

City of London Corporation Committee Report

Committee(s): Communications and Corporate Affairs Sub Committee – For Information	Dated: 28/11/2024
Subject: Corporate Communications & External Affairs Update Report	Public report: For Information
This proposal: <ul style="list-style-type: none"> • delivers Corporate Plan 2024-29 outcomes • provides statutory duties • provides business enabling functions 	Diverse Engaged Communities, Dynamic Economic Growth, Vibrant Thriving Destination
Does this proposal require extra revenue and/or capital spending?	No
If so, how much?	£0
What is the source of Funding?	Not applicable
Has this Funding Source been agreed with the Chamberlain’s Department?	Not applicable
Report of: Dionne Corradine, Chief Strategy Officer & Paul Wright, the Remembrancer	
Report author: Lisa Ward - Interim Director of Communications Transformation & Strategy, Mark Gettleson - Interim Director of Campaigns and Engagement, Kristy Sandino - Interim Director of Strategic Communications & External Affairs, John Park - Assistant Director of Media (Public Services), Kay Abdilahi - Assistant Director of Media (Financial Services), Sheldon Hind, Head of Publishing	

Summary

This overarching update report covers the full remit of the Corporate Communications and External Affairs Division and includes the following:

- a. Corporate Affairs [Annex A]
- b. Campaigns and Community Engagement [Annex B]
- c. Media [Annex C]
- d. Publishing (Internal Communications and Digital) [Annex D]

Recommendation

Members are asked to:

- Note the contents of this report.

Main Report

Background

1. This report reflects a move to quarterly reporting of corporate communications and external affairs to ensure there is a consistent approach to evaluation and the ability to compare impact and results quarter on quarter and year on year.
2. As reported at the previous committee meeting, the strategic branding review has concluded and a paper on the proposal and recommendations will be discussed at the committee.

Annex A– Corporate Affairs

Strategic Communications and Messaging Development

This quarter, substantial progress has been achieved in establishing a Strategic Communication and Engagement Grid to improve horizon-scanning and communication alignment across the City Corporation. The grid consolidates key dates, 'hero activities,' and departmental highlights, ensuring coordinated messaging that aligns with the Corporate Plan. As a next phase, the delivery of weekly and daily communication grids is expected to streamline day-to-day planning.

Additionally, the Strategic Communications and Insights Manager has led efforts to implement governance structures for communication planning. This includes quarterly strategic meetings, bi-weekly forward look grid reviews, and a series of planning forums, all designed to foster collaboration and knowledge-sharing across departments. These structured touchpoints ensure that resources and messaging remain aligned with corporate objectives while capturing emerging risks and opportunities, thereby enhancing the City Corporation's communication responsiveness and strategic impact.

Work has already commenced to strengthen our analytics and evaluation process, exemplified by the media and digital communication report on the International Investment Summit referenced in Appendix A. Over the next quarter, the focus will be on bolstering this process, based on feedback and performance metrics.

The Corporate Affairs Team has also led the integration of cohesive narratives through strategic communications and message development in the following areas:

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. Collating the City of London Corporation's submission to the Autumn Budget, consulting with teams including Innovation and Growth, City of London Police, Office of the Policy Chairman, Mansion House and Housing teams, amongst others. It was organised according to the Government's five Missions, and prioritised the following areas: raising investment levels, mobilising private capital to support the delivery of net-zero, and greater adoption of tech solutions, as well as calling for greater security of funding for the City of London Police's National Lead Force role.
- II. Working with the Government on the delivery of its International Investment Summit in November, the first major event of this new Government. Colleagues

from across Communications, Remembrancers, Innovation and Growth and others worked together to ensure a well-received, impactful event at Guildhall. The majority of the Cabinet was in attendance and tickets were secured for the Lord Mayor and the Policy Chairman. g for the City Corporation was also negotiated.

- III. Providing comprehensive support for the Policy Chairman's speeches at key engagement during the Paris Olympics, including the Opening Reception, Global Sport Agora, Business and Sport panel, and UK Sport NGB, ensuring alignment with the City Corporation's strategic priorities, Sport Strategy and messaging.
- IV. Providing support for the Policy Chairman's CityAM column on the general election, focusing on the need to drive economic growth.
- V. Supporting the Policy Chairman's speeches at the Liberal Democrats, Labour, and Conservative party conferences, including devising key position messaging and drafting and refining remarks on key themes. At the Liberal Democrats' conference, the speeches focused on sustainable finance and the environment, trade policy, and international co-operation. For the Labour conference, support was provided for roundtable remarks on how financial and professional services can drive economic growth throughout the UK. At the Conservative conference, the speeches covered 'A Digital Economy for the Digital Age,' attracting foreign investment, and the financial services sector's role in turbo-charging economic growth.

Vibrant Thriving Destination.

- I. The Corporate Affairs and Media Teams led the work to refresh the Destination City core messaging, with the revised narrative, approved by the Policy Chairman, reflecting the Martin Review. Positioning the Square Mile as a world-leading hub for both business and leisure, driving growth and vibrancy through cultural, economic, and infrastructural development. The teams have collaborated with various departments and partners across the organisation to shape the next iteration of our core messaging on Destination City, ensuring the integration of cohesive narratives through strategic communications and message development.

Diverse Engaged Communities.

- I. Supporting the Deputy Policy Chairman's speech at the launch of the 'Summer of Sport in the City', highlighting the City Corporation's ambition to become a global sports destination by 2030. The speech emphasised the positive impacts of sport on health, community, and economic growth, and showcased the collaboration with City BIDs and the Central London Alliance CIC to offer a range of activities and events.

Flourishing Public Spaces.

- I. Providing full support for the Policy Chairman's speech at the West Ham Park 150th Anniversary, highlighting the longstanding relationship between the City Corporation and the park, its significance as a community hub, and the value of sport in both economic and social terms. Emphasising the City Corporation's

ongoing investment in the park, ensuring its continued role in fostering vibrant, thriving public spaces for the next 150 years.

Leading Sustainable Environment

- I. Supporting the Policy Chairman's foreword to the Climate Action Strategy Annual Update, highlighting the City of London Corporation's progress towards net zero.
- II. Supporting the Policy Chairman's speech at the London Real Estate Forum, focusing on the theme 'Reimagine: London as it is and London as it could be'. The speech highlighted London's history of reinvention, the City Corporation's efforts in sustainable development through initiatives like Destination City and the City Plan 2040, and the commitment to a net-zero Square Mile by 2040, aiming to create vibrant, inclusive spaces that blend business, culture, and leisure while attracting investment.

Political Engagement

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

- a) Monitoring the General Election, sending out weekly emails on the state of the race and working with Remembrancer's to issue Public Policy Bulletins (PPBs), as necessary.
- b) Conducting a political outreach campaign, in collaboration with Remembrancer's, to target all new London MPs and Cabinet ministers with relevant portfolios, sending over 80 congratulatory, introductory letters.
- c) Alongside colleagues in Remembrancers, liaising with Department for Business and Trade and Number 10 to enable the Government to hold the International Investment Summit at the Guildhall. This was the first major event of the new Government.
- d) Delivering a robust and comprehensive party conference programme (report under a separate cover).
- e) Sending the City Corporation's submission to the Autumn Budget 2024 to the Chancellor and HM Treasury.
- f) Facilitated and drafted briefings for:
 - The Policy Chairman's meeting with Leader of Scottish Labour, Anas Sarwar MSP
 - The Policy Chairman's meeting with the Minister for the Constitution and European Union Relations, Nick Thomas-Symonds MP
 - The Policy Chairman's meeting with the Shadow City Minister, Alan Mak MP
 - The Policy Chairman's meeting with the City's MP, Rachel Blake MP
 - The Vice Chair of Policy and Resources meeting with Parliamentary Under-Secretary of State for the Home Department, Lord Sharpe

- Coordinated meetings and brush-bys at the International Investment Summit with Douglas Alexander, Minister for Trade Policy and various Cabinet Ministers.
- g) Monitored the Conservative Leadership Race and subsequent reshuffle of the Opposition, promptly issuing a Public Policy Bulletin to Members and Officers.

Pan-London Engagement

Since the last sub-committee meeting in July 2024, the Corporate Affairs Team has prioritised the following on Pan-London engagement:

- a) Alongside colleagues across the City Corporation, led on drafting and coordinating the City Corporation's response to the Mayor of London and Greater London Authority London Growth Plan – sharing with senior Officers and receiving approval from Policy and Resources Committee. The Corporate Affairs Team has also shared this response with a wide array of external stakeholders, including the GLA.
- b) Engaged with the Secretary of State for Transport on issues related to micromobility in the City.
- c) Briefed the Policy Chairman for engagement with the CEOs of the Centre for London and Central London Forward, ensuring that the City Corporation's strategic positioning was communicated and understood for external strategy development.
- d) Monitored the appointment of new Deputy Mayors of London and ensured that the Policy Chairman and relevant Members were promptly made aware of these changes, and ensuring timely communications were sent to the new Deputy Mayors. This also included providing briefing support and advice to the Policy Chairman for a meeting with the new Deputy Mayor of London for Environment and Energy.
- e) Briefed the Policy Chairman and provided insights for the regular Board meeting of London and Partners.
- f) Continued to provide briefing support for the Policy Chairman around London Councils and GLA meetings – including the Fortnightly Elected Officers group; London Councils Leaders Committee; and the London Partnership Board.
- g) Liaised with internal colleagues and provided coordinated, signed-off responses to several pieces of casework from London MPs.

Engagement with External Partners

- h) Collaborated with think tank Onward on its Chairman's dinner, including negotiating seats for attendance and of Members and Officers and a speaking spot for the Policy Chairman. This dinner was attended by 25+ Conservative MPs and providing an opportunity to engage with the new Opposition as well as communicate City Corporation messages.

- i) Negotiated a partnership with Centre for London including a panel opportunity for the Policy Chairman at the annual London Conference on Governing in London. The Corporate Affairs Team provided speaking remarks that communicated City Corporation key messaging.
- j) Significant strategic engagement took place during the party conference programme, outlined in a separate paper, including with Social Market Foundation, TheCityUK, Labour Together, IPPR, Onward and Bloomberg. The Corporate Affairs Team continues to review partnership opportunities across the year.
- k) Secured engagements and provided briefings for both Members and Officers at Progressive Britain and Chatham House roundtables.
- l) Delivered the International Business and Diplomacy Exchange EU Ambassador Lunch at the Guildhall with Cabinet Minister Nick Thomas-Symonds MP in attendance. This lunch provided the Policy Chairman the opportunity to engage with Ambassadors and key business stakeholders, as well as the Minister and deliver short remarks about the importance of UK-EU relations.
- m) Continue to work with Fabian's Society to plan for its annual conference, to be held at Guildhall in January 2025.

Forward Look and Future Engagement

- n) Supporting the City Corporation with communications and political engagement regarding the policy priorities of the Policy Chairman with both the new Government, as well as the new Shadow team.
- o) Negotiating strategic partnerships, such as events, that allow for opportunities for senior level political engagement. This will include events for both the Centre for Policy Studies and Fabian's Society and discussions are underway with a number of additional partners on opportunities for 2025/2026.
- p) Preparations for 2025 Party Conference season, with a particular focus on ensuring efficient costs and ensuring an impactful programme. This includes collaborating with other teams on event subject matter and negotiating with possible event partners.
- q) 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 B – Campaigns and Community Engagement

City Belonging Project

Furthering the aims of the City Belonging Project is a core workstream of Alastair King's Mayoral theme: specifically, the commitment to launch "City Belonging Networks" serving the needs of particular communities. These Networks will be convened by the City of London Corporation and act as a two-way channel of engagement, communication and consultation between communities and the institutions of the Square Mile. Together, the Lord Mayor and City Belonging Project team are supporting launch events and helping to identify steering group members for these networks.

We launched a "Latinos in the City" network for members of the Latin American community, at St Lawrence Jewry in October, supported by LSEG – and will be launching a "City Muslim Network" at Fidelity in December, in conjunction with Baroness Gohir and the Muslim Women's Network, as well as the Ramadan Tent Project. Where possible, we will be using existing City Corporation events to support City Belonging Network launches, for example, launching a "City Jewish Network" at our Chanukah reception at Guildhall in December. It is intended for each network to both have a supporting Alderman and an "officer champion".

Arranged by Alastair King, the City Belonging Project was also given a section of the Lord Mayor's Show procession. 70 representatives of 41 staff networks across 32 organisations across the Square Mile, including City Corporation networks, took up the offer, with almost all participating for the first time. Feedback from those marching was universally positive, and the activity also fulfilled wider strategic aims of deepening the link between businesses, the City, and the Lord Mayor's Show: participants included representatives of JP Morgan, UBS, Legal & General, Morgan Stanley, LSEG, Man Group and more.

We also supported and promoted a number of events and activities related to Black History Month in October, including arranging a joint event between the City Corporation and the Amos Bursary. The event saw large numbers of City of London Academy students introduced to the bursary and business leaders, at what was felt to be an effective and purposeful morning.

Resident Engagement

A successful City Question Time was held at the City of London School on 22nd October, at which participants were introduced to Jacqui Webster – the new Policy Lead for Resident Engagement. Questions related to education and skills, green spaces, licensing, noise control, Destination City, culture, children's centres and funding for voluntary groups. A new, more participatory format with attendees joining topic-based roundtables, is being developed for the next event on 10th December at Guildhall, which will also incorporate a festive celebration.

The new "City Living" residents card, which will act as a proof of residency to access local discounts, will be launched in the coming months. This will be a key means of implementing a clearer resident offer, as part of the wider Residential Reset strategy. A number of discounts have been negotiated at local businesses and services,

including widening the current Barbican Centre reduced membership for Barbican Estate residents to cover all those living in the City.

Working with the Resident Engagement Policy Lead, we are working to gain a better overview of all City Corporation engagement, communications and consultation with our resident communities across departments and institutions – ensuring we are speaking with a single voice in a timely and relevant manner. The Resident Campaigns and Communications Manager is reaching out to departments to support this work, which will be strengthened significantly by the central organisational CRM being implemented under the Data Lighthouse Project.

Election Engagement

The engagement campaign ahead of our 2025 elections has entered its busiest phase, with the Ward List registration due on 30th November. We have focused especially on those workplaces unregistered last year, as well as those who are significantly under-registered. This has included promoting adverts to employees at those organisations via LinkedIn, virtual and in person briefings for businesses, a retail canvass, and sending a physical letter to 812 decision makers from the Lord Mayor. While we will not have the full picture until the publication of the new Ward List in February, a significant number of businesses have reported having registered for the first time.

We have leveraged relationships with Livery companies, trade associations, BIDs and City Belonging Project contacts to promote registration across the Square Mile – and have been working directly with property management companies and developers to encourage uptake at facilities they cover. The Election Engagement Manager has made herself available to contacts at unregistered businesses to talk them through the registration process.

A reception was held for those considering standing for election was held on 4th November, attended by more than 130 people – a near three-fold increase on the equivalent event held in 2021. Participants heard from officers and members, including the Policy Chairman, and we have received significant positive feedback following the event. In a survey sent to participants after the event, 100% rated the evening as ‘excellent’ and noted that it fully met their expectations. Further, more formal briefings will be held in the New Year, focusing on the process of the election and candidature.

A full report on our election engagement campaign will be brought to this sub-committee and the Policy & Resources committee subsequent to our post-election evaluation work next year.

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Annex C – Media Relations

Media Impact Analysis

For the first time, the team has introduced quarterly digital communications reporting to enhance our impact analysis. This new approach aims to provide clearer insights into engagement trends and help us refine our strategic focus.

Overview

The Media Team generated 10,778 media mentions, including 9,850 online, 582 on television, 229 in print and 117 on radio. Key outlets for coverage included the *Press Association*, *BBC*, *Daily Mail*, *The Independent*, *The London Standard*, and *Daily Telegraph*.

Media highlights

City Corporation's new report: Boosting Foreign Direct Investment through Financial and Professional Services

The Media Team implemented a comprehensive communications plan to support the City of London Corporation's latest Foreign Direct Investment (FDI) campaign, to unlock £7.7 billion in sovereign wealth fund investments by 2030. Coverage was extensive, with 70 pieces published across national and international outlets such as Bloomberg, Reuters, and FT's FDI Intelligence. The campaign also reached the consumer audience through the *Daily Mail* and achieved significant traction on social media, driving high engagement around the core message of the FPS sector's role in UK economic growth.

The campaign highlighted the potential for the UK to attract foreign sovereign investment through a structured strategy and public-private partnerships. Key policy recommendations were later adopted by the Government which included strengthening the Office for Investment, streamlining investment process and appointing a decided Minister for Inward Investment.

City Corporation's partnership with the new Government to drive economic growth

The Media Team led a high-impact campaign to position the City Corporation as a key partner for the new Labour Government, capturing front-page coverage in *City A.M.*. The Policy Chairman emphasised the City's readiness to support the Government's goals on economic growth, job creation, and climate action. Further coverage of the Policy Chairman's comments was included in the *Daily Mail's*, and *The London Standard's* post-election analysis.

Strategic interviews by the Policy Chairman on *LBC* and *BBC Radio London* reinforced this message, drawing attention to the City's role in creating new jobs and driving tax revenue to support public services. The campaign achieved global reach, with coverage in outlets across the US, Asia, Europe, and the Middle East, amplifying the City's influence on the international stage.

The Media Team further spotlighted the Policy Chairman's support of the Government's intention to strengthen relations between EU-UK in an interview *Euronews*, most watched European news channel reaching 140 million people in 160 countries. reinforcing the City's commitment to boosting market access and international competitiveness.

City Corporation drives national focus on Financial and Professional Services Sector at Party Conferences

During the Labour and Conservative Party Conferences, the Media Team executed a high-impact communications strategy, positioning the City Corporation as a leading voice for economic growth through the financial and professional services (FPS) sector. The Policy Chairman's remarks featured in several outlets including *CNBC*, *Bloomberg*, *The Guardian*, *The Independent*, and *Politico Europe* where he outlined a vision of FPS as central to Britain's economic recovery, stressing the need for a competitive tax environment, smart regulation, and reduced business barriers. Social media posts around each conference generated 825 engagements including with a reach of 10,600 impressions.

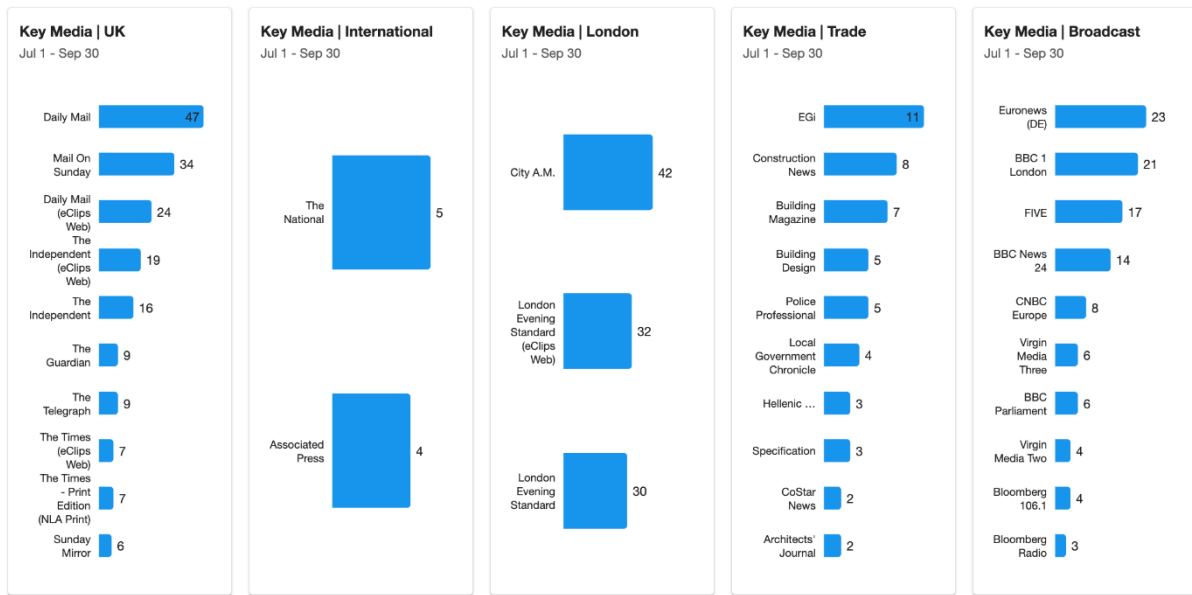
City Corporation relocates Banksy's City artwork to ensure its protection

There was widespread positive national and international coverage of a Banksy 'piranha' artwork which appeared on a City of London Police sentry box on Ludgate Hill. The Media Team acted quickly to issue a statement saying the City Corporation was working through options to preserve the piece. Following a proactive integrated communications plan, and working collaboratively with a range of departments, the Media Team issued news statements on the sensitive move of the artwork to Guildhall Yard, and then the South Ambulatory, whilst a permanent home for the piece is being decided. This positioned the City Corporation as a responsible authority safeguarding the peace for the public good. This work generated over 6,800 articles carrying key messaging in all major news titles including print, broadcast, and digital. A social media content plan generated 81,800 engagements with a reach of 561,000 impressions.

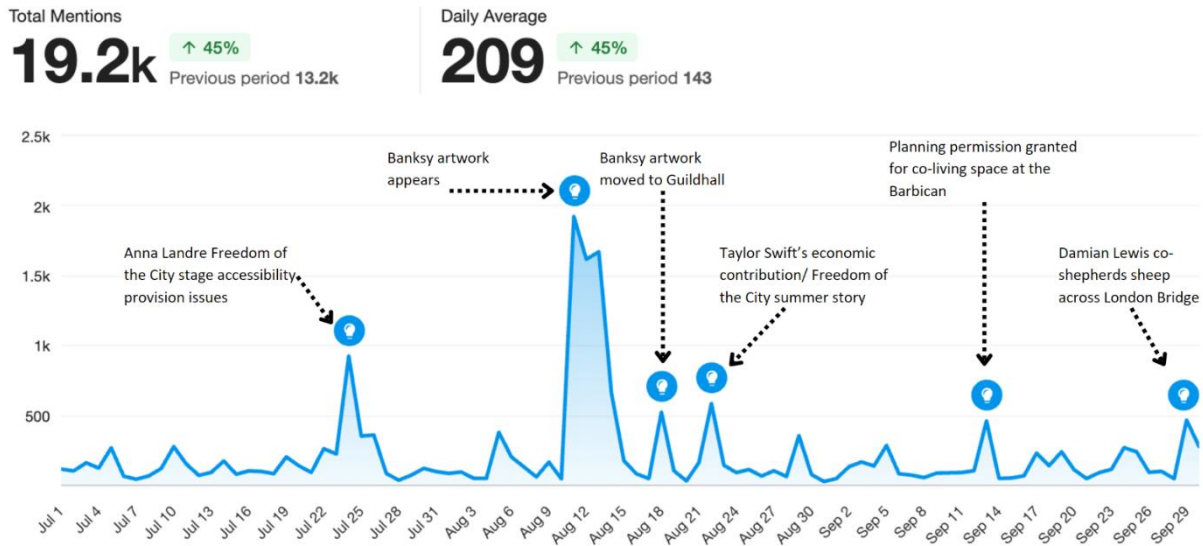
London Metropolitan Archives rebrands to attract new visitors

The Media Team delivered a proactive plan on the story to support the London Archive's business objectives, achieving an exclusive piece in *The Times* (print and online), with further coverage in consumer culture title *Ian Visits*, with its over 800,000 monthly audience. The feature included several images of some of the most historically significant items in the archives, including Magna Carta, the mayoralty charter of King John, and the oldest document in the City's archives – the William Charter, dating from 1067. The Chairman of the Culture, Heritage and Libraries Committee, and the Director of the London Archives, were quoted. Social media impact on the announcement generated 1,290 engagements with a reach of 22,600.

Earned coverage breakdown

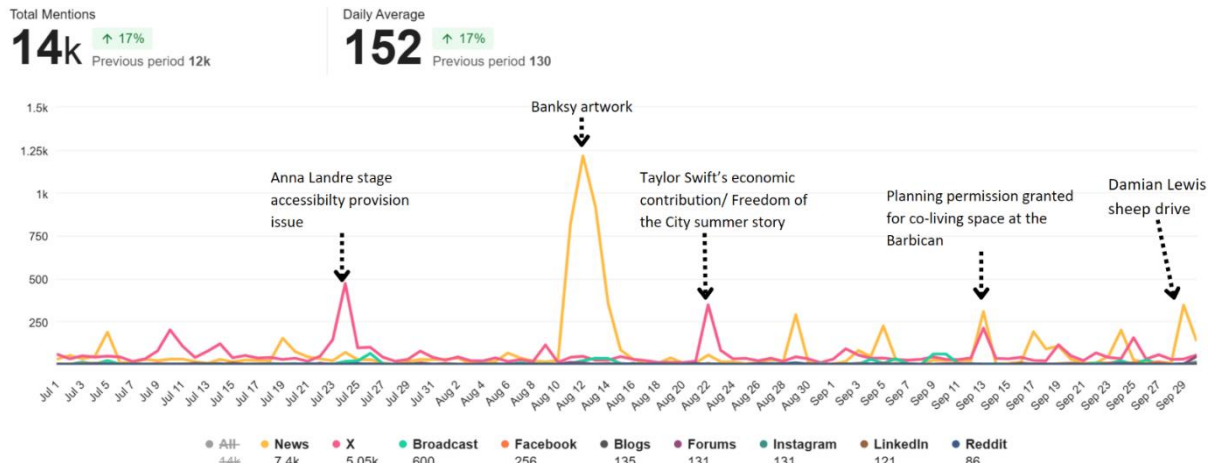


Spikes in mentions of the City of London Corporation



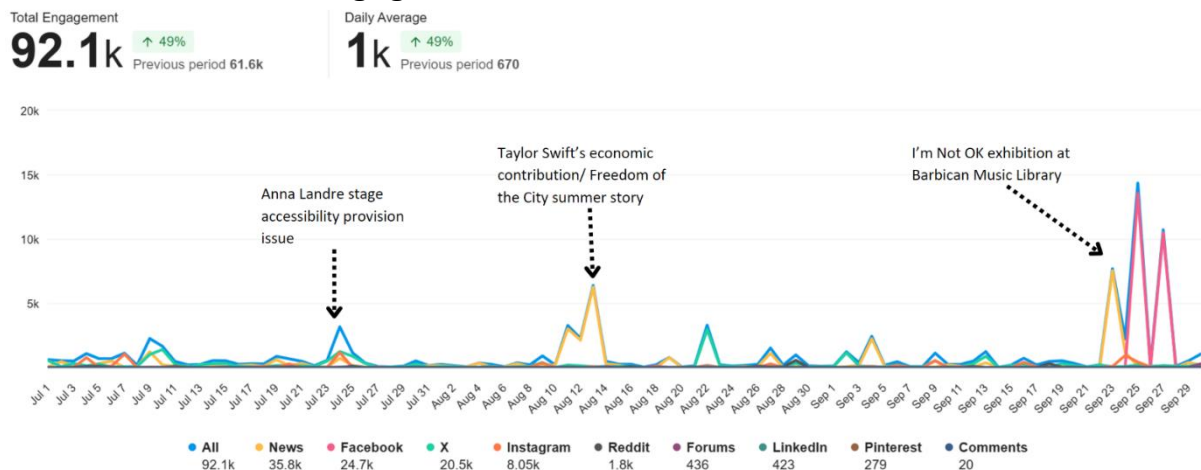
An overview of overall mention activity across all media platforms, including social media. This includes total and average daily mentions, as well as the percentage change compared to the previous quarter. AI-driven insights highlight statistically significant spikes when notable shifts in news and social media conversations are detected.

Mentions across traditional media outlets and social media platforms



An analysis of mention volume across various media types, encompassing both traditional media outlets and social media platforms.

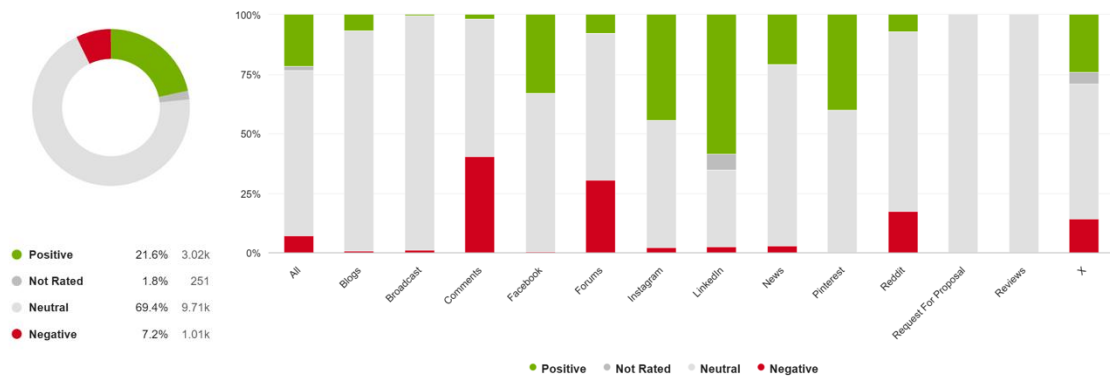
Mentions with most engagement



Sentiment Analysis

- **Positive sentiment** was expressed more often with the biggest spikes being for Taylor Swift, the UK-India Infrastructure Investment Bridge Partnership, call for a UK financial and professional services strategy (in advance of the Investment Summit) and Damian Lewis's involvement in a sheep drive.
- **Neutral sentiment** was linked to the Banksy artwork relocation. Initial negative comments about its removal were countered by a strong communications plan, including a video showing its careful move to Guildhall Yard for safe public viewing while a permanent home was decided.
- **Negative sentiment** peaked around the Anna Landre Freedom Ceremony, primarily due to accessibility provision issues. The chart below provides context by comparing mentions of other Freedom ceremonies this year.

Overall sentiment over this reporting period



Sentiment was derived from Meltwater's natural language processing algorithm. "Not Rated" mentions lacked sufficient text for sentiment analysis.

Digital Communications Impact Analysis

Overview

This quarter marked significant achievements across the City Corporation's digital channels, driven by strategic engagement with high-profile events and targeted content. Overall, the Corporate Communications Team recorded 513,000 engagements and 6.77 million impressions, with our follower base growing by 3% to a total of 190,000 subscribers across all platforms.

Digital Communications Highlights

Barbican Music Library - *I'm Not OK* Exhibition

The *I'm Not OK* exhibition generated unprecedented engagement, thanks to strong visual content produced and posted by the Corporate Communications Team to corporate feeds in support of the library's own posts securing 298,000 engagements and 4.49 million impressions across our main corporate social media channels. This level of response surpassed previous exhibitions, such as *From the Caribbean to Coventry*, which recorded 1,950 engagements and 94,700 impressions. The results demonstrate the impact of well-targeted cultural programming in driving high audience engagement and reach.

Freedom of the City Honour – Taylor Swift Engagement

Leveraging the public interest in the proposal to award Taylor Swift the Freedom of the City honour, our strategic content generated 4,060 engagements and a 133,000 reach. This level of engagement and reach nearly tripled that of previous Freedom of the City announcements, such as for Giles Terera MBE (1,650 engagements, 33,900 reach). While Taylor Swift was never nominated, this success highlights the effectiveness of capitalising on trending discussions to boost public awareness and enhance the honour's visibility.

Banksy Artwork Relocation

The recent relocation of a Banksy artwork posed an initial communications challenge, but it was transformed into a positive narrative through an integrated media and digital strategy. By releasing a documentary film of the artwork's

professional relocation and following up with engaging content, we achieved 81,800 engagements and 561,000 impressions. This response highlights our capability to proactively shape narratives around sensitive topics, turning potential controversy into positive public engagement.






The International Investment Summit

Working with the Government on the delivery of its International Investment Summit in November, the first major event of the new Government, we achieved significant media and digital coverage. Teams from Communications, Remembrancers, and Innovation and Growth collaborated to ensure a successful, impactful event at Guildhall, with most of the Cabinet in attendance. Tickets were secured for the Lord Mayor and the Policy Chairman, and City Corporation branding was negotiated. See Appendix A for a detailed media and digital communication report on the Summit.

Channel Metrics

- Record-breaking Content:** The *I'm Not OK* exhibition drove a record-breaking quarter with 298,000 engagements and a reach of 4.49 million. Most of these results were on Facebook, which saw an increase in engagement of 2,320% and impressions of 1,411%, compared to the previous quarter.
- Engagement Growth:** Our total engagements increased to 515,000 (up 178% from the previous quarter), while impressions soared to 6.87 million (up 130% from the previous quarter).
- Platform Growth:** Our combined audience base grew by 3% to 199,153 followers, with growth distributed as follows:

LinkedIn: 66,000 followers
 X (formerly Twitter): 109,000 followers
 Facebook: 13,600 followers
 Instagram: 1,670 followers
 YouTube: 9,470 subscribers

Account	Posts	Video views	Post link clicks	Engagements	Engagement rate	Impressions
1  City of London Corporation: City View · Facebook	120	845	3.45k	331k	4.13%	4.89M
2  City of London Corporation · LinkedIn	257	71.1k	149k	168k	7.47%	1.25M
3  cityoflondon · Twitter	169	23k	1.19k	10.8k	1.52%	565k
4  City of London Corporation · Instagram	113	5.18k	0	2.7k	4.47%	57.2k
5  City of London Corporation · Youtube	103	5.89k	0	206	0.02%	5.89k

Cross channel metrics for this reporting period.

Platform-specific Insights

- X (formerly Twitter):** Although X remains our most-followed platform and leads in follower count among London boroughs, it experienced a 61% drop in engagement and a 51% drop in impressions. This continued downward trend indicates a need for strategic reassessment of resource allocation and content strategy on this platform.

- **LinkedIn:** Strong professional engagement sustained LinkedIn's performance, with 66,000 followers.
- **Instagram:** After one year, our Instagram channel is effectively reaching a younger demographic, with 1,670 followers and 8,280 engagements across 366 posts. Instagram's audience is predominantly under 45, contrasting with X, where the majority are over 45, giving us a more diverse reach across age groups.

Most engaged content online

Top content this quarter was driven by the *I'm Not OK* exhibition and Taylor Swift-related posts, which ranked highest in engagement across all platforms. Specific highlights include:

Top Posts: Our most-engaged posts demonstrated strong audience resonance with cultural and topical content.

- *I'm Not OK* exhibition - Three out of 12 posts sent went viral on Facebook, generating 297,000 engagements.
- Banksy artwork relocation – 24 posts across all our main corporate channels generated strong interest. The most popular were on LinkedIn and Facebook and were about the artwork being moved to Guildhall.
- Posts for planning applications continue to be our most popular content. The pictured post was for Basinghall Avenue, 3 Lower Thames Street and 75 London Wall. 47 posts about planning applications generated 114,000 engagements and 714,000 impressions, mainly on LinkedIn, making them some of our most popular posts.



Platform-specific Engagement: Top posts by engagement rate were identified across LinkedIn, X, Facebook, and YouTube, ensuring we capitalised on each platform's unique audience dynamics.

Facebook
Instagram
Instagram Story
Twitter
LinkedIn

@City of London Corporation: City View
Jul 26 • 11:00 AM

We manage the Heathrow Animal Reception Centre – a Live Animal Border Control Post and Travellers' Point of Entry for Heathrow airport. 🐾🐾🐾 If you've ever wondered what happens to animals when they arrive in the UK, or what to do if you're...

3 ❤️ 29 🗨️ 6 🌐 0
13.45% Engagement Rate

@City of London Corporation
Jul 24 • 2:30 PM

Multi-award-winning British actor, musician, and filmmaker, Giles Terera MBE, who originated the role of Aaron Burr in the original cast of the hit West End musical, Hamilton, has received the Freedom of the City of London. Terera...

5 ❤️ 56
13.38% Engagement Rate

@City of London Corporation
Sep 6 • 4:43 PM

We have moved the Banksy artwork to South Ambulatory of #GuildhallYard

29 🗨️ 45 ▶️ 221
89.82% Completion Rate

@City of London
Sep 6 • 4:08 PM

The Banksy artwork was carefully moved to the South Ambulatory of the Guildhall Yard for protection and safe public viewing. For now, it can only be seen through glass. It will stay here while we determine a permanent home. See our...

3 ❤️ 849 🗨️ 15
16.81% Engagement Rate

@City of London Corporation
Jul 15 • 1:39 PM

The City of London Corporation and Microsoft are pleased to announce that tech applications for the AI Innovation Challenge are now open. The Challenge is an opportunity for tech companies to work directly with financial services firms to help advance solutions for this use case: "How can AI prevent online fraud at the earliest possible stage by identifying and tracking fake identities – including synthetic identities and image or...

0 ❤️ 3 🗨️ 0 🌐 6,689
300.0% Engagement Rate

LinkedIn posts by engagement rate

@City of London Corporation
Jul 15 • 1:39 PM

The City of London Corporation and Microsoft are pleased to announce that tech applications for the AI Innovation Challenge are now open. The Challenge is an opportunity for tech companies to work directly with financial services firms to help advance solutions for this use case: "How can AI prevent online fraud at the earliest possible stage by identifying and tracking fake identities – including synthetic identities and image or...

0 ❤️ 3 🗨️ 0 🌐 6,689
300.0% Engagement Rate

@City of London Corporation
Aug 2 • 1:00 PM

As demand for the highest quality office space in the City continues to rise, the buildings at 1 Basinghall Avenue, 3 Lower Thames Street and 75 London Wall, will receive an uplift in commercial and amenity space and be transformed into modern, fully #sustainable buildings. Altogether, they will make a significant contribution toward meeting the need for A-Grade office space, whilst also contributing to the...

0 ❤️ 369 🗨️ 16
39.32% Engagement Rate

@City of London Corporation
Aug 12 • 10:05 PM

We have moved #Banksy's City of London artwork to Guildhall Yard to ensure it is properly protected and open for the public to view safely. A permanent home for the piece will be decided in due course. #DestinationCity

27 ❤️ 1,018 🗨️ 20
34.88% Engagement Rate

X posts by engagement rate

@City of London
Sep 6 • 4:08 PM

The Banksy artwork was carefully moved to the South Ambulatory of the Guildhall Yard for protection and safe public viewing. For now, it can only be seen through glass. It will stay here while we determine a permanent home. See our updated statement here: <https://t.co/SSaTYNbcCH> <https://t.co/JKjWvdXxx>

3 ❤️ 849 🗨️ 15
16.81% Engagement Rate

@Policy Chairman
Sep 5 • 9:15 AM

Find out more here - <https://t.co/uaXl4EgO69> <https://t.co/uD3X0TGr2p>

0 ❤️ 3 🗨️ 0
10.0% Engagement Rate

@Policy Chairman
Sep 24 • 10:34 AM

The UK attracted £120bn from foreign wealth funds within the last decade. I'm at Labour conference speaking to Government ministers @jamesmurray_ldn, @darrrenjones and @RNBlake on the need to unlock the catalysing power of FDI. <https://t.co/HzdVc7aU13>

0 ❤️ 2 🗨️ 0
9.38% Engagement Rate

Best performing Facebook posts by engagement rate

@City of London Corporation: City View
Jul 26 • 11:00 AM

We manage the Heathrow Animal Reception Centre – a Live Animal Border Control Post and Travellers' Point of Entry for Heathrow airport. 🐾🐾🐾 If you've ever wondered what happens to animals when they arrive in the UK, or what to do if you're flying with a furry, scaly or feathered friend, there's everything you need to know from the Heathrow Animal Reception Centre - HARC team in BBC Sounds latest 'Alright'...

3 ❤️ 29 🗨️ 6 🌐 0
13.45% Engagement Rate

@City of London Corporation: City View
Aug 12 • 10:05 PM

We have moved #Banksy's City of London artwork to Guildhall Yard to ensure it is properly protected and open for the public to view safely. A permanent home for the piece will be decided in due course. #DestinationCity




14 ❤️ 296 🗨️ 29 🌐 0
12.31% Engagement Rate

@City of London Corporation: City View
Sep 6 • 4:08 PM


This morning, the Banksy artwork was carefully moved to the South Ambulatory of the Guildhall Yard for protection and safe public viewing. For now, it can only be seen through glass. It will stay in this location for up to 6 months while we determine a permanent home. Please see our updated statement here: <https://news.cityoflondon.gov.uk/banksy-city-artwork-relocated-to-ensure-its-protection/> #Banksy #ArtConservation



8 ❤️ 87 🗨️ 9 🌐 0
10.48% Engagement Rate



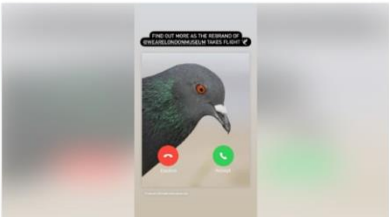

Best performing YouTube videos by engagement rate

 <p>City of London Corporation Aug 13 • 08:00 PM</p> <p>Moving Banksy's 'fish' artwork to a safer location</p> <p>9 likes, 0 comments, 1 share, 26 views 43% Engagements</p>	 <p>City of London Corporation Aug 08 • 04:58 PM</p> <p>West Ham Park Celebrating 150 years of nature, diversity, and community - July 2024</p> <p>2 likes, 0 comments, 1 share, 7 views 11% Engagements</p>	 <p>City of London Corporation Jul 24 • 12:56 AM</p> <p>Planning and Transportation Committee 23/07/2024.</p> <p>2 likes, 0 comments, 0 shares, 5 views 9% Engagements</p>
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Most popular content this year on Instagram

What were your top performing stories? 

 Gallery view 

 <p>@City of London Corporation Sep 6 • 4:43 PM</p> <p>We have moved the Banksy artwork to South Ambulatory of #GuildhallYard</p> <p>29 replies, 5 likes, 221 views 89.82% Completion Rate</p>	 <p>@City of London Corporation Sep 6 • 4:46 PM</p> <p>Members of the public can view the artwork through the glass window while we search for a permanent home</p> <p>43 replies, 25 likes, 192 views 83.52% Completion Rate</p>	 <p>@City of London Corporation Jul 24 • 2:34 PM</p> <p>FIND OUT MORE AS THE REBRAND OF @WEARELONDONMUSEUM TAKES FLIGHT </p> <p>89 replies, 3 likes, 168 views 61.14% Completion Rate</p>
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


One Year Review: Instagram

The @CityOfLondonCorp Instagram channel, launched around last year's Lord Mayor's Show, has grown to nearly 2,000 followers. Over the past year, 366 posts have generated 8,280 engagements and a reach of 177,000 impressions. While the follower count is still below that of our more established feeds, Instagram is proving effective at reaching a younger, more diverse audience. Unlike our main X feed, which has a 54% male audience with most users aged 45 and over, Instagram's audience is evenly split by gender, with the majority under 45 years old. Key content that resonated with the audience included posts related to the Lord Mayor's Show, City landmarks, behind-the-scenes glimpses of City events, and interactive Stories.

Benchmarking

Facebook: the chart below ranks by total posts sent (not how successful) and we have included the entire year to limit the outliers generated by the I'm Not OK

exhibition.

Page	Total fans	Fan growth	% Fans	Total posts	Total engagement	Eng. per post	Eng. rate
 London Borough of Southwark	11,178	173	1.55	1,043	2,801	2.69	0.09
 Hackney Council	11,720	520	4.44	524	8,162	15.58	0.24
 Islington Council	4,792	187	3.90	317	3,522	11.11	0.17
 Camden Council	7,330	175	2.39	795	5,602	7.05	0.27
 Lambeth Council	7,869	267	3.48	602	2,667	4.43	0.12
 Westminster City Council	8,186	576	7.04	1,217	6,764	5.56	0.30
 City of London Corporation: City Vie	13,103	1,346	10.27	435	34,577	79.49	0.88

X: Our X account remains the most followed among London boroughs, and Facebook performance is benchmarked annually to adjust for viral events like the *I'm Not OK* exhibition.

Page	Total followers	Follower growth	% Change	Total tweets	Total eng.	Eng. per tweet	Eng. rate
 lb_southwark	39,394	226	0.57	1,423	10,251	7.20	0.09
 lambeth_council	40,914	334	0.82	907	10,554	11.64	0.09
 hackneycouncil	53,569	-997	-1.86	768	16,265	21.18	0.11
 citywestminster	38,136	852	2.23	1,481	19,598	13.23	0.17
 camdencouncil	46,166	260	0.56	1,679	15,361	9.15	0.11
 cityoflondon	76,442	4,380	5.58	485	47,196	97.29	0.26

Annex D – Publishing (Internal Communications and Digital Communications)

The corporate website has achieved fifth place in the 2024 Quarter 3 Sitemorse Local Government rankings. Sitemorse provides a quality assurance service and currently assesses 373 organisations. Its weekly and monthly reports list areas for improvement across User Experience, Search Engine Optimization and Governance, Risk and Compliance.

In line with our work on Climate Action, there is now a dedicated reference at the foot of the website in relation to its carbon calculation (websites consume electricity which in turn produce carbon emissions). It has been rated 'B' and means that our corporate site is cleaner than 69% of webpages globally.

The website team has been working with the Mansion House on creating a revised section for the Lord Mayor ready for Alderman King taking office and includes information on his Mayoral Theme. In addition, they have created a new Sheriffs section which examines the role itself (and historical background) and biographies of the current post holders.

They have also been working with DITS on putting the Digital Strategy on the website but moving away from the 'print first' approach of other strategies and using the website to best advantage and ensuring the user experience drives the final product.

For the Lord Mayor's Show, the Publishing Team produced A3 and Double Royal variants using this year's artwork with display on more than 200 London Underground circuits from mid-October, given free by TfL. The poster featured on Guildhall's digital display screens and promoted on screens at the City Information Centre.

Circa 120,000 of the Show leaflet were printed and made available in Guildhall receptions, in Members pigeonholes and across the City Corporation 'estate' as well as the Bank of England Museum and St Paul's Cathedral. Leaflets and posters were sent on request to multiple Livery companies, the City Corporation family of schools, City churches and BIDS.

100,000 leaflets were distributed through London Calling (a specialist in cultural and event leaflet distribution) to variety of tourist outlets, hotels, libraries and community centres across the City, London, the Homes Counties and the South East and to venues on the Show route. Leaflet handouts were also organised at key stations and major cultural venues to commuters and tourists. The digital leaflet was hosted on the Livery Committee website.

Adverts featured in London Calling weekly email newsletter to 67,000 subscribers plus a banner advert on their website plus advertorial in early October and social media push from the end of October onwards.

The Internal Communications team has launched three new channels to embed greater understanding of our organisation and the outcomes from the Corporate Plan.

Our new podcast, The ColCast, entirely produced in-house, is very much people-focused with each edition profiling individuals and teams across the organisation, with a focus on the Corporate Plan themes - and has been designed to appeal particularly to our institutions/services and non-desk based colleagues who may not have regular access to the intranet.

Making Connections Q&A, profiles colleagues who are directly delivering services to residents, workers, visitors and learners, sharing their experiences and has had nearly 1,000 reads with many staff requesting to take part in future editions.

Our new bi-monthly deep dive sessions, Fantastic Five Years Live, are based around organisational strategy and plans directly related to Corporate Plan themes. The next session in November will align with COP and focus on our Climate Action Strategy.

Employee engagement focused on the delivery of key programmes in the People Strategy, most notably Ambition 25. Webinars were promoted and run throughout the summer with 80% of those polled agreeing that they now understood how Ambition 25 will work in practice. The programme team updated all colleagues on the progress and set expectations of when further information about the new pay and grading framework will be available.

A new Employee Engagement Network has been established to bring together internal communication leads across our services and institutions – with two sessions held since August on items including contributing to the above mentioned new channels; Ambition 25; the collection of EDI/Diversity data; and forming a communications focus group. The Network is tasked with improving collaboration in internal communications and engagement with a specific focus on the People Strategy; receiving input and feedback on plans and sharing best practice.

Strong engagement continues with the Town Clerk's regular email update with around a 70% open rate, likewise for Team Briefing with 80% opens. Town Clerk's social media has also had an impressive six weeks with 1381 reactions and 40,256 impressions.

There has also been strong promotion of, and engagement with, Black History month, including the successful Patrick Hutchinson event, and work is well underway on the next Town Clerk's all-staff event focused on the results of the Staff Survey.

Sheldon Hind

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E: Sheldon.Hind@cityoflondon.gov.uk

Corporate & Strategic Implications

Strategic implications – The majority of the work undertaken by the Corporate Affairs Team aligns with and supports the delivery of the Corporate Plan 2024-2029, particularly the Dynamic Economic Growth pillar.

Financial implications – None

Resource implications – None

Legal implications – None

Risk implications – None

Equalities implications – Not applicable

Climate implications – Not applicable

Security implications – None

Appendices

APPENDIX A - Key highlights report: International Investment Summit Media and Digital Communications Impact