

Equality, Diversity and Inclusion consultation Communications Plan

Tim Fletcher
City of London Corporation – May 2023

Overview

Under the Equality Act 2010, the City Corporation, like all public bodies, is required every four years to set specific and measurable equality objectives.

As part of its commitment to engaging with stakeholders to strengthen our approach to equality, diversity and inclusion (EDI), the City Corporation is asking City residents, workers, visitors and other stakeholders to give their views on our draft equality objectives for the next four years.

The consultation will launch on Tuesday, 30 May and continue for three months, closing on ****DATE****.

The comms activities listed below are aimed at driving people to the consultation page on the City Corporation website and encouraging them to give their views.

Strategic aims

- To use all suitable comms channels to publicise the consultation
- To encourage as many people as possible to take part in the consultation
- To demonstrate the City Corporation's commitment to equality, diversity and inclusion

Activities

- Paid-for half-page advert in City AM (8 Jun – deadline 3 Jun)
- Paid-for full-page advert in City Matters (14 Jun – deadline 2 Jun)
- Social media on City Corporation Twitter, Facebook and LinkedIn accounts promoting the consultation with a link to the consultation webpage – at launch and scheduled posts mid-consultation and a week before consultation ends
- Intranet article
- City Resident mailing list (7 Jun – deadline TBC)
- Town Clerk email (start of Jun – deadline a week before TBC)
- eLeader / Know. Act. Inspire email (early Jun TBC)
- eShot mailing list (15 Jun – deadline 12 Jun TBC)
- Members' briefing (30 Jun – deadline 27 Jun)
- City Corporation estates residents' newsletters (TBC)

Roles and responsibilities

Name	Responsibility
ED&I Sub-Committee Chairman Andrien Meyers,	Spokesperson
Acting Executive Director of Communications and External Affairs Philip Saunders	Responsible for all City Corporation communications
Assistant Director of Media (Public Services) John Park	Sign off and oversight of communications
Media officer Tim Fletcher	City AM and City Matters adverts / social media
Internal communications officer Yassar Abbas	Members' briefing / Town Clerk email
Internal communications manager Lorraine McLennan	Intranet article / eLeader / Know. Act. Inspire email
Digital communications manager Gavin Simpson	E-shot newsletter
Community & Children's Services communications officer Ryan Jones	City estates residents' comms