

Report Name	Responsible Officer	Allocation	Spend	Balance	Progress/Outcomes from Bid
City Fund – Leadenhall Market Covid-19	CS	£265,000	£232,895	£32,105	<p>The COVID-19 contingency allocation has been committed to white-boxing (refurbishing) retail units in Leadenhall Market. 4 Units have been white-boxed so far, with a further 5 under consideration.</p> <p>The white-boxing is key for marketing the property to prospective occupiers in a difficult property market with high levels of competition.</p> <p>We have received 4 offers on these units so far which are in the approval process before going into Legals.</p> <p>The white-boxing of the remaining units, funded by this allocation, is equally important in terms of attracting the best tenants resulting in long term occupation and income for the asset.</p> <p>In the interim, the white-boxing has already provided quality space for events. This has translated into surplus revenue whilst we market the units for long-term income. The events also act as marketing for the asset attracting footfall and other prospective occupiers.</p>
Public Health Communications Officer	TC	£40,000	£40,000	£0	<p>Role was funded until September 2022. Officer led on delivering corporate communications on COVID-19 public health. Role supports City Corporation’s legal obligations under the Civil Contingencies Act.</p>
Recovery Promotional Campaign	DIG	£22,078	£14,015	£8,063	<p>An end of campaign report was presented to P&amp;R Committee on 4 October 2022.</p> <p>The campaign launched on 11 October 2021 and concluded on 29 April 2022. Further PR and influencer activity ran over May. It was delivered against a challenging timeline that included a second lockdown, tube strikes and severe storms. As such, it was paused from 9 December</p>

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					<p>2021 to 20 February 2022 when restrictions were reintroduced. This ensured the campaign ran when it could have most impact.</p> <p>Key learnings of the Square Smile work include the identification of target times and markets on which future activity may focus. This helps inform and support Destination City work going forward. The remaining balance will be return to the PIF.</p>
Square Mile Recovery Communications Officer	TC	£80,000	£60,915	£19,085	Officer in post and delivering corporate communications on the City of London’s recovery from the pandemic with a focus on Destination City.
Public Health Communications Officer	TC	£80,000	£4,542	£75,458	Officer now in post and delivering the corporate Winter Public Health Operational Communications Plan and several other public health comms campaigns. The focus is on public health recovery from the pandemic. This role supports the City Corporation’s legal obligations under the Civil Contingencies Act.
Guildhall 65a Basinghall use as a covid test centre	CS	£90,000	£90,000	£0	<p>Public Health England on behalf of the Department of Health and Social Care (DHSC) highlighted the huge benefit to the City this test centre had made to the community as a whole.</p> <p>As a result, they recommended that the site was closed (March 2022) but mothballed and retained for a period of time as a covid contingency, in the event it is required to be re-opened as a covid testing. As there has been no further requirement and call, this matter is now concluded.</p>

**Key Responsible Officer:**

TC Town Clerk

CS City Surveyor

DIG Director of Innovation and Growth