

Committee(s): Communications and Corporate Affairs Sub Committee (Policy & Resources)	Dated: 28 February 2024
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
Report authors: Kristy Sandino, Assistant Director, Corporate Affairs, Mark Gettleton, Head of Campaigns and Community Engagement, John Park, Assistant Director of Media (Public Services), Kay Abdilahi, Assistant Director of Media (Financial Services), Sheldon Hind, Head of Publishing	

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.
2. 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

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

Annex A - Corporate Communications and External Affairs Transformation Programme

4. Following extensive engagement across the City of London Corporation and its institutions, a Corporate Communications and External Affairs Capability Review has been delivered to the Town Clerk. It covers how all communications, external affairs and engagement are currently delivered across the City Corporation and evaluates their capability.
5. The Corporate Communications and External Affairs transformation programme continues with good engagement and support from across the City Corporation. Engagement with members of this sub-committee is underway and input will continue to be reflected in the work that is being taken forward.
6. As part of this programme, a number of in-depth reviews will be carried out to inform future strategies. Understanding how we can best engage, communicate with, and hear from our stakeholders is key for an organisation like the City Corporation. The first-ever comprehensive review of how the City Corporation engages with its stakeholders, gathers intelligence and information, and ensures that there is a consistent approach to relationship management has been commissioned and begins shortly. This will be an intensive programme of work to gather quantitative and qualitative data and will involve input from internal and external stakeholders. The review will inform how we improve future communications and engagement and will be shared with this sub-committee.
7. To improve insight and evaluation capabilities, a new media and social media monitoring and evaluation system has been procured, following an exercise to review the existing contracts and provision in place. The new system will go live in March 2024, with training available for the team as part of a new learning and development programme.
8. A business case has been agreed to expand the Filming team. This will enable the City Corporation to proactively promote the availability of filming locations across its open spaces and the City of London and continue to grow the income generated by supporting the TV and film industry.

Annex B - Corporate Affairs Summary

Strategic Communications and Messaging Development

9. Recruitment has concluded and a candidate has been appointed for a newly created role of Strategic Communications and Insights Manager. This role is critical to the development of a strategic communications function that will drive forward the processes and infrastructure for the division to strategically plan and deliver on the overall communications strategy. It will include extensive internal engagement across the City Corporation to ensure the corporate centre has proper sight of and a strategic overview of planned and proposed activity.

10. The Corporate Affairs Team has also led the integration of cohesive narratives through strategic communications and message development in the following areas:
 - a. Provided significant support to the Corporate Strategy and Performance Team on the structure, narrative and wording of the forthcoming Corporate Plan. This included drafting the names of the six headline outcomes and their descriptions; creating an overarching narrative for the City Corporation and our impact through the Policy Chairman and Town Clerk's respective forewords; writing content for the wider context of each of the six outcomes in report form; and supporting the drafting of the Executive Summary.
 - b. Supported Innovation and Growth with the launch of the City Corporation's US Office in December, developing the theme of 'growing together' across social media posts, Policy Chairman speeches, and the Policy Chairman's regular City AM column.
 - c. Supported Innovation and Growth by delivering a compelling and powerful narrative for COP28 for the Policy Chairman on the City Corporation's Net Zero Delivery Summit, the convening power of the City Corporation, and the world-leading sustainable finance offer found within the City of London.
 - d. Supported Innovation and Growth for the Policy Chairman's visit to the World Economic Forum in Davos, aligning messaging on attracting investment and opportunities presented by AI via a Policy Chairman panel with the Chancellor, Foreign Secretary, and Minister for Investment, alongside the Policy Chairman's regular City AM column.
 - e. Looking to influence political thinking ahead of a general election, developing the next iteration of *Vision for Economic Growth* messaging, focussing less on how we delivered the policy programme and concentrating on the opportunities in AI, trade policy, pensions reform, and more.

Political Engagement

11. Since the last sub-committee meeting in November 2023, the Corporate Affairs Team has prioritised:

- a. Consulting across the organisation, drafting and submitting the City Corporation submission for the 2024 Spring Budget to HM Treasury. It focused on four key policy priorities: implementing the Mansion House reforms, prioritising digital verification, providing certainty and consistency in net zero policy, and ensuring sufficient funding for our policing and local services.
- b. Organising a roundtable discussion on the future of AI policy for Matt Rodda MP, Shadow Minister for AI and Intellectual Property. The roundtable brought together policy makers with the financial and tech industries and academics to discuss how the UK could become a global leader in tech and AI. This roundtable was the direct product of Labour Party Conference follow-up.
- c. Initiating and confirming quarterly meetings with the new City Minister and provided insights and policy recommendations on an FPS partnership council, the ESG code of conduct, and the benchmarking report.
- d. Monitoring potential implications of the outcome of the next General Election for the City Corporation, particularly producing briefing memos on possible policy areas of the two major political parties.
- e. Producing and providing internal briefing and analysis on key Labour policy announcements, such as the Financial Services Review.
- f. Supporting the release of the annual benchmarking report 'Our Global offer to business' by leading on a supportive letter-writing campaign to key relevant politicians, including securing reference to the report in Labour's Financial Services review.
- g. Working with colleagues from the Police Authority Board, City of London Police and Remembrancer's department to ensure robust political briefings ahead of ministerial visits to City of London Police.
- h. Drafting a briefing paper on the politics of Northern Ireland and the Republic of Ireland for the Lord Mayor's visits and assisting the media team with external messaging.
- i. Organising and delivering an internal session for Officers on "*What will a Labour Government mean for Financial Services?*" attended by 30 City Corporation Officers.

12. The Corporate Affairs Team maintains a proactive strategy of engagement with politicians that regularly delivers a series of meetings and opportunities for Members. The Team has provided briefing and support for:

- a. Bilateral meeting between the Policy Chairman and the Shadow Secretary of State for Business and Trade. The meeting touched on the Policy Chairman's attendance at Davos, Labour's Financial Services review and the City Corporation's Benchmarking review, as well as the challenges of internal investment into the UK.
- b. Bilateral meeting between the Policy Chairman and the City Minister. The meeting touched on many subjects, including the City Corporation proposals for an FPS Partnership Council.
- c. Bilateral meeting with the Permanent Secretary of the Department for Business and Trade.

- d. Bilateral meeting between the Policy Chairman and the Shadow Exports Minister.
- e. The Policy Chairman's attendance at a roundtable with the Shadow Minister for Investment and Small Business.
- f. The Policy Chairman and Deputy Policy Chairman's attendance at the Labour Business Conference.
- g. The Vice Chair of Policy & Resources' attendance at private roundtable organised by Progressive Britain with the Shadow Chief Secretary to the Treasury.
- h. The Lord Mayor at meetings with Prime Minister's Special Adviser on Business and Investment and the Science, Innovation and Technology Minister.
- i. The Chairman of Planning and Transportation's attendance at a Business Networking dinner organised by Bill Esterson MP.

Pan-London Engagement

13. The Corporate Affairs Team continues to engage with pan-London stakeholders and provides support, advice and inputs to the Policy Chairman and Members. This has included:

- a. Delivered, in conjunction with internal colleagues, the London Government dinner and working with the GLA on speech remarks for the Mayor of London and Lord Mayor.
- b. Worked with colleagues at Epping Forest and external stakeholders to organise a visit by Rt Hon Mark Spencer MP, Minister of State for Food Farming and Fisheries to the Forest – the visit was to demonstrate a fenceless technology used for the City Corporation's cow herds.
- c. Provided a number of casework responses to Members of Parliament.
- d. Continued to provide briefing support to the Policy Chairman and Deputy Policy Chairman for meetings with London Councils, Central London Forward, Transport for London, the Mayor of Tower Hamlets; and other bodies.
- e. Reviewed General Elections asks to be made by Central London Forward.

Engagement with External Partners

14. The Corporate Affairs Team continues to engage and support engagement of Members with external partners. Activity has included:

- a. After proactive negotiations over the last year, the City Corporation hosted and partnered with the Fabian Society on their annual Near Year Conference in January 2024, taking place at Guildhall. The Policy Chairman spoke to a room of approx. 600 conference attendees on the importance of economic growth. He shared a stage with the Mayor of London. Other notable speakers at the day included the Shadow Secretary of State for Foreign, Commonwealth and Development Affairs, the Shadow Secretary of State for Business and Trade, the Shadow Secretary of State for Transport, the Shadow Secretary of State for Culture, Media and Sport, the Shadow Attorney General and many more.

- b. The City Corporation is partnering on a Green Finance Institute / IPPR report with the aim to land key green policy recommendations with Labour. The report is due to be launched in February.
- c. Hosting Whitehall & Industry Group's Annual Interview, securing opening remarks at the event by the Policy Chairman. The event was attended by HM Treasury Permanent Secretary, James Bowler, and Cabinet Office Permanent Secretary Alex Chisholm, both of whom were introduced to CPR. There was attendance by approx. 200 level senior level industry and civil servant stakeholders.
- d. The Corporate Affairs Team continues to work closely with the Centre for London, in conjunction with internal colleagues. This year, we have provided support with their ongoing report, 'Rebooting London's Economy', having attended various meetings and roundtables to help shape the Report's narrative, ensuring that the City Corporation's messaging is included. Work continues on the report, which will be published at a later date.

Forward Look and Future Engagement

15. The Corporate Affairs Team continues to plan for future engagement with political stakeholders. Priorities for the Corporate Affairs Team until the end of the calendar year include:

- a. Supporting the City Corporation with communications and political engagement regarding the Vision for Economic Growth initiative with a new round of political engagement with key stakeholders.
- b. Development of General Election Policy Priorities for the City Corporation.
- c. Negotiating strategic partnerships, such as events, that allow for opportunities for senior level political engagement. This will include dinners for both the Centre for Policy Studies and Onward and discussions are underway with a number of additional partners on opportunities for 2024/2025.
- d. Preparations for 2024 Party Conference season, with a particular focus on ensuring equitable engagement across political parties. This includes collaborating with other teams on event subject matter and negotiating with possible event partners.
- e. Continuing to proactively secure senior level engagement across the political spectrum to allow for the opportunity to communicate and influence around key policy areas of strategic interest for the City Corporation.

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Annex C – Campaigns and Community Engagement Summary

Resident Engagement

16. The Resident Campaigns and Communications Manager has engaged in significant activity since the last meeting of this committee, including:
- a. Overseeing large numbers of meetings with members, residents groups, City Corporation departments and institutions – and is putting together a cohesive plan for resident engagement that will inform work across the organisation over the coming year. An update on this plan will be provided to this committee at its next meeting.
 - b. Managing two City Question Time events. The first, an event at the Old Bailey, followed by a social event for residents saw 300 people register to attend. This reflected a new strategy aimed at broadening the likely audience for such events, which was felt to be successful. The second, saw us combine the statutory business ratepayers’ consultation with a finance-themed Question Time event at Guildhall – with 181 people registered – reducing the overall cost of running two events and creating an interesting, focused meeting.
 - c. Funded by the NHS, we ran a campaign for residents to get their winter vaccines across November and December 2023. This involved canvassers knocking on every residential door in the City, delivering 8,330 fliers and having conversations. We also hosted a vaccination booth at the City Question Time in December.

Worker Engagement: City Belonging Project

17. The City Belonging Project continues to grow and scale, increasing the reach of the City Corporation and its engagement with workplaces and organisations across the Square Mile. This has included:
- a. Creating and promoting a number of events, including an “Accessibility in the City” event jointly with the transportation team, hosted by Framstore in Chancery Lane with refreshments paid for by Google. Not only did the event serve to bring together disability staff networks of City firms for an important discussion but showed the potential model of running a community event at zero cost to the City Corporation (except staff time). We were also successful in using the City Belonging Project email list to diversify audiences to existing City receptions, with 81 guests for Diwali and 178 for Chanukah confirmed through the initiative.
 - b. Continuing to develop our relationships with external organisations and networks, including those convening businesses around women’s equality, LGBTQ+, ethnic minority representation and disabilities.
 - c. In February, working with InterLaw Diversity Forum to put on a Holocaust survivor event that will be open to City Corporation staff and the wider community. We will be holding a reception for LGBTQ+ History Month at the Old Bailey with Chris Bryant MP, with refreshments paid by Bloomsbury publishers, as well as funding five LGBTQ+ History walking tours of the Square Mile, delivered by City Guides.

- d. Working to co-ordinate community and diversity engagement with the Business Improvement Districts and will be asking each BID to nominate someone to oversee this stream of work.

Election Engagement and Ward List communication

18. Our voter registration campaign was carried out in the normal way for an off-year registration cycle, with a number of businesses seeking to engage for the first time. Two temporary staff were brought on to assist with this work. The final Ward List figures for 2024/25 are being prepared by the Electoral Services Team at the time of writing. A paper on the engagement campaign for our 2025 elections is being brought to this committee and Policy and Resources Committee for discussion and agreement.
19. In discussion with members and with the agreement of Electoral Services, an A4 ward-based insert has been included in the annual wardmote letter, including member contact details and updates. As this communication is already being sent, there was no additional postage cost to this activity and presents a cost-effective model for the future outside of election years.

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Annex D – Sport Engagement Update

20. The City Corporation's sport strategy for the Square Mile – *A Global City of Sport* – was approved by the Policy and Resources Committee in June 2023. 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.

21. The new Sport Strategy Officer started in post at the end of January 2024 and will be helping to take forward some of the priorities outlined in the new sport strategy. Their initial focus will be on bringing free outdoor sport and fitness facilities to the Square Mile.

Sport Engagement

22. Since the last update provided to Members in November, the following engagement has taken place:

- a. An event was held at Guildhall to celebrate the 200th Anniversary of Rugby in December. In collaboration with World Rugby, the event also looked back on the Men's Rugby World Cup in France and forward to the next Women's Rugby World Cup which will be taking place in England in 2025. The event was a great opportunity to celebrate the impact of hosting major sport events in the UK and promote the importance of women's sport to a wide and diverse audience.
- b. The City Corporation hosted the London FA Grassroots Awards at Guildhall at the end of January to celebrate the achievements of volunteers, coaches and players in delivering community football across London. Alongside the former England player, Jermain Defoe, the Chair of Epping Forest & Commons Committee handed out the award for Best Club of the Year which was won by a club based at Wanstead Flats.

Forward Look

23. Plans for the City Corporation's strategic engagement in Paris for the Olympics and Paralympics continue to evolve following the approval of the Policy and Resources Committee to allocate funding towards this objective. The Head of Sport Strategy & Engagement is involved in several discussions with relevant partners, including UK Government and the Greater London Assembly. A detailed update on the plans for this summer will be brought to the next meeting of this Sub-Committee in April.

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Annex E – Media Team Summary

24. In the reporting period 27 October 2023 to 09 February 2024, the City Corporation's Media Team has delivered a significant number of proactive media strategies to support the delivery of key organisational priorities, aligned to the Corporate Plan.

Priority moments have included:

25. US Office Opening: The Policy Chairman was interviewed by Bloomberg, Sky News and BBC Radio 4's Today. He discussed what London is doing to tackle the listing challenge, boosting capital flows, the importance of the UK's fintech sector, and US-UK trade. The opening was also reported in Reuters, Politico, Evening Standard, Telegraph, City A.M., and over 73 other outlets. Social media posts generated 3,650 engagements with 87,629 views.

26. Benchmarking report: After London regained its position as the number one financial centre in the world, Sky News and BBC News interviewed the Policy Chairman, who outlined the findings of the latest report. This ran on 18 national and regional radio stations via the Global network. Further coverage of the interview ran on BBC London News TV and BBC London Radio which was played in their hourly radio bulletins. There were also over 130 further stories published, including in the Evening Standard, City A.M., and Reuters, with both the Policy Chairman and Lord Mayor quoted, and the Telegraph ran an op-ed by the Policy Chairman on the subject. Social media posts generated 433 engagements with a reach of 18,989 views.

27. Natural Capital Report: BBC Radio London interviewed the Chair of the Natural Environment Board after the report found that the network of internationally important open spaces managed by the City Corporation are worth £282.6 million each year in benefits to society, and £8.1 billion over 50 years. The report, produced by Natural Capital Solutions, was announced through a proactive communications plan. It calculated the value of the benefits that these open spaces deliver to the public, including through recreation, health and wellbeing, air and water quality, and by removing carbon from the atmosphere. Further coverage was secured in the Evening Standard, BBC Essex, Time Out, Horticulture Week, and Pro Landscaper, which quoted the Policy Chairman, the Chair of the Natural Environment Board, and the Chairman of the Epping Forest and Commons Committee. This work achieved significant media impact, reaching key audiences through London's most popular newspaper, radio station, and consumer titles, as well as the leading sector trades. Social media posts generated nearly 8,554 engagements, including 5,886 views of a video made for the announcement, with a reach of 47,537 views.

28. This media summary 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.

29. 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	2,810 articles	1,807 domestic	1,003 international	
Media types	2,537 online	133 broadcast	74 print	66 blogs
Sentiment	1,373 positive	11 negative	1,426 neutral	
Key media	25 Bloomberg	45 City A.M.	19 City Matters	9 Building Design
	25 Daily Mail/This is Money	29 Evening Standard	10 Ham&High	6 Building
	19 BBC national news (TV)	19 BBC Radio London	8 Epping Forest Guardian	3 Property Week
	13 Daily Telegraph	18 BBC London TV	5 Islington Gazette	2 Horticulture Week
	9 Financial Times	16 ITV regional	5 News Shopper	1 New Civil Engineer
	9 The Times	14 Londonist	4 Barking and Dagenham Post	
	9 Sky News	9 LBC	4 Surrey Comet	
	7 The Guardian	8 Time Out		
	5 Sunday Times	4 BBC Radio Essex		
	5 Daily Express			
	3 BBC Radio 4			
Mention position	573 lead paragraphs			

Social Media Impact Analysis: Corporate feeds overview

30. National Apprenticeship Week saw a successful pilot of our enhanced approach to digital communications. This involved more proactive planning and coordination between departments, stronger visual content including videos, themed days, repurposing of digital assets for multi-platform and inter-departmental use (internal and external), faster turnaround times with the utilisation of AI editing tools, and improved amplification. As a result of this approach, the campaign generated 7,020 engagements and a reach of 31,501.
31. Work will continue at pace to embed this collaborative cross-institutional approach and develop it as more digital transformation projects come onstream.
32. Since the last report, our main feeds on X, LinkedIn and Facebook gained 10,012 followers, bringing the total to 142,458. 816 posts sent from these feeds generated 198,782 engagements with a reach of 2,683,197 views (impressions).

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Oct 27, 2023 – Feb 9, 2024	142,458 ↗ 6.5%	10,012 ↗ 91.3%	620 ↗ 15.5%	2,683,123 ↗ 64.2%	198,775 ↗ 125.2%	7.4% ↗ 37.1%	98,655 ↗ 38.9%
Compare to Jul 13, 2023 – Oct 26, 2023	133,717	5,234	537	1,633,645	88,247	5.4%	71,001
@cityoflondon	73,012	3,717	231	963,081	31,530	3.3%	32,280
City of London Corpora...	56,115	6,065	246	1,575,233	159,129	10.1%	64,514
City of London Corpora...	13,331	230	143	144,809	8,116	5.6%	1,861

33. The new Instagram feed was soft launched at the Lord Mayor’s Show and has already gained 553 followers. This is an extremely high growth rate of 23% for the last 30 days; the average is around 1.69% according to credible analytics companies such as Hootsuite. This success can be attributed to a strong content offer, with 75 posts generating 2,424 engagements and reaching 4,039 users. We will continue to analyse the accumulating data the feed is now generating to develop the content plan and deliver it through our increasing content creation capacity.

34. X continues to be our most followed feed with 72,073 followers. However, LinkedIn remains the fastest growing and generates most engagements.

35. All metrics are significantly up on the previous reporting period thanks largely to several planning announcements and the election of the new Lord Mayor and associated events including the Silent Ceremony.

Top five individual posts

Post Content	Total Engagements	Reactions	Comments	Shares	Post Clicks (All)
<p>City of London Corporation Thu 11/2/2023 7:18 pm GMT</p> <p>With city worker numbers rising by 29,000 since 2021 and now standing at 617,000 in total, the City Corporation...</p>	22,537	804	36	34	21,663
<p>City of London Corporation Sat 11/11/2023 1:24 pm GMT</p> <p>A few shots taken by colleagues working on the ground outside Mansion House. #LordMayorsShow</p>	9,134	1,150	12	34	7,938
<p>City of London Corporation Fri 11/10/2023 11:27 am GMT</p> <p>Are you ready for The #LordMayorsShow tomorrow? The noisiest, largest, and most colourful...</p>	8,999	513	25	25	8,436
<p>City of London Corporation Tue 2/6/2024 7:25 pm GMT</p> <p>Archaeological excavations near Holborn Viaduct in the City of London have revealed an extraordinary array...</p>	7,448	600	25	29	6,794
<p>@cityoflondon Thu 11/2/2023 2:18 pm GMT</p> <p>We're delighted to share our new image of what the city skyline will look like in 2030. Demand for premium...</p>	7,217	346	65	44	171

Subject Analysis

Corporate plan priority: Support a thriving economy

City Corporation opens first US office to expand joint financial services cooperation

36. The Policy Chairman was interviewed by Bloomberg, Sky News, and BBC Radio 4 Today on the new City Corporation office opening. He discussed what London is doing to tackle the listing challenge, boost capital flows, the importance of the UK's fintech sector and US-UK trade. The opening was also reported in Reuters, Politico, Evening Standard, Telegraph, City A.M., and over 73 other outlets. Social media posts generated 3,650 engagements with 87,629 views.

London regains top spot as world number one financial centre

37. After London regained its position as the number one financial centre in the world, Sky News and BBC News interviewed the Policy Chairman, who outlined the findings of the latest report. This ran on 18 national and regional radio stations via the Global network. Further coverage of the interview ran on BBC London News TV and BBC London Radio which was played in their hourly radio bulletins. There were also over 130 further stories published, including in the Evening Standard, City A.M., and Reuters, with both the Policy Chairman and Lord Mayor quoted. The Telegraph ran an op-ed by the Policy Chairman on the City Corporation's recent benchmarking report. Social media posts generated – 320 engagements with a reach of 18,539 views.

City Corporation bets big on return to the office in the Square Mile

38. Following an interview with the Policy Chairman and the Planning and Transportation Chairman, the New York Times reported that the City of London is awash with construction - the intensity of which is not expected to let up soon. The piece highlighted the City of London will need 13 million square feet of additional office space.

City of London and Scotland financial services partnership agreement

39. Following a pro-active sell-in, the signing of the Scotland and the City of London Corporation's financial services partnership at the Mansion House Burns night dinner was picked up by the Press Association, and covered in 200 publications including The Independent, City A.M., and national Scottish papers. Social media posts generated 1,182 engagements with 29,134 views.

City Corporation unveils images of Square Mile's future skyline

40. New images depicting the City's 2030 skyline garnered significant coverage in over 25 publications, including The Times, LBC, City A.M. The Guardian and BBC News, after a proactive sell-in. The Chairman of the Planning and Transportation Committee was interviewed by BBC London and BBC Radio London. Social media posts generated 29,811 engagements with 202,893 views. These were our most successful posts, with more engagements than all of those for the Lord Mayor's Show combined. We are now promoting planning applications with more photographs across our social media feeds and these posts are often our most popular.

Safety Summit: 'London should lead the way in embracing AI technologies'

41. The Times, The Daily Mail, The Sun, and seven other publications reported on the launch of the City Corporation's new report on AI at the AI Dinner Summit held at Guildhall in partnership with the Department of Science, Innovation and Technology. The report stated that private investment in British AI scale-ups reached £3bn in 2022 - double the funding of France, Germany and the rest of Europe combined. Social media posts generated 950 engagements with 36,473 views.

Lord Mayor's Show

42. Working to a proactive communications plan aligned to the Lord Mayor's theme, 'Connect to Prosper', the Corporate Communications and External Affairs Team delivered the communications for the Show, working closely with the Lord Mayor's Show Ltd, the BBC, the City of London Police, and TfL.

43. Major coverage was achieved both in the run-up to the Show and on the day, including a live BBC1 and BBC iPlayer broadcast, with a feature on the Lord Mayor and the diverse community groups taking part. The broadcast covered Connect to Prosper prominently, and was watched by nearly two million people, making it the most viewed programme between 9am-5pm across all channels. Further coverage was secured in national and London outlets reaching a multi-million audience, including in the Daily Mail, Financial Times, The Times, Daily Telegraph, Sunday Express, Evening Standard, BBC London TV, BBC Radio London, and City A.M.

44. The Publishing Team placed 800 posters on London Underground and Overground stations, with 120,000 leaflets distributed across the City Corporation 'estate' and to key transport hubs, tourist outlets, hotels, libraries, and community centres across London, the Home Counties and the southeast. Advertising was published on the London Calling website and in City A.M. (with its near 400,000 daily readership across London and the Home Counties) and City Matters (with its 55,000 readership of City residents, workers, and visitors).

45. Social media posts generated 29,293 engagements with 219,252 views. By comparison, last year's event generated 14,199 engagements with 120,808 views. The increase this year was thanks to a significant increase in posts from our main feeds, photos and clicks for more information.

Lord Mayor's Banquet

46. Following a proactive media sell-in, significant coverage was secured on the Lord Mayor's Banquet, held at Guildhall, across digital, print, and broadcast. Coverage was included in The Guardian, Sky News, Independent, the Daily Telegraph, Bloomberg, The Sun, City A.M., BBC News at Ten and BBC News 24, with more than 600 pieces of coverage. At the banquet, the Lord Mayor set out his theme, 'Connect to Prosper', and outlined how London's unparalleled global connections can address global challenges from AI to climate change. In addition, the Policy Chairman was photographed in extensive coverage with the Prime Minister upon

his arrival at Guildhall. Social media posts generated 9,131 engagements with 91,851 views. For comparison, last year's event generated 3,607 engagements with 182,872 views. The increase in engagement was thanks to more photos and links generating more clicks, while the drop in reach was due to one large repost the previous year.

City of London welcomes 695th Lord Mayor

47. The Lord Mayor was interviewed by the Financial Times on his plans for the year. He focused on the need to reconnect with Europe and the promotion of London's diverse industries of the future in addition to financial services. He was also interviewed by BBC Radio 4 Today and Bloomberg. Social media posts generated 10,298 engagements with 251,312 views. The Communications Team published six posts talking about the Silent Ceremony and held a livestream. This included posts about the ceremony's history and the Great Hall. For comparison, the previous year's post generated 3,200 engagements with nearly 60,000 views.

City Corporation hosts State Banquet for President of South Korea

48. The Independent, Evening Standard and over 200 other publications reported on UK-South Korea trade negotiations and referenced the State Banquet held at Guildhall to welcome the President of South Korea. The President and first lady, joined by the Duke and Duchess of Gloucester, attended the Banquet hosted by the City Corporation, receiving coverage in The Independent, Daily Telegraph, The Times, ITV, Evening Standard, and the Daily Mail. It was also covered in the leading Korean news outlets, Yonhap News Agency and Korea Times. Social media posts generated 6,562 engagements with 75,606 views.

Destination City Christmas consumer campaign

49. As part of a proactive Christmas consumer communications campaign, the Destination City Director was interviewed on BBC Radio London about Christmas consumer attractions in the Square Mile, reaching a key visitor audience. The piece was used to push core messaging on Destination City which sets out a vision for the Square Mile to become a world-leading leisure destination for UK and international visitors, workers, and residents to enjoy.

50. The Destination City Team launched a Christmas campaign on 13 November promoting the festive offer in the Square Mile. The social media element of the campaign, combining organic and paid activities, generated over 22,000 engagements with a reach of over 1.7m views or impressions.

Corporate plan priority: Contribute to a flourishing society

Policy Chairman: 'Strong code of conduct for ESG raters needed to combat greenwashing'

51. An opinion piece by the Policy Chairman was published in the Financial Times' Sustainable Views, following the publication of the code of conduct for ESG ratings and data providers. Also, writing in Financial News, the Policy Chairman said that

the UK has a crucial part to play in driving private sector funding to address the global challenge of climate change.

National Apprenticeship Week

52. Kiana Evans-Snelling, Apprentice Animal Attendant at Heathrow Animal Reception Centre, was interviewed on BBC London TV lunchtime news as part of a proactive communications plan celebrating National Apprenticeship Week. BBC London TV evening news also carried an interview with Heathrow Animal Reception Centre's Manager, and Kiana, as part of the campaign. Kiana was also interviewed live on the Salma El-Wardany breakfast show on BBC Radio London, and on BBC Radio Surrey. The City Corporation has 181 people currently kickstarting their careers at the organisation in a diverse range of jobs across London and southeast England, and it has supported the career development of 538 people – including its own staff - through apprenticeship placements since 2017. Social media generated 7,020 engagements and a reach of 31,501 views.

Ian Wright receives Freedom of the City award

53. More than 280 pieces of coverage were secured on the Freedom of the City of London award for Ian Wright, the former Arsenal and England footballer. The Policy Chairman was widely quoted after a proactive announcement and photocall, with articles running in national, London, regional, and local coverage across the UK, and internationally, including in the BBC, Independent, Evening Standard, and City A.M. The Media Team partnered with Ian Wright, Arsenal, Match of the Day, and others on the proactive media and on the accompanying social media campaign, which, combined, generated over 2.5 million views. Social media generated 5,740 engagements with 102,853 views from City Corporation organic posts. Overall, Freedom ceremonies during this reporting period generated 16,345 engagements and 315,833 views.

City firms urged to offer internships to young people with SEND

54. Following a proactive announcement, City A.M. reported on City Corporation calls for Square Mile businesses to offer supported internships for young people with Special Educational Needs and Disabilities (SEND). The Deputy Chairman of the Education Board was quoted, reaching a key business audience through the outlet, which has a near 400,000 daily readership. Social media posts generated 2,980 engagements with a reach of 11,976 views

Behind the scenes at Heathrow Animal Reception Centre

55. The Economist was invited by the Media Team to tour the City Corporation's Heathrow Animal Reception Centre to cover the role the facility plays as the Live Animal Border Control Post and Travellers' Point of Entry for Heathrow airport. The piece carried core messaging on the Centre, saying "in 2023, 6.5bn animals passed through, including 30m-odd butterfly pupae, 20m fish, 143,000 reptiles and amphibians, two mongooses, one panda and a gibbon" to prevent diseases entering the UK. The publication has an estimated reach of around 5.1m readers

across its print editions in the UK, US, Aisia, and Middle East, reaching a key audience for the facility.

Corporate plan priority: Shape outstanding environments

Natural Capital Report: City Corporation's open spaces worth billions to society

56. BBC Radio London interviewed the Chair of the Natural Environment Board after a new report found that the network of internationally important open spaces managed by the City Corporation are worth £282.6 million each year in benefits to society, and £8.1 billion over 50 years. The report, produced by Natural Capital Solutions, was announced through a proactive communications plan. It calculated the value of the benefits that these open spaces deliver to the public, including through recreation, health and wellbeing, air and water quality, and by removing carbon from the atmosphere. Further coverage was secured in the Evening Standard, BBC Essex, Time Out, Horticulture Week, and Pro Landscaper, which quoted the Policy Chairman, the Chair of the Natural Environment Board, and the Chairman of the Epping Forest and Commons Committee. This work achieved significant media impact, reaching key audiences through London's and Essex's most popular newspaper, radio station, and consumer title, as well as the leading sector trades. Social media posts generated 6,765 engagements with a reach of 21,003 views.

Climate Action Strategy: City Corporation on track to hit net zero by 2027

57. The Evening Standard covered the release of a Climate Action Strategy report, which was sold-in to media as part of an integrated communications plan. It revealed the City Corporation has slashed its net carbon emissions by 66% since 2018/19, leaving it on track to hit its key target to reach net-zero in its own operations by 2027. The piece carried core messaging on the strategy's aims, the Dorset solar farm, a cut in emissions from the City Corporation's financial investments, and its role in managing 11,000 acres of green space in and around London which remove 16,000 tonnes of carbon from the atmosphere each year. Social media posts generated 452 engagements with a reach of 9,921 views.

Foragers urged: don't pick mushrooms at Epping Forest to protect biodiversity

58. Major national coverage was secured as part of a proactive communications plan, after the City Corporation urged foragers not to pick mushrooms in Epping Forest to safeguard the site's delicate ecological balance. The story ran on BBC 1 Breakfast, Sky News, BBC London TV, BBC London, ITV national news, BBC radio Essex, the Evening Standard, and several national radio stations, quoting the Chairman of the Epping Forest and Commons Committee and carrying key messaging. This campaign reached a key visitor audience and profiled the City Corporation's role in providing 11,000 acres of green space across London and southeast England. Social media posts generated around 231 engagements and a reach of nearly 18,000 views; a video post by the BBC interviewing the Assistant Director of Epping Forest, Paul Thompson, was viewed 4,300 times.

Looking Ahead

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

March

- Tech and Innovation Dinner.
- Spring Budget Response.
- Annual MIPIM Conference.
- Swiss MRA report.
- IRSG G7/G20 report.
- Centre for London report.
- Global Fraud Summit reception and dinner.
- International Women's Day.
- Guildhall illuminated to mark Marie Curie's fourth Day of Reflection to remember those who died during the COVID pandemic.
- Spring COVID booster campaign.

April

- Easter Foreign Banquet.
- Corporate Plan launch.
- Lord Mayor international visits (Italy and Gulf).
- Policy Chairman visit to Switzerland.
- Innovate Finance Global Summit.
- SME strategy.

May

- Policy Chairman visit to Germany.
- Net-Zero Delivery Summit at Mansion House.

June

- Policy Chairman visit to Leeds.
- Pride Flag raising ceremony and early evening reception.
- State of the Sector Report.
- Financial and Professional Services Dinner.

July

- Policy Chairman visit to Birmingham.

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Annex F – Internal Communications and Staff Engagement Summary

Main Report

60. Internal Communications assembled a 'package' of messages built around November's White Ribbon 15 Days of Action and also tackling violence and inappropriate behaviour to women generally.
61. This work brought together White Ribbon activities, the City Police's Christmas Stay Safe campaign, the multi-borough Don't Cross the Line campaign and related action such as the return of taxi marshalling to the Liverpool Street area.
62. There was also a particular emphasis on the Community Safety team's Bystander Intervention Training event which had 70 people attending.
63. The communications were assembled into a 'hub' on the intranet attracting almost 2,000 views, and more than 80% of White Ribbons bought by the City Corporation were taken up by staff across the organisation (not just Guildhall alone).
64. The work also involved having the Town Clerk's status as a White Ribbon ambassador renewed; bespoke filming of both the Town Clerk (which was very well received on his social media channels) and the City Surveyor (as Sponsor of the Women's Inclusive Staff Network) to promote take up; social media posting of both the Lord Mayor and Policy Chairman wearing their ribbons; and reinforcing the message through all-staff emails, Team Briefings and the Members Briefing.
65. The Internal Communications Team was also asked to help put together and promote the Let's Talk About Racism session hosted by the Town Clerk at the Barbican in November. The Team had just over a week to put together this session including producing a detailed briefing note for the Town Clerk, working alongside the Barbican AV staff in coordinating the screen presentation and sorting the Q&A sessions.
66. In all, 245 attended in person and more than 800 online. The event was also filmed, edited and uploaded to the intranet for those unable to attend or dial in. In addition, more than 30 questions outstanding were answered and published on the intranet.
67. The Team also assisted in setting up and running the Town Clerk's first 'Town Hall' session in January. Open to all staff, including institutions, it was an opportunity to hear from the Town Clerk, and receive the latest updates on the Corporate Plan, People Strategy, IT Strategy and the City Corporation finances from senior Officers.
68. Held at Mansion House, the event was at maximum capacity in-person (200), along with another 830 dialling in and 2,189 people visiting the associated intranet page with a video of the event. Officers are currently working through the 150 questions posed, which will be posted on the intranet in due course.
69. Over the past month, Internal Communications has been working closely with Corporate Strategy and Human Resources to develop a communications plan

around the launch of the new Corporate Plan and the organisation's first People Strategy. Potential dates, venues and content are already under discussion to ensure maximum impact given the importance of both documents. The launch event will be the first step in the rollout of both, to get buy-in from staff across the City Corporation and embed them in business plans and behaviours, and to start the work around creating values for the organisation as part of our Fantastic Five Years. Associated work will also take place around the launch of the new IT Strategy, the planned Staff Survey and work on our Vision and Values.

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