

Report Name	Responsible Officer	Allocation	Spend	Balance	Progress/Outcomes from Bid
Brakespear Mortuary	TC	£12,000	£0	£12,000	The pan London borough Covid-19 excess deaths mortality services sinking fund payment of £12,083 was reimbursed in December 2021 by LB Camden due to less expenditure being incurred than anticipated. This budget is therefore no longer required and can be returned to the fund.
Public Health Communications Officer extended	TC	£40,000	£273	£39,727	Officer in post delivering a range of public health communications on COVID-19 including encouraging testing, vaccinations checking-in using the NHS app, and fresh air and wearing face coverings. Funding for post renewed.
Dedication City Corporation News Hub on City AM until September 21	TC	£45,000	£45,000	£0	<p>In the absence of the print version of City AM, a dedicated hub for City Corporation news was created on the City AM website as part of a push to get key messages (both COVID and non-COVID) to City workers.</p> <p>This was to supplement social media work and keep stakeholders abreast of restrictions and also City Corporation work to help the Square Mile recover including infrastructure work and the COVID fund for SMEs, among other key messages.</p>
Recovery Promotional Campaign	TC	£250,000	£178,358	£71,642	<p><u>Phase 1</u> (Nov 2021 for 6 weeks prior to Omicron mini-lockdown):</p> <ul style="list-style-type: none"> <li>• Campaign reached 3.5m workers</li> <li>• Those reached 2.2x more likely to return to the office as a result</li> <li>• 1.5 more engagements than industry benchmark</li> <li>• 23% increase in City footfall during campaign</li> <li>• £121,000 VIK/earned media gained through partnerships</li> <li>• 53 unique downloads of the Square Smile toolkit</li> </ul>

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					<p>Phase 2: pop-up research underway to ascertain shifts in worker sentiment which will inform Phase 2 post-Omicron re-launch in mid-February.</p> <p>Full campaign results showing footfall and spend impact due May 2022.</p>
Temporary Communication Lead – Culture Communications Officer	TC	£40,000	£4,839	£35,161	<p>Funding for post renewed.</p> <p>Officer in post delivering a range of communications on the cultural element of the City Corporation’s reopening and recovery campaigns.</p>
Letter drops to Residents: May & June	TC	£16,000	£16,000	£0	<p>Letter from Lord Mayor/Policy Chair distributed to all City residents to reinforce existing Gov’t guidance on COVID restrictions, supplementing the same message in City Matters newspaper and ensuing multiple opportunities for residents to see the key messages.</p>
Committee Meeting Live Streaming	CHB	£68,000	£51,000	£17,000	<p>An additional member of staff now in post until March 2022 giving support to the team in providing live streaming for Committee Meetings.</p>
Return to Work Cost	CHB	£14,000	£14,000	£0	<p>The request for all Mitel handsets to be removed from desks to minimise the risk of cross-contamination was completed, except for a small No (&lt;20), where handsets were still required - primarily within DCCS and Remembrancers Depts.</p> <p>The use of new technology (namely Teams) made the use of phone handsets redundant.</p>

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Mailing to Residents	TC	£8,000	£8,000	£0	Letter from Lord Mayor/Policy Chair distributed to all City residents to reinforce existing Gov't guidance on COVID restrictions, supplementing the same message in City Matters newspaper and ensuing multiple opportunities for residents to see the key messages.
Public Health Comms Officer	TC	£40,000	£40,000	£0	Officer in post delivering a range of public health communications on COVID-19 including encouraging testing, vaccinations checking-in using the NHS app, and fresh air and wearing face coverings. Funding for post renewed.
Phone Licenses	CHB	£6,000	£6,000	£0	The purchase of Teams licences was completed, however, this was then superseded once COL bought Microsoft "E5" licences. This provided Teams licences for all COL staff.
IT Cost for Home Working	CHB	£38,000	£18,400	£19,600	The purchase of various equipment such as additional laptops, docks/adapters, cables and monitors for staff working from home due to the pandemic.
Culture Communications Officer	TC	£40,000	£40,000	£0	Officer in post delivering a range of communications on the cultural element of the City Corporation's reopening and recovery campaigns. Funding for post renewed.
65a Basinghall use as a covid test centre	CS	£90,000	£90,000	£0	Completed – working in close collaboration, CoL officers supported the conversion from office space into a COVID testing centre (April 2021) on behalf of the Department of Health and Social Care (DHSC). The current agreement is that the testing centre will run until end March 2022.

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City Matters Special Edition - COVID Booster Campaign	TC	£18,000	£18,000	£0	Distributed to all City residents to reinforce existing Gov't guidance on COVID restrictions but particularly to promote use of the pop-up vaccination centre in Guildhall Yard established at short notice. Used to supplement media release, website and banner and social media messages.

**Key Responsible Officer:**

TC Town Clerk

CHB Chamberlain

CS City Surveyor