for the Communications Team is presented at **Appendix 1**.

### **Corporate & Strategic Implications**

8. Strategic implications – Strategic priorities and commitments are expressed in **Appendix 1**.
9. Financial implications – The draft high-level summary Business Plan at **Appendix 1** has been drawn up on the basis of a 12% reduction in the departmental budget compared to 2020/21. This is to support the achievement of an overall budget reduction of 12%.
10. Risk implications – Key risks managed by the department and their flightpaths are included in the draft high-level summary Business Plan at **Appendix 1**.
11. Resource implications – As set out in paragraph three.

12. Equalities implications – Equalities self-assessment scores are included within the high-level summary Business Plan. This can be found on the second page of the Plan.
13. Climate Implications – Because of the nature of communications, the team has a role in ensuring its own work and functions meet the goals of the Climate Action Strategy but also to promote and encourage the whole of the organisation to meet their obligations and to do likewise for external stakeholders.
14. Security implications – There are no specific implications within the role of the team. With its presence on the Security Board and People Security Board it does have responsibilities to communicate key messages and encourage behaviour change both internally and externally (where necessary) to mitigate potential hostile intentions.

## **Conclusion**

15. This report presents the draft high-level summary Business Plan for 2021/22 for the Communications Team. This committee is recommended to approve it in respect of the elements relevant to its Terms of Reference (listed in paragraph 3).

## **Appendices**

- Appendix 1 – Draft High-level summary Business Plan 2021/22 for Communications

Sheldon Hind  
Head of Publishing  
T: 020 7332 3389  
E: Sheldon.hind@cityoflondon.gov.uk