

Committee(s): Communications and Corporate Affairs Sub Committee (Policy & Resources)	Dated: 15 November 2023
Subject: Corporate Communications & External Affairs Update Report	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	[1-12]
Does this proposal require extra revenue and/or capital spending?	N/A
If so, how much?	N/A
What is the source of Funding?	N/A
Has this Funding Source been agreed with the Chamberlain's Department?	N/A
Report of: Emily Tofield, Executive Director of Corporate Communications and External Affairs	For Discussion
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Report Summary

1. In line with the new single team approach, this overarching update report covers the full remit of the central Corporate Communications and External Affairs division. For the first time, it also includes an update on internal communications activity, due to the critical link between internal and external communications and reputation. It also includes an update on ongoing sports engagement work.
2. It reflects how the central team is providing strategic, multi-disciplinary communications across the City Corporation, where it is resourced and empowered to do so. All activity is aligned with the organisation's agreed aims and priorities.
3. The report also provides a summary update on the Corporate Communications and External Affairs transformation work which is underway. A full report will follow once engagement with committee Members has been carried out as per the recommendation in the last report. The ambition is that this work will provide the necessary support and framework to cement and build the team's role as a critical, central function to support overarching City Corporation priorities and associated reputational benefits, led by a Head of Profession.
4. A new approach to media evaluation and planning is underway (this is the beginning of the process). As a result, this section has been significantly shortened compared to previous reports. Future changes will be made as this work progresses.

5. The overarching update report includes the following:
 - a. Transformation Programme update [Annex A]
 - b. Corporate Affairs [Annex B]
 - c. Campaigns and Community Engagement [Annex C]
 - d. Sports Engagement [Annex D]
 - e. Media [Annex E]
 - f. Internal Communications [Annex F]

Overarching Recommendation

6. Members are asked to note the contents of this report.

Annex A - Corporate Communications and External Affairs Transformation Programme

7. The Corporate Communications and External Affairs transformation is underway with the aim of ensuring that the City Corporation can benefit from a strategic, insight and audience driven, effective modern communications function, which in the future has digital at its heart, whilst providing best value for money for the organisation.
8. As part of the transformation work, governance arrangements will need to be implemented across the central teams in Guildhall, as well as across the wider organisation to support the Executive Director of Corporate Communications and External Affairs in their capacity as the Head of Profession for the City Corporation and its Institutions.
9. Since August 2023 there has been an intensive period of engagement and evidence gathering. To date there have been more than 70 meetings and workshops held with the central corporate team, chief officers, senior leaders, the multiple communications and marketing teams based outside of the central team, and communications leads representing the institutions.
10. There is a clear mandate and support for change both in and outside of the corporate team and there are multiple opportunities for collaboration and consolidation, better information sharing, improving the quality of the outputs and activity, efficiencies and, importantly, building a fully multi-disciplinary professional function which supports elected members and agreed City Corporation goals.
11. The engagement work and evidence gathering, particularly with Members, is continuing. The feedback to date provides widespread support to develop, in particular, strategic communications and greater digital communications capability and capacity. The current approach to managing digital communications has led to a proliferation of different channels, with varying levels of engagement and quality. There are a number of opportunities for

consolidation, greater targeting of activity and improved engagement levels. Commissioning of an external review of digital communications and channels across the City Corporation is underway. This review will also provide recommendations for a digital communications and content strategy and resourcing required.

12. With the development of the next five-year Corporate Plan and the organisation's first People Strategy, the City Corporation is at a pivotal point in its journey. The City Corporation is a large, complex and diverse organisation and, despite the resource challenges, the development of the Corporate Plan and People Strategy are being supported with dedicated internal communications and staff engagement. However, this, other activities, feedback and evidence has demonstrated that internal communications is another function which needs extra support.
13. Effective communications, corporate affairs, marketing and engagement cannot be delivered without a collaborative, multi-disciplinary approach underpinned by a clear strategy, objectives and forward planning. A key component of the Transformation Programme will be the development of a communications strategy (the first in nearly a decade), aligned to the City Corporation's strategic aims and the Policy Chairman's priorities.
14. The outcome of the transformation work will provide a picture of the totality of communications roles and posts in associated functions across the City Corporation and its institutions. It will also include recommendations for how this resource could be better utilised and staff could benefit from a collaborative approach to talent management, training and development and opportunities for progression.
15. Due to the flat structure of the central function versus other areas in the City Corporation, career progression options are particularly limited for the communications and corporate affairs professionals in the core team. Gathering this information and progressing this work has been incredibly resource and time intensive. The work had to be started from scratch. The approach throughout has been one of collaboration, hence the number of engagement sessions that have and will continue to take place.

Annex B - Corporate Affairs Summary

16. The Corporate Affairs team has focused on the following activities since the last sub-committee:
 - a. Led delivery of the City Corporation's 2023 party conference programme (see separate paper on Party Conference Update 2023).
 - b. Developed key messages and provided strategic communications advice to colleagues across the organisation to ensure that the City Corporation continues to deliver against its priorities, including for pitch

rolling the launch and post-launch work for A Vision for Economic Growth – a roadmap to prosperity.

- c. Planning for the next 18 months and the next General Election, including analysing emerging and new policy announcements, any implications for the City Corporation, and making necessary strategic engagement recommendations.
- d. Driving forward the City Corporation's work with frontbench politicians, including further developing engagement with the Opposition.
- e. Continuing to strengthen relationships with pan-London political stakeholders and briefing them on the work of the City Corporation.
- f. Ongoing engagement with external partners, devolved nations and regions. This includes organisations such as Labour Business, think tanks, regulators, and key public affairs stakeholders.

Corporate Affairs Main Report

Strategic Communications and Messaging Development

17. The Corporate Affairs team has continued to develop key messages and provide strategic communications advice to colleagues across the organisation to ensure that the City Corporation continues to deliver against its strategic priorities through a critical period.
18. This includes maintaining a comprehensive six month forward-look of key activities and interventions across the City Corporation, Policy Chairman, and Lord Mayor's calendars. This supports the development of more compelling narratives around the City Corporation's ambition and impact.
19. During this important period for political engagement, the Corporate Affairs team led on developing messaging aimed at different political parties particularly on Vision for Economic Growth and fraud and the City of London Police role as National Lead Force, providing robust briefing to Members to support our ambitious programme across all major party conferences (see separate Party Conference Update 2023 report for detailed analysis) and other significant moments.

Political Engagement

20. Since the sub committee meeting in September, the Corporate Affairs team has prioritised delivery of the party conference programme, alongside continuing to engage with His Majesty's Government, the devolved nations and Labour politicians. This has included:
 - a. Delivering an ambitious party conference programme focused on Vision for Economic Growth.
 - b. Continuing to map out the strategic priorities for Vision for Economic Growth, alongside colleagues in Innovation and Growth (IG), and proactively map and analyse the associated political engagement.

- c. Working alongside IG on a submission to the Autumn Statement 2023 on behalf of the City of London Corporation.
- d. Set up and provided briefing and support for Policy Chairman meetings with Shadow Climate Change Minister, Kerry McCarthy MP and Shadow City Minister, Tulip Siddiq MP.
- e. Briefing and support for the Policy Chairman meeting with Minister for London, Paul Scully MP.
- f. Worked in partnership with City of London Police and Police Authority Board colleagues to drive forward a briefing and visit for the Shadow Security Minister, Dan Jarvis MP to City of London Police.
- g. Officer briefing with the Labour policy team leading on the upcoming Financial Services review to be launched in February.
- h. Securing an invitation to an upcoming Challenger event being held by Labour with the Shadow City Minister.
- i. Working alongside IG and Media Team colleagues, providing background briefing on the political attendees to the AI Summit dinner and navigating introductions for Members.

Pan-London Engagement

21. The Corporate Affairs team continues to engage with pan-London stakeholders and provides support, advice and inputs to the Policy Chairman and deputies. As the new electoral cycle for the Mayor of London has begun, particular attention has been given to these developments. This has included:
- a. Working with the Office of the Policy Chairman and external stakeholders to successfully formalise the role of the Deputy Policy Chairman in pan-London engagement ensuring consistent representation at external meetings.
 - b. Continuing to monitor developments for the 2024 Mayoral elections, attending related events, engaging with candidates and providing intelligence where applicable.
 - c. Establishing an internal London Working Group to ensure a joined-up approach to engagement at Officer level.
 - d. Officer level meeting with advisors to the Minister for London, as well as the Local Government Association to promote the Vision for Economic Growth report.
 - e. Providing support and follow-up to the Chair of the City of London Academies Trust for a visit by the Secretary of State for Education to a City Corporation school.
 - f. Continuing to work with Transport for London (TfL), City Corporation Members and Officers to seek a suitable resolution for Tube noise issues.
 - g. Supporting the Chairman of Planning and Transportation in making representations to the Commissioner of TfL in relation to Bank Station access.
 - h. Coordinating and drafting responses to various MP casework, such as Billingsgate Market noise and Golden Lane Estate works, among other issues.

Engagement with External Partners

22. The Corporate Affairs Team continues to engage and support engagement of Members with external partners through:
- a. Providing remarks and briefing for the Policy Chairman to represent the City Corporation at the IBDE Financial Services Forum.
 - b. Providing briefing for the Policy Lead for Emerging Markets as representative at an International Business and Diplomatic Exchange (IBDE) CEO Briefing on China.
 - c. Providing briefing for an IBDE lunch with the Ambassador of Switzerland for the Vice Chair of Policy and Resources.
 - d. Providing briefing to the Vice Chair of Policy and Resources for a TheCityUK dinner with Labour Parliamentary Prospective Candidates.
 - e. Delivering a significant programme of party conference activity, across all the main conferences, with a range of partners including Onward, Centre for Policy Studies, Institute for Public Policy Research (IPPR) and Progressive Britain (see separate Party Conference Update 2023 paper for full detail).

Forward Look and Future Engagement

23. The Corporate Affairs Team continues to plan for future engagement with political stakeholders. Priorities for the Corporate Affairs Team through the end of the calendar year include:
- a. Continuing to deliver a plan of engagement for the Policy Chair and Lord Mayor with key Ministers, political spokespeople, devolved and regional government leaders across all parties.
 - b. Supporting the Policy Chairman and Deputy Policy Chairman in engagement with London Government - Mayor and borough leaders, focusing on ensuring London is speaking with one voice.
 - c. Analysing in more detail the feedback and reflections from 2023 Party Conference season and considering the options for the 2024 season.
 - d. Moving into the next phase of planning on a comprehensive political, policy and industry timeline for January 2023 onwards in relation to Vision for Economic Growth.
 - e. Providing the City Corporation with political intelligence and relationship building on areas of key importance across the political parties, such as competitiveness, artificial intelligence, fraud, policing and sustainable finance.

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Annex C – Campaigns and Community Engagement Summary

Resident Engagement

24. A Resident Campaigns & Communications Manager has now started, who will be working across the organisation to bring together our resident engagement work and provide a wider range of events and activities for our resident communities.
25. The Resident Campaigns & Communications Manager's immediate focus will be on delivering an exciting, combined City Question Time and Festive Party for residents on 14 December 2023 at the Old Bailey. The combination of events, in which residents are welcome to attend one or the other, is hoped to attract those who may not have attended previously, while giving residents the opportunity to visit one of our landmark spaces. They will also be engaging across departments to ensure a central schedule and single point of view regarding resident communications and consultations.
26. The Resident Campaigns & Communications Manager will also be working to roll out a new regular physical resident newsletter, details of which will be circulated shortly.

Worker Engagement: City Belonging Project

27. More than 1,000 people across the Square Mile are now signed up to receive updates, including representatives from three quarters of the largest businesses (those with more than 1,000 staff). Due to its holistic and universal appeal, the initiative continues to open doors and provide a basis with which to work with firms outside of our traditional financial and professional services strengths: from TikTok and Lego to recruitment consultants – and appeals to both large established firms and SMEs.
28. During Black History Month, we curated a list of 45 events and activities taking place across the Square Mile – those hosted by ourselves and our institutions, private sector organisations and networks and charities and educational institutions. These were then served back to the City Belonging Project workplace contacts for dissemination to their workplaces – with a hugely positive response. The initiative continues to enhance the effectiveness of existing City Corporation and institutional events, with more than 80 people across the working City nominated to attend the Guildhall Black History Month reception by their firms and London Metropolitan Archives selling out tickets to their event. The City Belonging Project funded the creation of a Black History of the Square Mile walking tour, putting on six sold-out free walking tours for our community.
29. We have also begun a pilot programme of introductory walking tours for new starters in the City, with three tours conducted for graduate starters at Fidelity International, to introduce them to the Square Mile and our institutions. Sixteen

other workplaces across the City have contacted us to arrange new starter walking tours for their staff, as part of a wider induction into life in the Square Mile. We are working with the City Guides Association, resources depending, to roll this out.

30. While the situation in the Middle East is developing at the point of writing, we are working with the City of London Police and the City of London Police Authority Board team to use the connections developed through the City Belonging Project to provide community reassurance, amplify messages and create a two-way channel of communication with the working City.
31. In conjunction with the Transport team and Google, we are putting together a City Accessibility event at Framestore – bringing together those interested in this important area in the Square Mile in a community event hosted by a business, a pilot of a City Belonging Project collaborative model.
32. We are also working with the Remembrancers team to expand our programme of community-focused events for 2024 and have begun discussions with a number of charity partners for future activities.

Election Engagement

33. November sees four City wards go to the polls, covering a third of the Square Mile electorate. The normal engagement process developed ahead of the 2022 elections has been followed, with online candidates guides created on our election engagement website and postcards sent to all eligible voters.
34. At the same time, voter registration work for the 2024/25 Ward List is underway, with all registrants contacted through the post and by email, with businesses asked to ensure their entire workforce is aware of the opportunity to register. We are working to identify where a registration contact has moved and find a replacement. We are in conversation with a number of businesses which have not previously registered about the process and the rights of their staff to participate. We are also using contacts made through the City Belonging Project to encourage democratic participation. Voter registration statistics are slightly ahead of where they were this time last year and more than 1,000 people who are not on this year's Ward List have been registered for next year's.
35. With the preparations for the 2025 elections soon to begin, and the registration deadline in a year's time, we will be bringing forward a paper with the Head of Electoral Services around resourcing and engagement strategy for those elections. This will cover in particular workplace engagement and candidate engagement, building on work begun in 2022. A single organisational CRM, tracking all City Corporation worker and workplace relationships within the Square Mile, will be crucial for the success of this programme – as will ensuring we have the resources needed to develop a relationship with every workplace we serve.

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Annex D – Sport Engagement Update

36. The Communications & Corporate Affairs Sub Committee continues to have oversight of the City Corporation's sport engagement work and, in accordance with its Terms of Reference, power to act on sport engagement. Details of recent and planned events are outlined below, as well as proposed engagement around the Paris 2024 Games (see also separate Strategic Engagement at the Paris Olympics and Paralympics paper). This report provides an update on the work of the Head of Sport Strategy & Engagement (HSSE) in delivering the City of London Corporation's new sport strategy and sport engagement programme.
37. Since 2019 the City Corporation has increasingly recognised the importance of sport in promoting wellbeing, enhancing economic opportunities and supporting international diplomacy. Working with our partners, a targeted sport engagement approach has been developed to maximise these benefits and also assist with achieving wider corporate aims. So far this sport engagement activity has focused on the City Corporation's convening power and venue offer, by celebrating major sport events and supporting bids for future competitions. Earlier this year, the City Corporation approved a new sport strategy – *A Global City of Sport* – to guide future sport priorities and investment.

Sport Strategy

38. The City Corporation's new sport strategy for the Square Mile – *A Global City of Sport* – was approved by the Policy and Resources Committee in June this year. It sets out the vision and priorities for the organisation in relation to sport over the next seven years and beyond, which include:
- a. Investing in facilities.
 - b. Activating public spaces.
 - c. Celebrating impact.
 - d. Attracting events and federations.
 - e. Supporting community groups.
39. Last month the new strategy was published online. The informal Member Sport Sounding Board, which will oversee the progress of implementing the new strategy, has also met to consider the next steps for improving the sport offer in the Square Mile. This Sub Committee continues to have specific oversight of sport engagement work, which sits under priorities 3 and 4 of the strategy i.e., celebrating the impact of sport and attracting major events.

40. Since the approval of the new strategy, the HSSE has been working with Corporate HR to recruit a Sport Strategy Officer to support the new priorities. Following recent interviews, it is hoped that the new Officer will start in January 2024. In addition, external consultants 'The Sport Consultancy' have been appointed to undertake a facilities investment options appraisal as identified in the first phase of the implementation of the strategy. They are expected to report back early in the new year on proposals for investing in and enhancing the publicly accessible sport facilities across the Square Mile.

Sport Engagement

41. Since the last update provided to Members in April this year, the following engagement has taken place:

- **MLB London Series** – the City Corporation hosted a gala reception at Guildhall on 23 June 2023 prior to the MLB London Series Games between Chicago Cubs and St Louis Cardinals at the London Stadium. The event involved guests from the teams, Major League Baseball, sponsors and relevant business organisations. Owing to the increased presence of US sports taking place in the capital, work is also underway to connect with NFL and NBA on similar engagement opportunities.
- **2nd Global Sport Agora** – the City Corporation partnered with the World Academy of Sport to host the 2nd edition of the Global Sport Agora on 6 September 2023. This event brought together over 60 senior business and sport leaders to discuss shared issues, such as data driven decision making, investing for impact and managing risk. The event will be hosted again at Guildhall next year on 22 October 2024.
- **Sport & Recreation Alliance AGM** – the City Corporation provided the venue for the Sport & Recreation Alliance's Annual General Meeting to its stakeholders, which was attended by the patron – HRH The Duke of Edinburgh. The Deputy Chair of Policy spoke at the event to welcome guests and promote the City Corporation's sport priorities.
- **Square Mile Relay** – Guildhall Yard provided the backdrop for the Square Mile Relay again this year on 13 September 2023, an event which brings a number of City business workers together to compete over a one-mile relay race. The City Corporation sponsors this event by offering the venue at no charge. In return, we receive sponsorship recognition and the opportunity for a staff team to participate in the race. The Staff Running Club took up this offer and came 108th out of 120 teams.
- **Capital Kids Cricket** – the charity Capital Kids Cricket hosted an event at Guildhall Club on 14 September 2023 with the former England cricket captain Nasser Hussain OBE. The Chair of Culture, Heritage and Libraries was able to speak at the event and welcome guests, as well as highlighting the City Corporation's offer on sport.

- **Safe Sport International** – the City Corporation supported a networking event on 18 September 2023 to kickstart a conference on the elimination of violence, abuse and harassment against athletes across the world. The event was organised by Safe Sport International and attended by a number of international sport federations, as well as UK Sport and the International Olympic Committee. The Deputy Policy Chairman spoke at the start of the event to welcome guests and raise awareness of the City Corporation’s sport priorities.
- **ICF Canoe World Championships** – the ICF Canoe Slalom World Championships took place at Lee Valley White Water Centre at the end of September. During this time, the City Corporation hosted a roundtable dinner at Guildhall bringing together key organisers and officials. The Member Lead for Sport attended the event and was able to welcome guests and speak on the importance of hosting major sport events in the UK.
- **Active London Conference** – following the publication of the new sport strategy that day, the City Corporation sponsored the networking reception after the Active London Conference which was held on 17 October 2023 at the Decathlon Store in Canada Water. The Deputy Policy Chair spoke at the end of the conference on the City Corporation’s new sporting priorities and vision for the Square Mile.
- **Rugby World Cup 2023** – the HSSE accompanied the Policy Chair to Paris for the Rugby World Cup final on 28 October 2023, as guests of World Rugby. This is part of an ongoing dialogue between the City Corporation and the international federation for Rugby, which is currently based in Dublin. It was also an opportunity to engage with senior business and policy leaders attending the game.
- **City of London Freedom Ceremonies** – events were held at Guildhall to commemorate the award of Freedoms of the City of London to footballers Harry Kane MBE and Ian Wright OBE. Both events received widespread interest and positive social media coverage.

Forward Look

42. There are a number of sport engagement activities that are due to take place in the coming months including:
- **200th Anniversary of Rugby** – the City Corporation is working with World Rugby on an event at Guildhall to celebrate the 200th anniversary of Rugby this year. This event will take place on 11 December 2023, looking back on the success of the Men’s Rugby World Cup in France as well as ahead to England hosting the Women’s Rugby World Cup in 2025.
 - **London FA Awards** – owing to the longstanding ties between the City Corporation and the London FA, we will be hosting next year’s London FA awards at Guildhall. The Lord Mayor is the Patron of the body and the event, which is due to take place on 31 January 2024, will be an opportunity to celebrate the efforts of those involved in grassroots football across the capital.

- **UK Sport International Relations Seminar** – preliminary discussions are underway with UK Sport on hosting next year’s International Relations Seminar in February. As previously, this is an event that draws a great deal of interest from domestic sport federations and is an opportunity to discuss upcoming international relations opportunities through sport.
- **IWG Women & Sport** – since the transfer of hosting responsibilities to the UK of the International Working Group of Women & Sport, discussions have taken place on ways to promote and support the success of women in sport over the next four years. It is envisaged that an event to mark the 30th Anniversary of the Brighton Helsinki Declaration will take place in Guildhall at some point early next year.
- **UEFA Champions League Final** – following our support for a successful bid to UEFA by the Mayor of London to host the Champions League Final in 2024 at Wembley, the City Corporation had agreed to host the pre-final dinner at Guildhall the night before the game. However, following a site visit of the venue by UEFA earlier this year it was decided that an alternative location would be sought.
- **MLB London Series** – the City Corporation has again offered to host a celebratory event prior to the MLB London Series Games next year between New York Mets and Philadelphia Phillies at the London Stadium. The reception would take place on the evening of 7 June 2024 involving guests from the teams, MLB, sponsors and relevant business organisations. Owing to the increased presence of US sport events in London, work continues on similar engagement opportunities with NBA, NFL and NHL.

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Annex E – Media Team Summary

43. In the reporting period from 08 August to 26 October 2023, the City of London Corporation’s Media Team has delivered a significant number of proactive media strategies to support the delivery of key organisational priorities.
44. This work is aligned to the Corporate Plan and focused on our role in creating a vibrant and thriving City, supporting a diverse and sustainable London, within a globally successful UK.

45. A high-performing, strategic media function needs to act on evidence and continuously use insight to inform its work. In this context, work is now underway to review the current model of gathering insight and analysis to ensure that the City Corporation benefits from the best intelligence and evaluation systems available.
46. An improved system of analysis and measurement will allow us to assess how well we are meeting the organisation's overall aims as outlined in the Corporate Plan, aligned to its three main strategic objectives:
- Support a thriving economy
 - Contribute to a flourishing society
 - Shape outstanding environments
47. To do this, we will be changing our approach to measure:
- a. Volume: how often the City Corporation is mentioned in the media.
 - b. Media types: how often the City Corporation is being mentioned in print, broadcast, or online.
 - c. Sentiment: are these favourable, neutral, or negative mentions.
 - d. Key media: how often is the City Corporation being mentioned in key national or London media (a key target given the influential and wider public audiences we need to reach).
 - e. Mention position: how often is the City Corporation being mentioned in the opening paragraph of articles.
 - f. Social media views/ impressions (most accurate audience metric) and engagements including reactions, clicks and shares.
48. We will continue to expand and strengthen the analysis and insight gathered through an integrated, multi-channel approach to media and social media monitoring.
49. Members already receive regular granular updates of media coverage through the Morning Media Briefing and Weekly Media Summary. These will be reviewed again as our transformation work and engagement continues and as we continue to expand and strengthen the analysis of our activity.
50. The below summary is intended to provide a short, high-level overview of media impact, alongside highlights of the most successful proactive media interventions.

Main Report

Media Impact Analysis: Overview

Measurement				
Volume	2,380 articles	1,382 domestic	998 international	
Media types	2,177 online	68 broadcast	85 print	50 blogs
Sentiment	778 positive	14 negative	1,588 neutral	
Key media	26 Daily Mail/This Is Money 12 Daily Telegraph 11 BBC national radio and TV programmes 9 Sky News; 9 The Times 7 The Independent 6 The Guardian 5 Financial Times; The Daily Express; 2 Daily Mirror; The Sun; The Sunday Times	52 City A.M. 35 regional BBC radio programmes, including 11 BBC Radio London 12 Evening Standard 2 LBC 1 BBC London News (TV) programme		
Mention position	550 lead paragraph			

Social Media Impact Analysis: Corporate feeds overview

Platform	Followers	New followers	Published posts	Views/ Impressions *	Engagements	Engagement rate	Video views**
Total	172,828	4,656	683	1,655,983	82,783	5%	92,456
X*	99,476	1,687	329	933,188	30,612	3.3%	33,573
LinkedIn	51,321	2,616	156	644,257	46,959	7.3%	45,136
Facebook	13,099	193	100	78,056	765	5.7%	23
YouTube	8,930	116	98	N/A	765	N/A	29,635

*Views/ Impressions = people verified as being shown content. Engagements = number of times people clicked on content.

**Video views on non-YouTube platforms includes animations in graphics.

***Includes @cityoflondon, @itylordmayor, and @citypolicychair.

51. The main corporate social media feeds have 168,292 followers, up 4,371 on the last reporting period. Posts marking the death of Her Late Majesty The Queen and Their Majesties The King and Queen saw the biggest increases in followers, but we continue to see the use of more and stronger images as the main driver increasing follower numbers.

52. X continues to be our main feed by follower numbers, whilst our strategy of testing more content on LinkedIn, continues to yield excellent results. LinkedIn has become our fastest-growing platform, where posts consistently generate the largest audiences and highest engagement rates. We are working to further leverage this success, as LinkedIn boasts the most robust demographic of professionals and business decision-makers. Its reputation as a secure and trusted space has contributed to its strong growth compared to other platforms.

53. For comparison, compared to local authorities in London, our X and LinkedIn feeds are the most followed, and Facebook is the second most followed, with the highest average engagement rate. For comparison, Westminster has 33,494 followers on X, 23,000 on LinkedIn and 7,194 on Facebook.

54. As part of the Transformation Programme there is a plan underway to launch an Instagram account for the City Corporation, incorporating Lord Mayor, Policy Chairman and Mansion House activity. This will allow the City Corporation to reach and target a wider range of audiences and actively engage with key partners and stakeholders active on Instagram. Instagram is a very visual medium and increasingly video based. The corporate team has recently invested in new equipment to improve its filming capability and capacity, which will support internal activity and the creation of engaging content for the corporate social feeds.

Subject	Posts	Views/ impressions	Engagements	Engagement rate
HM King	17	183,971	20,328	11%
Horizon 22 Bishopsgate	3	34,266	5,271	15.4%
Election of Lord Mayor Mainelli	3	67,079	4,541	5.9%
Freedom of the City honours	8	64,652	3,071	4.8%
Israel	3	29,975	1,553	5.2%
Black History Month	6	11,976	1,089	9.1%

Views/ Impressions = people verified as being shown content. Engagements = number of times people clicked on content.

55. Posts about Their Majesties The King and Queen visiting Mansion House to mark the City's role in the Coronation generated four times more than the next nearest posts, thanks to proactive planning from the team who gathered photos of the Anointing Screen and Ceremonial Robe in advance of the visit. This interest was leveraged to promote Destination City and in particular the Treasures of Gold and Silver Wire exhibition at Guildhall Art Gallery, ensuring we are using every opportunity to promote the breadth of the City Corporation offer.

55. Other highlights include the launch of Horizon 22 (22 Bishopsgate), London's highest free viewing platform with 300-degree views of the capital. While not generating as many views, it got a 15.4% engagement rate which is nearly four times more than our average.

56. The election of Alderman Michael Mainelli as the next Lord Mayor, Freedom of the City of London ceremonies, and Black History Month in the City also performed well. These posts reflect the diverse nature of our content strategy which we continue to refine to maintain and expand our followers, enabling us to effectively convey our key messages to as broad an audience as possible.

Subject Analysis

Corporate plan priority: Support a thriving economy

Vision for Economic Growth - a roadmap to prosperity launch

57. Working to a proactive communications plan, the Media Team delivered on its objective to promote the report to political, business as well as wider public audiences, and gain national media profile, showcasing the City Corporation's role in driving economic prosperity across the UK, creating jobs, and attracting investment.
58. The communications-led launch announced the Vision for Economic Growth report and outlined key reforms and initiatives with the potential to add £225 billion to the UK economy, in collaboration with 300 stakeholders.
59. Over 40 pieces of proactive coverage were secured across national and regional media outlets. The Media Team achieved two national exclusives with the Sunday Times and Sky News in the run up to the launch, trailing the report's key aims and recommendations. Over 20 supportive quotes from key industry players, chapter leads, and trade associations featured in the news release, many of which were picked up by the media. 23 mixed media posts – including text, pictures, and video – were posted across corporate social media channels generating 4,531 video views and 905 engagements, with 31,599 impressions.

Vision for Economic Growth: presentation at political party conferences

60. The Media Team reacted to key ministerial speeches and Government and Opposition policy announcements, and publicised City Corporation political events to achieve significant national media coverage featuring elected Members, including in Sky News, BBC News, and Bloomberg.
61. Standout coverage secured in the party conference season resulted from the promotion of City Corporation political dinners, including through speeches by Lord Fox (Liberal Democrats), Lord Johnson (Conservatives) and Lord Mandelson (Labour). The latter garnered strong media attention through strategic media invitations to senior editors, including political editors, for the dinner. Nine posts were sent across our feeds generating 198 engagements with a reach of 9,946.

Lord Mayor hails bond between City and Crown

62. The Media Team worked in partnership with the Royal Household, and colleagues at The Mansion House, and in the Remembrancer's department to deliver a proactive communications plan for the dinner to mark the contribution of the civic institutions of the City of London to the Coronation of Their Majesties The King and Queen.
63. The Lord Mayor hailed the historic friendship between the City of London and the Monarchy at the dinner, which was also attended by the Policy Chairman, Members of the Court of Common Council, City livery companies, and representatives of the UK financial services industry. Widespread national coverage was achieved, with over 450 articles mentioning the Lord Mayor and/or the City of London Corporation. This included the Daily Mail, City A.M., The Times, the Independent, The Daily Telegraph, Daily Express, BBC News, and The Guardian. His Majesty's speech was also broadcast on ITV London, Sky News, BBC Radio 4, ITV's This Morning, and several other radio stations.
64. The Media Team ran a social media campaign on the dinner, with posts on X, LinkedIn, and Facebook – including through the Lord Mayor's and Policy Chairman's feeds - generating 15,761 engagements with a huge reach of 140,022 impressions. This engagement rate on X was a high 8% and on Facebook and LinkedIn it was 25% which made these our most popular posts ever.

Mansion House hosts Pension Summit

65. The Media Team worked with HM Treasury to announce the tenth signatory of the Mansion House Compact, Aon, at the Mansion House Pension Summit. The media team secured extensive media coverage for the Summit across The Times, Financial Times, and Reuters. The Lord Mayor conducted interviews before, during and after the event across print, digital and broadcast news media. The Lord Mayor featured on Bloomberg TV on how the Compact can support start-up companies in the UK and across the world during the Bloomberg Tech Summit week with predominantly executives and entrepreneurs in the audience. A post published by HM Treasury, Lord Mayor and Aon on X on the signing generated a combined 20,000 views.

Lord Mayor visits Qatar and Bahrain to push for net-zero transition before COP28

66. Working to a proactive plan with the objective of promoting the City as a world leader in green finance, ready to assist the Gulf along its net-zero journey, widespread in-market media was secured.
67. The Media Team coordinated interviews with prominent business outlets including Al Majalla, and Arab News, which highlighted the strategic partnerships for cooperation and investment and the exchange of expertise and skills between the UK and the Middle East, with a focus on increasing investment in sustainability projects ahead of COP28. The visit was also

covered in a range of other in-market media including Gulf Times, Bahrain News Gazette, News of Bahrain, Kuwait News Report, Libyan News Wire. and Bloomberg. 23 social media posts were sent which generated 663 engagements with a reach of 22,246 impressions.

Destination City: Bartholomew Fair launch

68. A communications campaign to reach target audience groups was delivered by the Destination City and corporate communications team, supported by Four Communications agency, which has been procured by the Destination Team.
69. The campaign achieved 124 pieces of coverage, including 76 London, 29 national, and 19 international pieces across print, broadcast, and online. A City Corporation spokesperson was quoted in 32 pieces. This was amplified in two City A.M. paid-for advertisements.
70. Press Association was commissioned to capture the launch and other key moments, including photocalls and video interviews with the Policy Chairman, securing coverage in The Independent, The Guardian, The Times, and The Telegraph, and several international titles.
71. This was part of a fully integrated marketing and communications plan across owned, earned, and paid channels. Social media activity saw partner-led messaging amplified across our channels, with Destination City's campaign generating 157,366 engagements and nearly 2m impressions. This was supported with 14 original posts from our main channels, generating 2,851 engagements with a reach of 53,289 impressions.

Opening of Horizon 22 - Europe's highest free public viewing gallery

72. The launch of Horizon 22 highlighted the planning and built environment sector's key role in supporting the aims of Destination City - creating a thriving, seven-day-a-week destination, attracting visitors, encouraging spend, and making the Square Mile an inclusive place that welcomes all communities.
73. The Media Team proactively organised several interviews for the Planning and Transportation Chair, with coverage secured in national titles including Financial Times, the Daily Telegraph, and The Spectator. The Planning and Transportation Chair was also quoted in the Horizon 22 team's news release, which was picked up by 20 outlets, including international publications in the USA and Japan.
74. The Media Team supported with stakeholder engagement around the event – with over 100 people attending the soft launch, including BID representatives, residents, and Ward Councillors. Social media performed well above average, with over 100 engagements on X and over 400 on LinkedIn.

Corporate plan priority: Contribute to a flourishing society

City of London Academies Trust: A-Level and GCSE results

75. The Media Team ran a proactive media campaign including news releases, social media posts, and interviews to support City of London Academies Trust schools in reaching key audiences.
76. Getty was invited to picture students at the City of London Academy Southwark receiving their A-Level results. This, along with Secretary of State for Education Gillian Keegan MP's stakeholder visit to the City of London Academy Islington, helped achieve national and London coverage in the Daily Mail, The Guardian, the Independent, The Sun, the Evening Standard, and several titles local to the schools. Getty was also secured to picture students from the City of London Academy Southwark receiving their GCSE results, with coverage in a range of national and London titles, including The Guardian, Financial Times, the Metro, The Sun, the Independent, and the Evening Standard.
77. Social media activity included working with partners in Education to amplify suitable postings from the schools. This was supported with four original posts sent across our main channels which generated 346 engagements with a reach of 15,327 impressions.

Next step in City Corporation's commitment to tackling racism in all its forms

78. The Media Team issued a news release announcing that the City Corporation had been granted planning permission to install a plaque explaining former Lord Mayor William Beckford's links with slavery. Guildhall houses statues of both William Beckford and Sir John Cass. Only the Beckford statue requires Listed Building Consent as it sits in the Grade-I listed Great Hall. A plaque for the Sir John Cass statue does not require this permission. The move is in line with the Government's Retain and Explain policy.
79. Core messages explaining the steps that have been taken, in consultation with key project partners, was included pieces carrying quotes from the Policy Chairman, the Chairman of the Culture Heritage, and Libraries Committee, and the Chair of the Equality, Diversity, & Inclusion Sub-Committee - in City A.M., BBC Radio London, and BBC London News online. The Policy Chairman said the City Corporation is "united in our commitment to ensuring that people from all backgrounds feel safe and welcome in a modern, inclusive and forward-looking City."

Draft Corporate Plan: Have your say on the City Corporation's priorities

80. As part of a proactive communications plan to ensure all relevant audiences (including external ones) are engaged in the development of the new City Corporation Corporate Plan, an article ran in City Matters calling on readers to fill in a survey to help shape the 2024-2029 plan. The piece carried a link to the survey and encouraged readers to take part. The Policy Chairman, and Town Clerk and Chief Executive, were quoted. This was also included in two

City A.M adverts, reaching a core City worker audience.

81. Social media activity encouraging people to take part in the survey saw 18 posts sent from the corporate X, LinkedIn, and Facebook feeds, generating 882 engagements with a reach of 33,938 impressions. These were shared widely across City Corporation feeds and content was provided to City Corporation-run services, sites and venues outside the Square Mile so they could publish their own content to local audiences.
82. The Communications Team worked with the Strategy Team to reach a range of target audiences, including residents, workers, those in study, visitors, livery companies, services users including on our open spaces, and elected Members.

Square Mile residents encouraged to get jabs to boost immunity

83. The Media Team is partnering with NHS communications to amplify its national campaign encouraging eligible local residents and workers to get their COVID and flu jabs. Following a proactive announcement, City Matters reported the story to its 55,000 readers, which includes a large resident contingent, quoting the Chairman of the Community and Children's Services Committee. Social media activity saw 13 original posts on our corporate channels, carrying NHS messaging. This was shared across relevant feeds, including residential estates, generating 131 engagements with a reach of 9,586 impressions.

Corporate plan priority: Shape outstanding environments

City Corporation issues fire safety warning amidst heatwave

84. The Media Team reached a mass London, Essex, and national audience by working with the media to issue fire and swimming safety advice during the summer heatwave. This included partnering with the London Fire Brigade, using Hampstead Heath as a base, as part of a capital-wide heatwave public safety engagement exercise. The Heath's Superintendent was interviewed alongside firefighters for BBC Radio London and the Press Association, with further coverage in the Independent, the Evening Standard, and 21 other media titles.
85. An interview with the Chairman of the Epping Forest and Commons Committee resulted in coverage on BBC Radio Essex and BBC Radio London, warning people not to use BBQs and to stay out of lakes and ponds. Local messaging was supported with a post across our feeds which generated 87 engagements with a reach of 3,435.

Sheep graze at Hampstead Heath to boost biodiversity

86. Following a proactive media sell-in, major national and London broadcast and print coverage was achieved on the City Corporation's Hampstead Heath sheep-grazing pilot. As part of a week-long biodiversity trial, the City

Corporation used grazing to maintain wildlife habitats rich in biodiversity. Reports featured on ITV's News at Ten, BBC Radio 4's Farming Today, BBC London News TV, ITV News London, and 19 regional ITV news stations reaching a multi-million national audience, including interviews with the City Corporation's Head of Conservation at the Heath. Social media posts generated 264 engagements with a reach of 10,164 impressions.

Middle East conflict – City Corporation response

87. A news release on the Policy Chairman's Court of Common Council statement was published, and the Media Team continues to work closely with the City of London Police to amplify its community reassurance messaging.

Looking Ahead

88. The Media Team will continue to focus on delivering significant positive coverage on a range of forthcoming priorities in the next six months, including:

October

- AI Dinner with Department of Science, Innovation and Tech* - **media coverage to be included in next committee report.*

November

- Lord Mayor's Show* **media coverage to be included in next committee report.*
- Autumn Statement Response (22)
- South Korea Mansion House Dinner (22)
- Lord Mayor programme events* - **media coverage to be included in the next committee report*
- UK-India sustainability launch
- Global Mobility report (TBC)
- High Commission Banquet (28)
- Climate Action Strategy Year 2 progress report published (TBC)

December

- US visit (11-13)
- COP28 (7 – 11)
- Destination City Christmas consumer campaign events (all month)

January

- World Economic Forum in Davos
- Unveiling of plaques on William Beckford and Sir John Cass statues (TBC)

February

- City Corporation Joint visit to Ireland
- Policy and Resources Committee Dinner

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Annex F – Internal Communications and Staff Engagement Summary

89. This summary marks the first time the Sub Committee has received a dedicated update on the activity carried out by the City Corporation's Internal Communications team.

90. This small team is responsible for the Intranet and a number of regular communications that are distributed across the City Corporation. These include:

- a. Town Clerk and Chief Executive's monthly update to all staff.
- b. Town Clerk and Chief Executive's team briefing for senior leaders.
- c. Know. Act. Inspire – fortnightly all staff e-newsletter.
- d. Production of videos to support internal communications and engagement campaigns.
- e. All staff emails.

91. The team, part of the wider Publishing team, works closely with colleagues from across the City Corporation to provide communications and engagement support for large and significant programmes of work.

Main Report**Draft Corporate Plan and People Strategy**

92. A major internal communications campaign was carried out across the whole organisation over several months in support of the Corporate Plan and People Strategy engagement sessions.

93. This included creating a hub of information on the intranet for both the Plan and People Strategy (4,278 views), an [introductory video from the Town Clerk](#), posters across the City Corporation 'estate', crafting messages and support material, regular all-staff emails, Member updates and managers' briefings.

94. Engagement sessions were held at Parliament Hill, Guildhall, DP World London Gateway Port and Epping Forest with capacity attendance. The

sessions at Gateway Port and Epping Forest were also recorded.

95. The sessions received excellent informal feedback and the final Next Steps live event had more than 800 staff joining via Teams. This resulted in a total number of views across all sources of information of more than 15,500.
96. The team also produced a short film capturing footage of the engagement sessions and commentary from the Town Clerk. This was shown at the live event and [available on the intranet](#). Further communications and engagement are being planned for the launch and dissemination of the Corporate Plan and People Strategy next year.

Middle East conflict

97. A central 'hub' has been created on the intranet, linked to via a banner on the homepage to make it as accessible as possible. The staff hub brings together the range of support services available to colleagues, updates and support available from our different staff networks, information from the FCDO and the latest messaging from the City of London Police and is regularly updated.
98. Teams across the organisation and institutions were contacted encouraging them to let their staff know about the hub and use it as a single source of messaging, ensuring all teams, no matter where they are across the City Corporation know how to find and access the colleague support services available.

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