



## Our aims and objectives are...

We aim to coordinate and oversee all print, broadcast and digital communications of the City Corporation.

We aim to implement and oversee our corporate affairs programme.

We aim to publish a wide range of material.

We aim to act as a point of contact for filming in the City.

## Our major workstreams this year will be...

1. Oversee all print, broadcast and digital communications of the City Corporation.
2. Produce excellent communications to all target audiences in response to the COVID-19 pandemic.
3. Use communications to support the post-pandemic recovery.
4. Promote positive media coverage of the City and the City of London Corporation.
5. Deliver effective political engagement via the Corporate Affairs programme.
6. Promote filming in both the City and on our assets.

**As we oversee all corporate print, broadcast and digital communications, we have a direct impact on all areas of the Corporate Plan.**

## What's changed since last year...



- Communications for both internal and external audiences adapted and significantly increased in response to COVID-19 pandemic.
- Coordinated messaging across the organisation produced in response to the COVID-19 pandemic.
- Significant communications support given to pan-London response to COVID-19 pandemic.
- In light of the restrictions on face-to-face meetings and events, all political engagement meetings adapted to respond to the COVID-19 pandemic.
- Management of commercial filming adapted to ensure productions meet COVID-19 guidelines.
- New website launched on time and on budget.

## Plans under consideration

Plan	Time Scale
Continue communications response to COVID-19 pandemic in support of Gold strategy.	Ongoing
Communications support for recovery from pandemic strategy.	April 21
Communications support to increase voter registration amongst businesses and residents ahead of City elections.	March 2021

## Our strategic commitments

As well as incorporating and acting on corporate strategies within the work of the team, Communications will have a major role in all the strategies and projects aimed at internal and external audiences such as the:

- Climate Action Strategy
- Target Operating Model
- Agreed proposals from the Tackling Racism Taskforce

Our E, D & I self assessment score	
Monitoring and use of data and information	3
Completing Equality Analysis (EQIA) and tackling discrimination and barriers to inclusion	1
Target setting and mainstreaming equalities into performance systems	3
Using procurement and commissioning to achieve equality and cohesion targets	N/A
Engagement & partnership	3
Employment and training	2

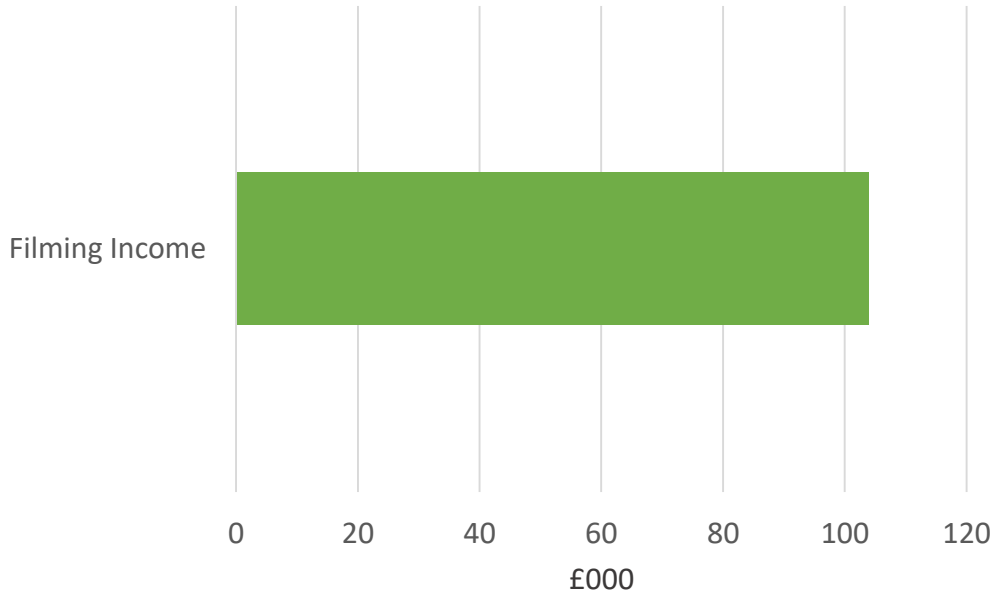
## Key Performance Indicators

KPI	Current Performance	Direction of Travel/ Target
Volume of media coverage measured by advertising value equivalent	Good but constrained by local publications stopping printing during pandemic	Expected to decline due to pandemic and budget reductions
Qualitative analysis of media coverage	Net positive media coverage across the organisation	On track
Amount of Filming income	Reduced from previous year by approx. 50% due to pandemic	Expected to stay depressed due to pandemic

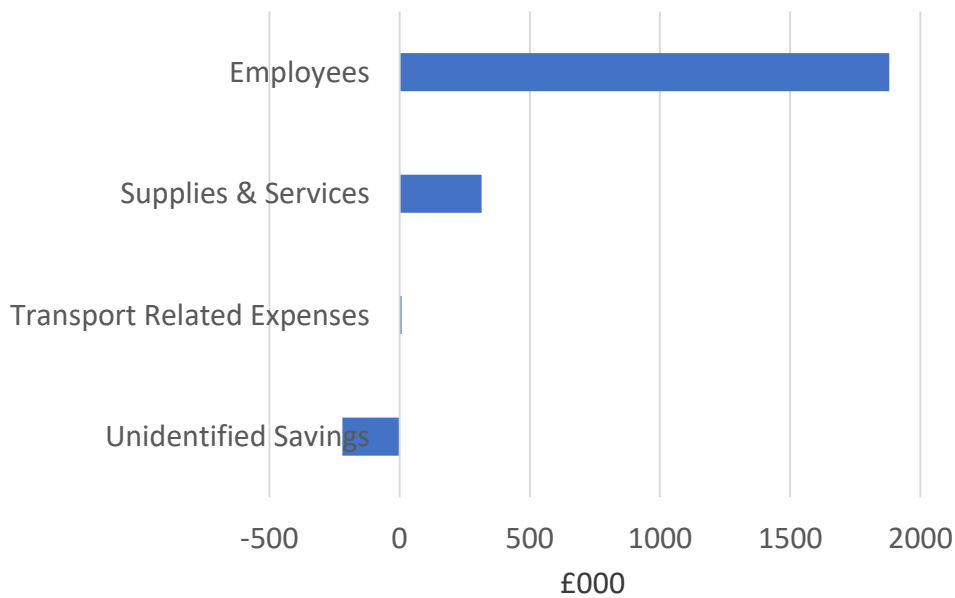
## Key Risks

Risk Title	Score
Reputational damage caused by policy decisions or behaviour	12
Reputational damage caused by unprofessional, uncoordinated communications	6
Adverse political developments	4
Internal dissatisfaction caused by poor communications	2

## Expected Income from External Sources



## Budgeted Expenditure Breakdown



## Budget vs Actual

