

Committee(s): Communications and Corporate Affairs Sub Committee	Dated: 1 July 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?	All
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 Gettleson, 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

This overarching update report covers the full remit of the central Corporate Communications and External Affairs Division and 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]

Recommendation

Members are asked to:

- Note the contents of this report.

Annex A - Communications Transformation Programme Update

1. As set out in the Communications and Corporate Affairs Business plan 2024-2025, the division is on track to deliver the Communications & Corporate Affairs Strategy 2024-2029 by Autumn, subject to progressing internal consultation and agreement.
2. The strategic branding and strategic stakeholder reviews are nearing conclusion. We are grateful to members for their support for these reviews and engagement on the strategy development.
3. The business case to expand the Filming Team has been agreed by Chamberlain's as part of the wider cross-organisational income generation work. This will be the first change to the team in more than 20 years, allowing us to increase income for the City Corporation and build resilience in the team. This is our contribution to the wider work around income generation across the organisation. One of the new Officers will have a particular focus on supporting our open spaces to maximise and manage filming opportunities in their locations. The second Officer will progress additional requests. They will also enable the team, for the first time, to be able to proactively promote their work, including releases that have been filmed with us, and the opportunities that exist to film at City Corporation locations, attracting productions to film with us and promote 'screen tourism' (#setjetting, a significant driver of tourism to the UK).
4. In line with the emerging recommendations of the strategic Branding Review, the proposal is the Film Team is relaunched as Film City. This will create an identity for the City of London Film Unit that is complementary to the City of London brand, that encapsulates locations outside of the Square Mile, and that can be used on microsite, digital and social media and marketing materials.
5. This also aligns with the key emerging principles that we should resist creating new brands for internal units as this increases avoidable costs, is confusing for stakeholders and fails to add to the overarching City Corporation brand.

Annex B - Corporate Affairs Summary

Strategic Communications and Messaging Development

6. As part of our ongoing strategy to enhance strategic planning, the Strategic Planning and Insights Manager, who joined the team in early April, has been leading on a piece of work to bolster our horizon-scanning capabilities across the entire organisation. This will help anticipate risks, identify opportunities, and align communication activities with our corporate pillars.
7. A Strategic Communication Grid, currently being developed, will ensure that our cross-cutting communication activities align with the Corporate Plan's strategic pillars. It will offer leadership and oversight on communication projects, provide strategic advice, and modernise our communication outcomes by utilising a broad range of channels and improving accessibility. Additionally, it will set annual communication priorities, implement effective planning processes, and ensure our activities are engaging, impactful, and measurable.
8. In light of the General Election, being called on 22 May 2024, and in line with legal requirements and statutory guidance that must be considered when issuing publicity and communications during this time, the Corporate Communications & External Affairs Team acted in reviewing all planned communication and engagement activity during the pre-election period. The Strategic Communications and Insights Manager managed more than 30 individual requests and, working with the Assistant Director of Corporate Affairs, engaged with a range of senior colleagues across multiple departments, advising on appropriate protocols and governance regarding media announcements and communications plans, and events and ceremonial engagements, delivered by both internal and external stakeholders.
9. The Corporate Affairs Team has also led the integration of cohesive narratives through strategic communications and message development in the following areas:
 - a. **Dynamic Economic Growth.** Across a range of speakers and mediums, advancing our 'Dynamic Economic Growth' narrative has been a core focus. Key highlights include:
 - i. Supporting the Policy Chairman in his speech for City Week at Guildhall. Convening more than 1,000 delegates to discuss challenges facing financial services, focusing on capital markets, climate change, digital assets and AI, the Policy Chair emphasised the importance of AI and the transformative possibilities it can provide for the sector. This was supported with an op-ed in City A.M that highlighted the opportunities for UK-based financial services to grow in areas including capital markets, sustainable finance, and fintech.
 - ii. Supporting the Policy Chairman as he was invited to join the House of Lords and give evidence at the Financial Services

Regulation Committee, discussing the role of the regulators in enhancing the UK's growth and competitiveness.

- iii. Supporting the Policy Chairman in his opening remarks at the Sovereign Wealth Fund Institute's Global Wealth Conference, where he reiterated our commitment to helping raise investment levels across the UK through our *Vision for Economic Growth*.
 - iv. Supporting the Policy Chairman in his engagements as part of the third annual Net Zero Delivery Summit. During his keynote at the Net Zero Delivery Summit and City A.M column, the Policy Chairman focused on the significant challenges and opportunities in financing the net zero transition.
 - v. Supporting Alderman Alison Gowman in remarks at a St James's Place Green Finance & Sustainability event, reiterating that London is the world's leading green finance centre, but this is not by chance. We reiterated core strategic messaging that finance is central to fighting the climate crisis and is a key competitive growth area for London.
 - vi. Supporting the Policy Chairman with his speeches on recent international visits. Aligned with the Net Zero Delivery Summit - a major moment in the City Corporation's calendar - there has been a strong focus on economic growth messaging and sustainable finance. This includes highlighting the leading role that the City and wider London play as the leading green financial centre, and also the vital role that finance has in progressing the net zero transition.
- b. **Vibrant Thriving Destination.** Key highlight includes:
- i. Reflecting the recent decision by Policy & Resources Committee to adopt the recommendations of the Martin Review into Destination City, Corporate Affairs and the Media team are working with partners across the organisation to develop the next iteration of our core messaging on Destination City. This will reflect its broader role as the growth strategy for the Square Mile, and its role in attracting businesses and people to our vibrant, thriving Square Mile.
- c. **Diverse Engaged Communities.** Key highlight includes:
- i. Supporting the Policy Chairman with his remarks at the SME strategy launch: reflecting the importance of the SME community within the Square Mile ecosystem, outlining the strategy, and tying this narrative to other significant pieces of work including Destination City to demonstrate the proactive role that the City Corporation is taking to community engagement.

Political Engagement

10. Political engagement has unsurprisingly slowed in recent months as politicians' attention broadly turned to campaigning and subsequently halted with the calling of the General Election.

11. Since the last sub-committee meeting in April 2024, the Corporate Affairs Team has prioritised:

- a. Working with TheCityUK (TCUK) on a letter-writing campaign to officials, advisers, and civil servants on the co-authored Tax Take Contribution report.
- b. Drafting and agreeing with other key trade associations, a joint statement of principles calling on the next government to adopt certain principles in its approach to our industry. All principles are all focused on protecting and enhancing the UK's status as an International Financial Centre - and the benefits this brings to working people, savers, pensioners and businesses in every region and nation of the country.
- c. Working with Innovation and Growth colleagues to secure a suitable date and programme for the visit to the City of London Corporation by the First and deputy First Minister of Northern Ireland.
- d. Facilitated a meeting between the IRSG and a senior Labour researcher.
- e. Organised a meeting between the Chair of the Transition Finance Market Review and the Shadow Minister for Climate Change.
- f. Drafting and facilitating deployment of letters to HMG and Shadow ministers in DBT, FCDO and the Cabinet Office on the UK-EU Trade and Cooperation Agreement ahead of its upcoming review at the end of April.
- g. Providing briefing and support for:
 - i. Chair of Policy and Resources' bilateral meeting with the Parliamentary Secretary at HM Treasury.
 - ii. Vice-Chair of Policy Resources attendance at Onward's Business Network roundtable with the Secretary of State for Health and Social Care.
 - iii. Deputy Chair of Policy and Resources attendance at a TCUK roundtable with the Prime Minister's Parliamentary Private Secretary.
 - iv. Lord Mayor bilateral meeting with the Minister of State for Science, Research and Innovation of the United Kingdom.
 - v. Vice Chair of Policy and Resources attending a private dinner with Theresa May at Chatham House.
 - vi. The Policy Lead for SMEs attendance at an SME4Labour lunch with the Shadow Home Secretary, and other Labour politicians.
- h. Engaging with the Labour party and left-wing think tanks at Officer level, including attendance at roundtable with the Senior Business Advisor of the Labour Party.
- i. Scoping out of influential strategic partnerships, including confirmation of becoming a member of the Labour Together Business Network.
- j. The following meetings were arranged after proactive outreach by the Corporate Affairs Team; however were cancelled when the general election was called:
 - i. The Policy Chairman quarterly meeting with the Shadow City Minister.
 - ii. Policy Chairman quarterly breakfast with City Minister.
 - iii. The Lord Mayor meeting with the Shadow Minister for Science, Research and Innovation.

Pan-London Engagement

12. 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. Provided feedback to London Councils on their post-election government and parliament engagement framework, liaising across a number of internal departments.
 - b. Liaised with Housing colleagues to attend and input into the former City MP, Nickie Aiken's housing roundtable.
 - c. Continued to provide briefing support to the Policy Chairman and Deputy Policy Chairman for engagements with London Councils.
 - d. Supported the Deputy and Vice Policy Chairman on engagement with Central London Forward, including a roundtable with Jim McMahon OBE MP.
 - e. Briefed the Policy Chairman for a proposed introductory engagement with Tim Barnes, the Conservative PPC for the Cities of London and Westminster.
 - f. Monitored and reported on the Mayoral election, sharing information where appropriate.
 - i. Evaluated and shared insights into the main mayoral manifestos.
 - ii. Drafted letters to London Mayoral candidates and the City Assembly candidate, setting out the key messaging of the City Corporation.
 - iii. Drafted congratulatory letter for the Policy Chairman to Sadiq Khan on his election as Mayor of London.
 - iv. Drafted and personalised circa 85 letters to pan London stakeholders setting out the City Corporation's Corporate Plan.
 - g. Worked with officer colleagues to draft constituent casework responses for the Policy Chairman, following requests for the City MP.
 - h. Provided briefing and speaking remarks for the Deputy Chief Executive for New Local's Strong Things conference at the Great Hall.

Forward Look and Future Engagement

13. 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. Activating the General Election plan and engagement, outlined in a separate paper to this Committee. This includes engagement with an incoming government, alongside colleagues across Remembrancers and Mansion House, on partnership on the City Corporation's high-profile events such as the Financial and Professional Services Dinner, HM Judges dinner and City Dinner.
 - b. Continuing discussions on the possibility of a number of annual partnerships including:
 - i. Fabian's Annual Conference due to take place in January.

- ii. A new Competitiveness Conference, working alongside European Policy Forum.
- iii. Onward's Chairman Dinner with a speech from a Senior Conservative politician.

Party Conferences

- 14. A separate report on party conferences has been submitted for the Subcommittee to consider.

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Annex C – Campaigns and Community Engagement Summary

Resident Engagement

15. A successful City Question Time was held at the Church of St Katharine Cree on 4 June 2024, the first time the event has been held outside City Corporation property. The ability to self-cater lowered the overall cost of the event significantly and similar venues will be explored in the future. The next event will be held on 22 October 2024. We are exploring the purchase of a portable PA system to give greater flexibility to the venues where events can be held, without needing to bring in a private contractor, saving money on future events.
16. We are working on the development of a City-wide resident “offer”, including discounts and offers at venues and services across the Square Mile. The first promotion, £1 tickets for Tower Bridge over the summer, has now gone live and has been promoted on our corporate channels. We have met with the Barbican Centre to discuss long-term resident discounts, and have agreed discounts for residents at their new musical, Kiss Me Kate. We have begun to explore introducing a Residents Card, as practiced in other authorities - though the lack of any digital underpinning of such a card, integrated into a CRM, may present challenges.
17. The new resident newsletter has now been launched, going through every residential letterbox in the Square Mile, irrespective of voter registration status, over the week of 24 June 2024. These have been designed to summarise a range of activities and news which residents may find of interest - and have been localised into four groups of wards to provide updates from members. We will issue this three times a year, in addition to the insert in the wardmote letter (or a post-election letter in an election year).
18. An initial meeting has been held with Jacqueline Webster, the new Lead Member for Resident Engagement. Applications have now closed for maternity leave cover for the Resident Campaigns and Communications Manager role, and it is hoped to have this role in place by early August 2024.

Worker Engagement: City Belonging Project

19. The City Belonging Project continues to be an extremely effective and universal community engagement initiative, with significant interest from businesses and networks. Recent successful meetings include with JP Morgan, Markel, Savills and 22 Bishopsgate, which included collaboration on events and venue space for members of our community.
20. Much recent activity has focused on Pride, including publishing an events listings highlighting dozens of activities across the Square Mile. We have funded LGBTQ+ history walking tours, through City of London Guides, almost every single working day of June. We have brought in a partner for the City Corporation Pride Reception, Link: The LGBTQ+ Insurance Network, enabling our organisation to make the event larger and more engaging.

21. As in previous months, the City Belonging Project email list, now standing at more than 2,000 individuals, has been used to increase attendance from the City's worker community at existing events, including the Mental Health breakfast, Buddhist Society reception, Armed Forces Day and Pride.
22. We are working closely with Alderman Alastair King to develop the "communities" pillar of his mayoral theme, including creating cross-Square Mile networks for particular communities that join together the staff networks of City businesses. We have engaged a Project Officer, Jake Murray, initially on a temporary basis, who will be focusing in particular on Alderman King's theme, building out a project plan, improving our contacts with staff networks at City workplaces and identifying venues and partners for future events.
23. We will also begin work identifying internal communications managers at larger City workplaces, working with relevant partners to bring them together as a community.

Election Engagement

24. With less than six months to go until the registration deadline ahead of our next all-out elections, a new Election Engagement Campaign Manager – Siobhan Harley – is now in place. She is working on a project plan focused on the registration period, as outlined in previous committee reports. Immediate priorities include the identification of contacts at recently arrived and other unregistered businesses, additional development for the Speak for the City website and the development of new material to promote registration and candidature. She will be reaching out to members with a plan to empower them to support registration activities in their wards and feed in local intelligence.

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Annex D – Sports Engagement Update

Sport Strategy

25. 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 sport

26. In addition to a new Sport Strategy Officer appointed earlier this year, a Community Sport Officer started this month and will begin to take forward the 'supporting community sport' priority within the new sport strategy. This will involve organising a number of community focused sport events, classes and activations tailored to local residents and workers' needs. Initially this will form part of the summer of sport campaign working alongside local Business Improvement Districts.

Sport Engagement

27. Since the last update provided to Members in April, the following sport engagement has taken place:

- **Night of 10k pbs** – this annual event took place at Parliament Hill Athletics Track on Hampstead Heath. In partnership with the race sponsors, On Running Shoes, the City Corporation hosted a number of local stakeholders in a VIP area within the inner field of the track. The event was a huge success, receiving good media coverage, and also provided the opportunity to celebrate the recent significant investment in the track by the City Corporation.
- **Sir Bill Beaumont Freedom** – Sir Bill Beaumont received the City of London Freedom in recognition of his contribution to sport and charity work. Following the ceremony, guests from rugby federations were hosted by City Corporation Members to celebrate the achievements of the current President of World Rugby.
- **Champions League Final** – with the final being hosted at Wembley Stadium in London, the City Corporation worked with partners including UEFA, the GLA and the FA to support the pre final celebrations at Old Billingsgate. The City Corporation was part of the initial bid for the final to be hosted in London and was able to celebrate this popular club competition in the Square Mile on the eve of the game.
- **Sport Diplomacy** – the UK Government's Sport Diplomacy Working Group took place at Guildhall for the second time in the last year, with representatives from across government departments and the sports industry meeting to

discuss sport diplomacy efforts and shared objectives. The City Corporation is also represented on this group by the Head of Sport Strategy & Engagement.

Forward Look

- **Summer of Sport** – a campaign being led by a number of City Business Improvement Districts and supported by the City Corporation will be launched on the morning of 20th June in Guildhall Yard. There will a number of activations taking place as part of the launch and all Members of the Court of Common Council have been invited to this. Further details on the events and activations taking place across the Square Mile this summer will be shared with Members in due course.
- **Euro 2024** – the City Corporation is working with partners including the FA and the GLA to consider ways of celebrating the UEFA Men’s Euro competition taking place in Germany. The UK and Ireland will be hosting the competition in 2028 and the City Corporation is expected to participate in hosting stakeholders during this time.
- **Paris 2024** – with the Paris Olympic and Paralympic Games taking place this summer, the Head of Sport Strategy & Engagement is working with partners on a programme of business engagement for the Policy Chair during this period. As referenced in the previous report to this Sub Committee, the Policy and Resources Committee endorsed the City Corporation’s engagement in the Paris Games and allocated funding to deliver this work. A full update on outcomes of the engagement will be presented to Members of this Sub Committee at its next meeting.

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Annex E – Media Team Summary

28. In this short reporting period, 06 April – 31 May, the City Corporation's Media Team has delivered a significant number of proactive media strategies to support the delivery of key organisational priorities.

Priority moments have included:

29. Significant in-market coverage was achieved on the Policy Chairman's regional and international visits. In Greater Manchester, the Media Team secured interviews with Manchester Evening News and Business Live, which highlighted how the City is supporting regional fintech hubs. In Dublin, the Irish Times interviewed the Policy Chairman on the importance of UK-Dublin financial services ties across tech and sustainability. He spoke to Finews about the recent Berne Financial Services Agreement in Switzerland.

30. Following a proactive sell-in, the Policy Chairman was quoted in City A.M. and the Daily Mail on a new study showing the value of the financial services sector to the UK economy. The study highlighted that financial services firms contributed over £110bn in taxes last year, 12.3 per cent of total tax receipts.

31. The Media Team delivered an op-ed by the Policy Chairman to the Evening Standard outlining the key priorities of the City Plan 2040, which will be pivotal in moving London forward.

32. Widespread coverage was secured for the Easter Banquet, to which several photographers and broadcasters attended. The Banquet was featured in over 20 outlets, including the BBC, Independent, Financial Times, Sky News, and Daily Mail.

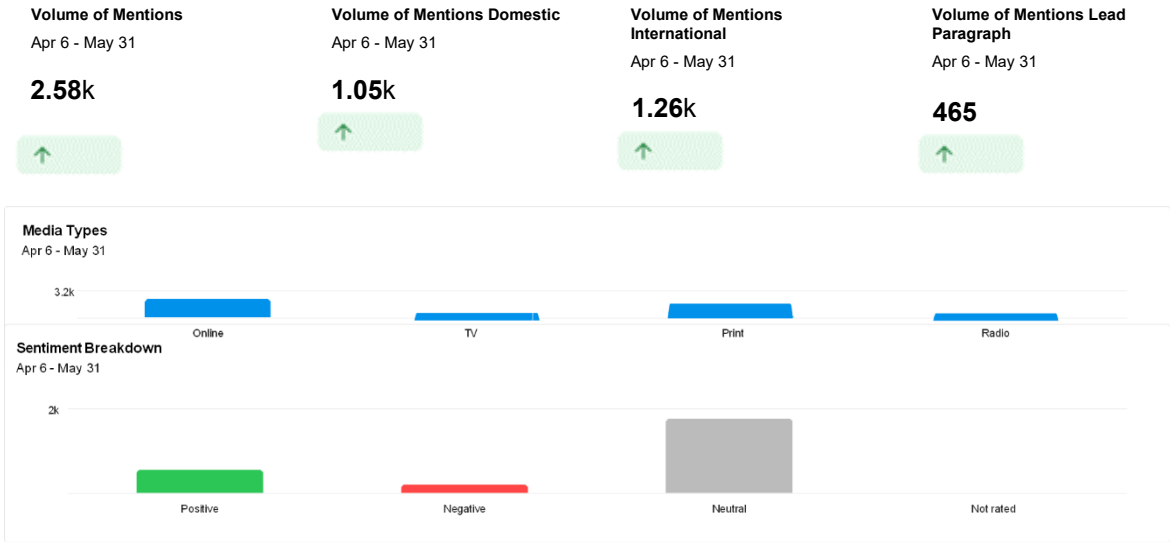
33. Working to a proactive communications plan, BBC Sport featured live coverage of the 'Night of the 10K PBs' event at Parliament Hill athletics track. The piece showcased the City Corporation's contribution to sport to a national and international audience and pushed corporate messaging on a recent £2m City Corporation investment in the facility.

34. 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.

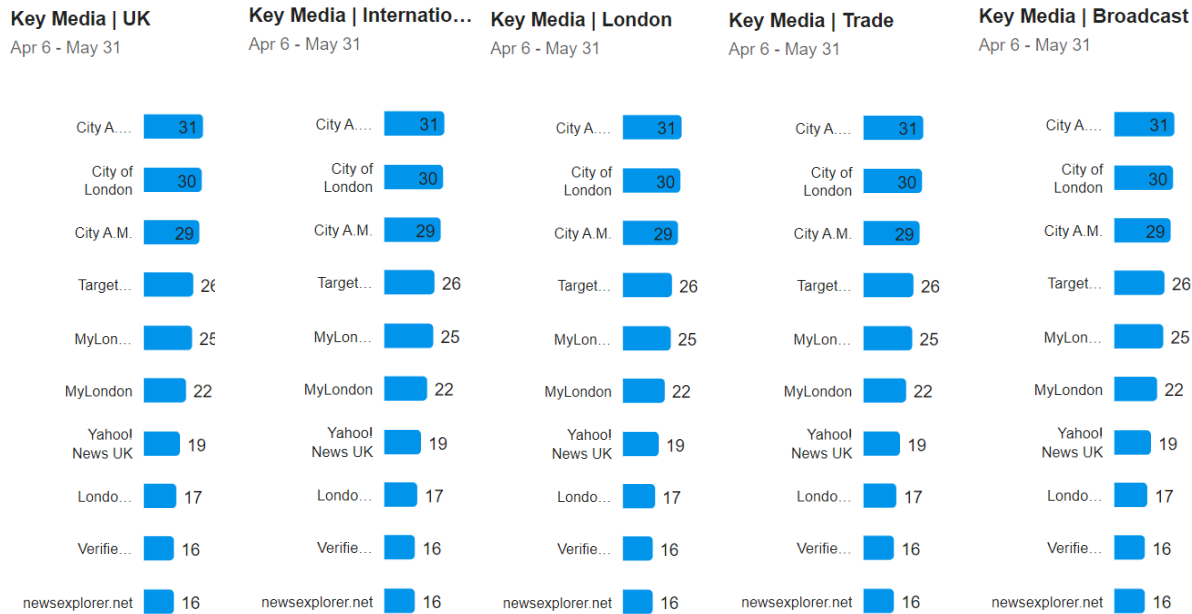
35. The below summary is intended to provide a short, high-level overview of media impact, alongside highlights of the most successful proactive media interventions.

Main report

Media Impact Analysis: Overview



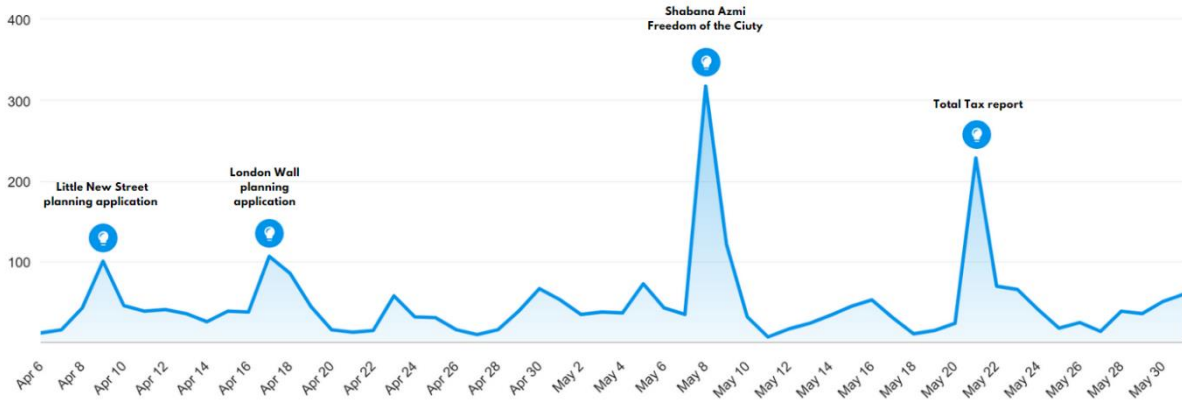
Key Media



Spikes in news and social media conversations

Total Mentions
2.63k ↑ 15%
 Previous period 2.29k

Daily Average
46 ↑ 15%
 Previous period 40



Social media activity



What were your top performing posts?

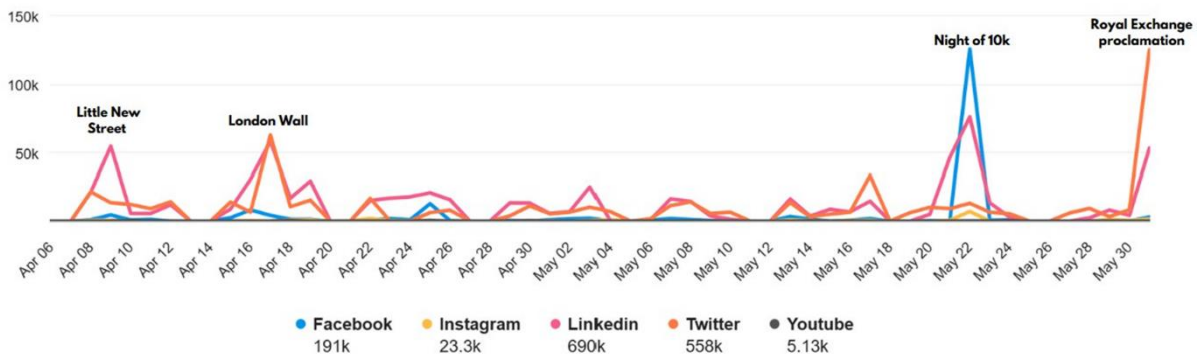
Facebook	Instagram	Instagram Story	Twitter	LinkedIn
<p>@City of London Corporation: City View May 7 • 4:48 PM Three Canadian Indigenous leaders have been awarded the Freedom of the City of London at a ceremony today. Chief David Joseph, Jimmie of Squila First Nation, Chief Derek Anthony Epp of Tzeachten First Nation, and Chief Donald Maracle of the Mohawks of the Bay of... 0 16 10 0 19.14% Engagement Rate</p>	<p>@City of London Corporation Apr 18 • 2:53 PM A glimpse into the future of London's oldest public park. We're transforming Finsbury Circus Gardens into a tranquil haven for people to relax and spend time outside. Our project will be completed later this year. As well as making improvements to seating and... 4 56 13.73% Engagement Rate</p>	<p>@mayorofcamden May 21 • 4:02 PM 29 2 120 80.27% Completion Rate</p>	<p>@City of London Apr 23 • 11:55 AM Yesterday evening, we were delighted to host a reception to celebrate #EIGAfr2024, bringing hundreds of people to Guildhall, including representatives of Muslim and Interfaith communities across the Square Mile and beyond. https://t.co/mzpiKz6pfb 1 7 2 333.33% Engagement Rate</p>	<p>@City of London Corporation May 2 • 2:46 PM We are delighted to announce that Jon Fuller, Director of Breakthrough Energy will be speaking at the Net Zero Delivery Summit on 4 June. At this year's Summit, we'll be putting the need for innovative approaches and products at the heart of the agenda, and looking at the... 0 1 0 50.0% Engagement Rate</p>

Social Media Impact Analysis: Corporate feeds overview

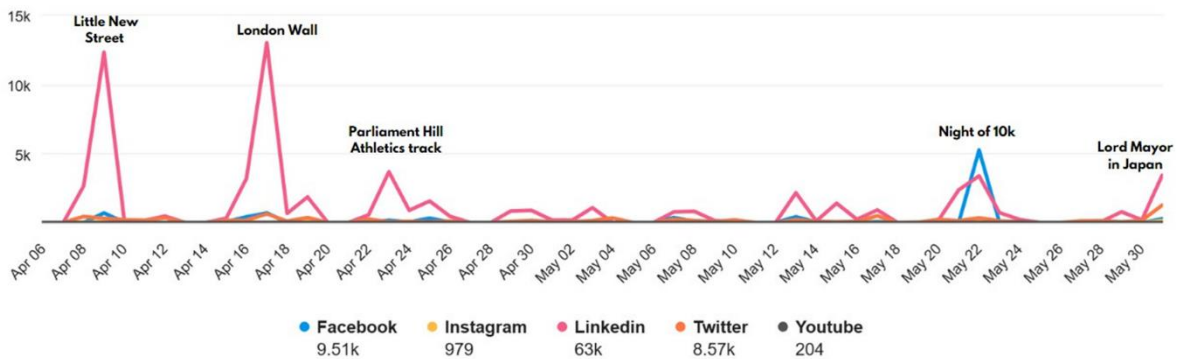
Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per impression)	Video Views
Reporting Period Apr 6, 2023 – May 31, 2024	151,630 ↗ 23%	29,440 ↗ 5.5%	2,642 ↗ 52.7%	9,653,735 ↘ 21.1%	553,908 ↗ 22%	5.7% ↗ 54.7%	342,252 ↗ 66.6%
Compare to Feb 8, 2022 – Apr 5, 2023	123,311	27,908	1,730	12,240,192	453,933	3.7%	205,447
City of London Corpora...	61,124	17,764	931	4,663,867	401,401	8.6%	227,645
@cityoflondon	76,660	11,044	1,009	4,324,171	116,555	2.7%	99,212
City of London Corpora...	12,814	229	524	595,774	32,553	5.5%	3,248
cityoflondoncorp	1,032	403	178	69,923	3,399	4.9%	12,147

Name	Average Sent	Total Sent	Average Received	Total Received	Impressions	Clicks	Engagements	Video Views
● Outcome: Diverse Engaged C...	0.55	30	0.07	4	102162	5351	7504	1315
● Outcome: Dynamic Economic...	0.56	31	0.15	8	117147	2893	5430	7782
● Outcome: Flourishing Public ...	0.25	14	0.02	1	53132	2935	4096	6669
● Outcome: Leading Sustainabl ...	1.31	72	0.04	2	90951	1715	2995	14437
● Outcome: Providing Excellent...	0.04	2	0.00	0	1360	19	79	0
● Outcome: Vibrant Thriving De...	0.31	17	0.02	1	376673	5755	13321	770

Social media impressions



Social media engagement



Media Impact Analysis: Overview

Corporate plan outcome: Dynamic Economic Growth

36. A column on the newly launched Corporate Plan was placed in City A.M. as part of an integrated, multi-channel communications plan. In it, the Policy Chairman wrote about its wide-ranging impact, landing core messaging on how the City Corporation will deliver its priorities over the next five years.
37. Reuters reported on the Policy Chairman's evidence to the House of Lords' financial services regulation committee. The committee is scrutinising competitiveness ahead of the first annual report on the subject from regulators.
38. The Media Team landed an op-ed by the Policy Chairman in the Evening Standard, which outlined the key priorities of the City Plan 2040, which will be pivotal in moving London forward.
39. The Times, Reuters, City A.M., and eight other outlets covered the City Corporation's new foreign direct investment figures, which show that the UK leads investment in Europe.
40. Following a proactive sell-in, the Policy Chairman was quoted in City A.M. and the Daily Mail on a new study showing the value of the financial services sector to the UK economy. The study showed that financial services firms contributed over £110bn in taxes last year, making up 12.3 per cent of total tax receipts.
41. The Media Team achieved significant in-market coverage on the Policy Chairman's regional and international visits. In Greater Manchester, the Media Team secured interviews with Manchester Evening News and Business Live about boosting financial and professional services links. The piece focused on supporting London and Manchester's growing fintech and start-up firms. In Dublin, the Irish Times interviewed the Policy Chairman on the importance of UK-Dublin financial services ties across tech and sustainability. He spoke to Finews in Switzerland and called the Berne Financial Services Agreement the "starting point" for future services-led collaboration between Switzerland and the UK.
42. The Policy Chairman was quoted in Fintech Finance, a leading tech publication, on a new joint report with Innovate Finance. The report calls for the Prudential Regulation Authority (PRA) and Financial Conduct Authority (FCA) to introduce a 'RegTech Test' to help assess how technology can best enable regulatory compliance. The piece also discussed a wider range of regulatory initiatives when considering the policy impact on compliance technologies.
43. Politico quoted the Policy Chairman following the signing of a letter of objection with financial services trade associations to the Financial Conduct Authority over its plans to name firms under investigation.
44. As part of a proactive communications plan for the Lord Mayor's visit to Singapore and Japan, the Lord Mayor was interviewed on CNBC's flagship morning show Squawk Box, Nikkei Asia and three in-market Japanese outlets. The Lord Mayor

emphasised the importance of the UK-Singapore relationship, where 40% of the UK's trade with the Southeast Asia region resides. Meanwhile, in his City A.M. column, the Lord Mayor reflected on how the UK and Japan can thrive. Social media posts from the trip generated 3,020 engagements, including 2,089 video views with a reach of 16,700 engagements.

45. CNN and Arab News interviewed the Lord Mayor at the World Economic Forum in Riyadh. He discussed the importance of strong trade ties between the UK and the Gulf. Further coverage in leading UAE papers Al Majalla, Al-Eqtisadiyah newspaper, Saudi Arabia News Gazette, and 20 other outlets.
46. Widespread coverage was secured in both the national and London-based media of the City Corporation's decision to approve the planning proposals for the London Wall West site in BBC News, Telegraph, Evening Standard, Daily Mail Online, Financial Times, and Bloomberg. There was also wide pick up across built environment trade press. Social media posts generated 29 engagements, including 11 likes, with a reach of 6,130 impressions.
47. Italian national media outlets RAI TV and Imperia TV covered the Lord Mayor's trip to Italy. The Lord Mayor talked about his focus on building UK-Italy relations in fintech, shipping and AI and how the City continues to thrive after Brexit. Most Italian national papers covered the visit. Social media posts generated 498 engagements with a reach of 20,600.
48. Widespread coverage was secured for the Easter Banquet, which several photographers and broadcasters attended. The Banquet was featured in over 20 outlets, including the BBC, Independent, Financial Times, Sky News, and Daily Mail. Social media posts generated 285 engagements with a reach of 7,260 impressions.
49. Following a proactive sell-in, The Sunday Times and BBC published a feature article looking at the last days of Smithfield Market as it prepares to move out of the City. The article reflected on the market's rich history, how it impacted London, and what the future holds following its relocation.

Corporate plan outcome: Vibrant Thriving Destination

50. Following a proactive announcement, City A.M. exclusively reported that Former Lord Mayor Sir William Russell had been elected Chair of the City Corporation's Barbican Centre Board. The piece reached a core business and political audience, carrying core messaging on the Barbican and Destination City. Leading sector trade The Stage also covered the story. Social media posts on X and LinkedIn generated 788 engagements with a reach of 24,671 impressions.

Corporate plan outcome: Flourishing Public Spaces

51. BBC Sport National featured live national and international coverage online and via the Red Button on demand of the 'Night of the 10K PBs' event at Parliament Hill athletics track. Thousands of athletes made the journey to participate in the races, including the UK trials for the Paris Olympic selection. The Chair of the

Hampstead Heath, Highgate Wood and Queen's Park Committee was interviewed by BBC Sports Presenter and former international track runner, Jo Ankier, pushing corporate messaging on a recent £2m City Corporation investment into the facility and the recreational benefits of Hampstead Heath. Also in the Evening Standard, Camden New Journal, Ham and High, and UK Run Chat. Social media posts generated 7,102 engagements, including 6,702 video views, with a reach of 18,800.

52. Following a proactive announcement, the Evening Standard revealed new City Corporation images showing how Finsbury Circus Gardens will look in the future. It came as a project to transform the Grade II listed site, which is London's oldest public park, got underway. The Chair of the Natural Environment Board, and the Chair of the Streets and Walkways Sub-Committee were quoted, with the piece carrying core messaging on open spaces and Destination City. More coverage was secured in leading trade Horticulture Week, and leading London consumer titles, TimeOut and Secret London. Social media posts generated 3,111 engagements with a reach of 26,500 which is a high engagement rate of 12.7% (average for this reporting period is 4.57%).
53. The Evening Standard carried a story about the proposed Greyfriars Square scheme with images showing initial designs for a new public place by St Paul's Cathedral. The proposals seek to close the carriageway at King Edward Street and the Newgate Street Slip Road and create approximately 3,000 square metres of new public space, including a children's play area.

Corporate plan outcome: Providing Excellent Services

54. Following a proactive sell-in, City Matters carried an article encouraging eligible residents and workers in the Square Mile to get their Covid-19 spring vaccine jabs. The Chairman of the Community and Children's Services Committee reached a 55,000 audience – including many residents - urging people to book their jabs or visit their local walk-in service.
55. Coverage was secured in leading sector trade Police Professional about Tijs Broeke's election as Chair of the City of London Police Authority Board. Social media posts generated 327 engagements with a reach of 17,803 impressions.
56. The Evening Standard exclusively covered the former Chair of the Police Authority Board's statutory annual refresh of the 2022-25 City Policing Plan, delivered at the Court of Common Council. Reaching a large London commuter, business, and political audience, the article ran key messaging on the role of the Police Authority Board and how the City of London Police is combatting fraud. Further coverage in sector trade Police Professional.
57. Following a proactive media announcement, City Matters reported that the City Corporation had opened a new rough sleeping assessment centre in the Square Mile which offers 14 short-stay beds to rough sleepers. The former Chairman of the City Corporation's Community and Children's Services Committee was quoted, delivering core lines on how City Corporation supports the Square Mile's rough sleeper population. Social media post generated 277 engagements with a reach of 5,770 impressions.

58. Coverage was secured in the Evening Standard and ITV News London which reported that almost 1,000 cyclists have been fined for jumping red lights during a crackdown at Bank junction. City of London Police officers also made 80 arrests, seized 192 illegal e-bikes and scooters, and gave safety advice to 8,663 people in nine months. The force also gave advice to cyclists outside the Mansion House. The Lord Mayor and the former Chair of the City of London Police Authority Board were quoted. Social media posts generated 89 engagements with a reach of 3,117 impressions.

Corporate plan outcome: Leading Sustainable Environment

59. As part of the communications plan ahead of the Net-Zero Delivery Summit the Financial Times's Sustainable Views carried a column from Lord Mayor marking Earth Day. The column highlights the importance of green finance to drive a just transition and how the Summit will convene key players to support with this ambition. Social media posts generated 138 engagements with a reach of 5,052 impressions.

Corporate plan outcome: Diverse Engaged Communities

60. Following a proactive sell-in widespread national coverage was achieved including in BBC News, Sky, The Guardian, Evening Standard, The Daily Mail, and The Daily Mirror, of the City Corporation's Common Cryer and Serjeant at Arms reading the Royal Proclamation on the Steps of The Royal Exchange. The ceremony marked the dissolving of the present Parliament and declared the calling of another. The Proclamation is issued in the Privy Council by His Majesty the King and, by tradition, it is read aloud during this ceremony. Social media posts generated 3,450 engagements with a reach of 149,000.

61. Several Indian publications covered the Freedom of the City of London award for veteran Indian actor Shabana Azmi, who was honoured in recognition of her prolific contribution to Indian cinema and as a campaigner for women's rights. The award presentation was part of celebrations to mark her 50 years in the industry at this year's UK Asian Film Festival – the world's longest-running South Asian film festival outside the Subcontinent. Social media posts generated 2,460 engagements with a reach of 17,200 impressions.

62. Dozens of Indian titles reported that the Freedom of the City of London was awarded to the spiritual leader and author Kamlesh D Patel. Celebrated for his teachings on meditation and spirituality, he was nominated for the City's award by Policy Chairman and elected Member Rehana Ameer. Social media posts generated 657 engagements with a reach of 14,600 impressions.

Social media transformation highlights

63. Instagram continues to grow quickly and we are piloting 'Stories' where we create shorts of posts. A recent one was viewed to the end nearly 80% of the time. Our new Flickr channel, www.flickr.com/photos/cityoflondon, has soft launched, and we are analysing visitor flow to calibrate the kind of content people are viewing. We

are now posting content from events more quickly and will refine our protocol for doing this and extend the pilot to promoting the feed more to stakeholders along with messaging they can amplify via their own feeds.

64. Our content creation capacity, while limited, continues to provide strong dividends. The City Plan 2040 consultation got our highest ever metrics (2,620 engagements with a reach of 50,877 impressions) compared to previous similar consultations where engagements were in the hundreds not thousands. This was thanks to more engaging video animations and graphics. We are adapting this successful format (tone, length, sizing, time between transitions) to promote other events such as a City Question Time where we also applied the events brand (colour, font).
65. Meltwater transition: media officers have now all completed the move to the new platform and are using it to post to and analyse our social media activity. This has already seen a rise in better cross platform posting generating more posts, impressions, and reach. We will further analyse this data when we have a solid quarter of posts to compare.
66. Meltwater project reporting: We are now able to offer more granular and live reporting on projects that looks at all media. An early example was City Plan 2040 where we could quickly see which content was working best, which journalists were interested and then focus our posts where they would get more engagements.
67. Meltwater data insights: We know the City Plan consultation did well as we 'tagged' the posts so we could track and analyse them. Our broader aim is to generate immediate, actionable insight reports that enable our new data-led approach. To that end, we're piloting systems to optimise tagging, a process requiring posts to be tagged thrice: for a Corporate Plan outcome, the project or subject, and with a unique identifier. We're committed to learning and adapting this approach to generate insights that foster enthusiasm and buy-in for our data-led approach, ensuring targeted and effective results.
68. Meltwater monitoring: We are currently calibrating a monitoring system for major incidents in the Square Mile. Significant spikes in chatter on from hundreds of keywords and phrases from previous incidents we have taught the system will be cross referenced with dozens of locations in the Square Mile and generate alerts. We expect to use this system to then monitor incidents or breaking news events as they develop. An early example of how useful this was in calibrating our response to a supplier of medical supplies being hacked; we quickly reviewed and confirmed our response was proportionate and thorough, while getting a list of UK journalists covering the story and being alerted if the story developed.
69. Meltwater bit.ly rollout: We have replaced the tool we use to list useful links across our main corporate social media channels. The new service is from Bit.ly and is integrated into Meltwater meaning we have much more flexibility. It allows us to apply our brand and schedule links and videos to appear and disappear, such as when we have a consultation. This is particularly useful on platforms such as Instagram that don't allow working links. You can view it here: <https://bit.ly/m/cityoflondon>.

Looking ahead

70. *To note: In line with S.2 of the Local Government Act 1986 which states that a local authority shall not publish any material which, in whole or in part, appears to be designed to affect support for a political party, all City of London Corporation upcoming media projects are being reviewed in this light and may be rescheduled until after the General Election.

71. July:

- 4th General Election
- 7 – 11th Lord Mayor in Netherlands
- 8th Policy Chairman in Birmingham
- TBC: Large scale 'Connect to Prosper' group Freedom ceremony held at The Mansion House (TBC)

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Annex F – Internal Communications and Staff Engagement Summary

72. The main focus for Internal Communications over the past month has been the Staff Survey – the first since the Town Clerk joined the organisation. A variety of communications channels were used to both raise awareness and encourage completion. This included creating an information hub featuring a ‘You said, We did’ article (covering what positive work had been achieved since the last survey), a video featuring the Town Clerk and a countdown clock.
73. The landing page had 2,291 views and the Town Clerk’s target completion rate was exceeded (72% against a target of 70%).
74. Internal Communications is now assisting in the next Town Clerk’s ‘Town Hall’ session planned for 25 June at the City of London School and will focus on Equity, Equality, Diversity & Inclusion, with the guest speaker being Sandi Wassmer, CEO of the Employers Network for Equality & Inclusion. The team will produce a video to support the event which will focus on the work of the Staff Networks. The in-person capacity has already been reached and staff are now being invited to join via Teams and managers will be encouraged to allow them to ‘attend’.
75. The next Town Hall is scheduled for the end of September 2024 and will feed back on the results of the Staff Survey.
76. Our evolved approach to engaging employees in our transformation is exemplified in the Communications and Engagement Plan we are delivering for Ambition 25. The focus in May and June (i.e. Phase 1) has been a fundamental back to basics programme of re-educating our leaders on the aims and outcomes, providing them with new materials including a presentation, script and Q&A. All leaders have been provided with training on how to deliver the presentation, and how to handle questions. A new set of Colnet pages include a full set of Q&A with upfront messaging about how the programme differs from previous organisational change. Ambition 25 updates continue to feature in key institutional communications from the Town Clerk and in the Team Briefing.
77. Phase 2 in July and September 2024 will ensure that those colleagues who want to know more about the new pay and grading structures and how the process works in detail can do so with deep dive sessions available to all staff. Whilst some colleagues will not be interested in further engagement until they are able to understand what the mapping means for them, we must ensure that those colleagues who do want to know more, are able to do so – and we will encourage as many as possible to engage.
78. A review is currently being carried out in conjunction with Member Services about how and when information is sent to Members. This is centred on the Members Briefing issued at the end of every month but will also look at the mid-month Members Update, ad hoc communication via email and the Members Portal on the intranet. This is with a view to ensuring Members can access the information they want but streamlining the process where possible.

79. The Team is now developing three new channels of engagement with staff through a mixture of hybrid meetings, videos and podcasts with an emphasis on interviewing colleagues at different locations and in particular relating their work back to Corporate Plan Outcomes and People Strategy Objectives. They are also looking to establish an Employee Engagement Network to identify, plan and share messaging around internal communications generally.

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