

City of London Corporation Committee Report

Committee(s): Communications and Corporate Affairs Sub Committee – For Information	Dated: 29 May 2025
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 Abdilahe - Assistant Director of Media (Financial Services), Mark Mistry - Interim Director of Media & Digital Communications

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 the quarterly reporting of corporate communications and external affairs, to ensure there is a consistent approach to evaluation. Please note that the media reporting period covers the period from 1 January – 31 March 2025.

Annex A– Corporate Affairs

Strategic Communications and Messaging Development

2. The Communications and Corporate Affairs team continued to lead on shaping clear and aligned messaging in support of the City Corporation's strategic objectives. The fortnightly Strategic Forward Look Grid meetings enabled forward planning and messaging alignment across departments, highlighting priorities ranging from economic growth to planning policy and civic engagement.
3. An emphasis on insight-led communications remained central. Media and digital evaluation frameworks were used to refine messaging and improve campaigns, supported by ongoing development of clearer KPIs and feedback loops. The team continued to support the Policy Chairman, Lord Mayor, and senior officers through a mix of briefings and narrative development for key engagements.
4. The Corporate Affairs Team played a key role in crafting strategic communications and cohesive narratives for several key initiatives and events. These efforts included shaping messaging, facilitating strategic engagement opportunities, and providing briefings to Senior Officers, the Policy Chairman, and the Lord Mayor. Highlights included:

- **Wholesale Markets Communications and Engagement Programme campaign**

The team have continued to work at pace to support the next phase of the Wholesale Markets Programme, with activity focused on maintaining strategic alignment, clarity of message, and stakeholder confidence following the decision to cease the Markets Co-location Programme (MCP).

- A Major Projects Media Officer joined the organisation in February to support strategic media planning and delivery across the programme, working closely with colleagues in Strategic Communications, Corporate Affairs, Media, Internal Communications and City Surveyors to coordinate activity.

- Recent work, this period, included the publication of the independent Market Food Study, which secured positive coverage across national, trade and sustainability media. The team also supported a parliamentary information and engagement event, providing the Remembrancer's Team with content support, narrative development and insights to assist in briefing MPs and stakeholders ahead of the next stage of the Markets Bill.

- Looking ahead, we are working with a communications agency on a strategic campaign, preparing a series of milestone announcements, including transition planning, the release of refreshed visuals for both Smithfield and Billingsgate, and confirmation of any relocation sites. The communications strategy remains focused on careful sequencing and sustained stakeholder engagement.

- **CityAM Awards (6 May)**

The team worked with CityAM to negotiate a strategic partnership that included City Corporation branding across the Awards, sponsorship of one award, an advert in the programme on Net Zero Delivery Summit and introductory welcome remarks for the Policy Chairman. This allowed us the ability to communicate key messages such as on policy work in Innovation and Growth and on Destination City.

- **Spring Statement (26 March)**

In collaboration with Innovation and Growth colleagues, the team drafted a letter to the Chancellor from the Lord Mayor and Policy Chairman and a submission to HM Treasury ahead of the 2025 Spring Statement. The submission focused the City Corporation's key policy asks to government including recommendations for raising investment levels, pension reform, improving the regulatory and taxation environment, promoting the UK digital economy, sustainable finance and trade. The Corporate Affairs team worked closely with wider Media colleagues to maximum the opportunities to communicate our key messages

Political Engagement

5. Since the last sub-committee meeting in February 2025, the Corporate Affairs Team has prioritised:

- a) Continuing to support Innovation and Growth colleagues on briefing and insights for the Policy Chairman's meeting with the Parliamentary Under Secretary of State for Northern Ireland.
- b) Drafting and sending proactive letters to select politicians on key priorities of the organisation such as:
 - a. Our Global Offer to Business 2025 benchmarking report from Innovation and Growth.
 - b. The recent Scaling Digital Verification report from Innovation and Growth.
 - c. Invitations to the upcoming Net Zero Delivery Summit and Dinner.
 - d. Policy approach to the EU-UK Summit, communicating the City Corporation's views on further financial and professional services cooperation opportunities ahead of the Summit.
 - e. Letter to the Prime Minister's new Expert Adviser on Education and Skills.
 - f. Letter to HM Treasury on the City Corporation's views on what is needed in Business Rates transformation, resulting in Officer meeting with relevant HMT advisors.
 - g. Letter to Minister in MHCLG on the City Corporation's approach to planning and development in the City, resulting in the offer of a meeting with Baroness Taylor.
 - h. Letter to Minister in MHCLG on 60 Gracechurch Street planning permission.
- c) Facilitating and drafting briefings for:
 - a. The Policy Chairman's meeting with the Permanent Secretary, Department for Business and Trade.
 - b. The Lord Mayor's meeting with the Permanent Secretary, Department for Business and Trade.
 - c. The Policy Chairman's meeting with the Economic Secretary to the Treasury.
 - d. The Policy Chairman's meeting with the Shadow Secretary Economic Secretary to the Treasury.
 - e. The Policy Chairman's meeting with the Shadow Secretary of State for Science, Innovation and Technology.
 - f. The Vice Chair's (Tijs Broeke) roundtable with the Economic Secretary to the Treasury at the TCUK Joint Extraordinary Leadership Council and International Trade and Investment Group.

- g. The Vice Chair's (Tijs Broeke) roundtable meeting with the Minister for AI, Department for Science, Innovation and Technology hosted by Labour Together.
 - h. The Lead Member for International Markets' (Jason Groves) roundtable with the Shadow Economic Secretary to the Treasury on the future of the economy hosted by Onward.
 - i. The Vice Chair's (Tijs Broeke) private dinner at Chatham House with Baroness Manningham-Buller, the former director of MI5 on national security.
- d) Supporting the Business and Trade Dinner at Mansion House (7 May) by briefing Members, the Policy Chairman, and the Lord Mayor with key talking points and biographies of high-profile political guests and senior civil servants. The Secretary of State, the Rt Hon Jonathan Reynolds, and President of the British Chambers of Commerce, Baroness Lane Fox, delivered keynote addresses, alongside the Lord Mayor. The Policy Chairman held a bilateral meeting with the Business and Trade Secretary ahead of the dinner.

Pan-London Engagement

6. Since the last sub-committee meeting in February 2025, the Corporate Affairs Team has prioritised the following on Pan-London engagement:
- a) Engaged closely with internal and external stakeholders (such as London and Partners) on the final drafting of the London Growth Plan, as well as Member and Officer attendance to represent the City Corporation at the launch event in February 2025.
 - b) Working with internal colleagues on draft considerations for the City Corporation on devolution, in response to the English Devolution White Paper.
 - c) Continuing to manage and process casework matters from Members of Parliament and Assembly Members.
 - d) Supporting the Policy Chairman with bilateral meetings with the Director of Central London Forward; the CEO of London Councils; as well as recurring London Councils meetings.
 - e) Worked with internal colleagues on the LUCI Lighting Summit, providing stakeholder mapping and invitations to political stakeholders.

Engagement with External Partners

7. Resources in the Corporate Affairs team continue to be impacted and some engagement with external partners has been affected. Since the last sub-committee meeting in February 2025, the Corporate Affairs Team has prioritised the following on external partners engagement:
- a) Worked with REM and fellow financial and professional services trade associations (ABI, TCUK, UKFinance and BVCA) to deliver a Parliamentary Tea, attended by various politicians and the Policy Chairman.

- b) Ongoing engagement with the International Business and Diplomacy Exchange (IBDE) including maximising Officer and Member attendance across the various committees, and the Policy Chairman's attendance and speaking remarks at recent conference.
- c) Securing Members and Officers for relevant opportunities such as roundtables with the Whitehall and Industry Group on regulatory reform.
- d) Liaising with the Centre for Policy Studies on its annual conference, including providing briefing to Members in attendance at the VIP dinner.
- e) During the Policy Chairman's recent visit to Northern Ireland, secured high level meetings with the deputy First Minister of Northern Ireland, the Economy Minister (Northern Ireland), as well as the Chairperson for the Economy Committee (Northern Ireland). Corporate Affairs continues to work with Innovation and Growth colleagues for follow up meetings and engagement with the Northern Ireland Executive and wider stakeholders.

Forward Look and Future Engagement

- f) Supporting the City Corporation with communications and political engagement regarding the policy priorities of the organisation with both Government, as well as other Opposition parties.
- g) Further integrated planning and delivery with various teams across the organisation on areas such the City of London Police and economic security
- h) Continuing to negotiate and maximum strategic partnerships, such as events, that allow for opportunities for senior level political engagement. This includes an upcoming Concordia Summit event, as well as Onward's annual Chairman dinner. Planning is also underway to hold the annual Chapman Barrigan Lecture at the Guildhall, an event focused on highlighting and inspiring women from the real estate field.
- i) An updated Memberships and Subscriptions paper will come to July Subcommittee, working with colleagues across the organisation to ensure it is comprehensive.
- j) 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 event partners.
- k) 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

8. The past three months have been a busy and successful period for the City Belonging Project – with the number of sign-ups having grown by 20% to more than 3,700. Eight City Belonging Networks have now been launched, including five since the last meeting: Women, Social Mobility, Neurodiversity, Mental Health and Veterans. We are putting together steering groups for each of these networks, in collaboration with City businesses and interested individuals.
9. This initiative has gathered interest from a number of key individuals, including by the Bishop of London speaking in parliament in December – and by Sir Sadiq Khan at the Lord Mayor’s Appeal Eid Dinner: “At a time when many are rolling back on diversity and inclusion, it’s heartening to see the City of London Corporation rolling on. I’m grateful to the Lord Mayor for his dedication to this cause – and his leadership in launching... City Belonging Networks, including the City Muslim Network.”
10. Numerous City workplaces have increased their active involvement with the programme and requested meetings and presentations. At their request, we are working to develop a framework for a designated City Belonging Champion at each City business, giving us a single point of contact and communication for Belonging activity. In addition to supporting the community events run by Remembrancers, we have held standalone Belonging events at Janus Henderson, Fidelity and Accenture (in collaboration with Progress Together), and are continuing to develop our network of potential hosts. We were successful in securing funding from Aldgate Connect BID for the City Jewish Network Passover event held at Sandys Row and Bevis Marks Synagogues.
11. Since the beginning of the year, we have been supporting the work of the CIL Neighbourhood Fund-supported Faith in the City initiative, focused on understanding the faith needs of the Square Mile and putting forward ideas for the future. More than 800 people have completed the 15-minute online survey and 200 attended focus groups and one-to-one interviews. Those interested in the project include Faith Minister Lord Khan, the UN’s Special Rapporteur on Religious Freedom, the Vatican’s Dicastery for Interreligious Dialogue, the OSCE, Bishop of London, Lambeth Palace, Regents Park Mosque, the Office of the Chief Rabbi and senior Hindu, Sikh and Jain leaders. The report is being finalised at the point of writing.
12. We are continuing to work with DITS to deliver the “Data Lighthouse” corporate CRM project, which will prove transformative in the way we engage with our community and scale that engagement. In particular, we are working to ensure that users can be matched to specific addresses, a development that would allow for ward-based email communications.

13. We are working with a number of teams across the organisation, including Public Health and Education Strategy, to deploy the framework, networks and individuals convened as part of the City Belonging Project to support them in their community engagement aspirations.

Resident Engagement

14. The team continues to provide engagement support and advice to resident-facing departments across the organisation, helping to ensure their communications are clear, accessible, and audience-focused. This includes focused work with colleagues in Department of Community and Children's Services (DCCS) to better support their communications and engagement needs, in order to deliver the best possible outcomes for residents.
15. A City Question Time: Finance Special event on 3 February at the Barbican Centre, in collaboration with Chamberlain's. It combined the statutory business ratepayers consultation with the usual Q&A session, which first covered finance and policing before opening to general questions. With 80 attendees, satisfaction scores rose to 3.62 (up from 3.32 in December), reflecting strong appreciation for the focused top-based format. A culture-themed edition will be held on 22 May.
16. We continue to ensure that are regularly updated via City Living print newsletters to all 8,000 residential properties. In March, we distributed the Spring 2025 edition via council tax mailouts, ensuring a cost-effective print run. This included features on the City of London Police, Faith in the City, cycling provision, children's access to education, and biodiversity tips, along with a round-up of upcoming spring and summer events.
17. We are working to better bring together online and offline communications, renaming our regular email newsletter City Living, as well as introducing a more modern format using Mailchimp. Responding to increased content demand and rising engagement, we shifted from monthly to fortnightly editions – with subscriber numbers and click-through rates continuing to grow. To complement this, a new resident landing page on the corporate website was launched and promoted via the rebranded newsletter. It brings together resources and services in a single, accessible location: www.cityoflondon.gov.uk/residents.
18. Work is also underway to bring together engagement around consultations across the organisation. The City Hub will be a new central platform for consultations developed with Commonplace, similar to that offered by City of Westminster. A new user permission level will soon allow the organisation to retain information shared by contributors – over 6,000 to date – supporting better-informed engagement going forward.
19. We have also presented at a number of community meetings, including with the VCSquared volunteer network project. We shared updates on our resident and

worker engagement strategy, heard directly from community leaders about volunteer visibility and participation and got feedback on the proposed City Living Resident Card, which was enthusiastically received.

Election Engagement

20. Since the last meeting of this committee, the 2025/26 voter registration figures were published and the all-out elections for Common Councillor were held. As has been the case previously, an evaluation will be carried out and report into the election engagement campaign will be provided to this committee and Policy and Resources in due course, including lessons identified and areas for future consideration.
21. Following a robust campaign, the Ward List rose to its highest level since the law changed a decade ago to require annual re-registration. It now stands at 21,011 – an increase of 6.5% since last year – and 65% higher than the pandemic low. Approximately two thirds of workplaces with 100 or more employees chose to register, including previously unregistered large businesses targeted by the campaign, including SMBC, Deliveroo and Chubb.
22. The election campaign ensured voters were aware of key dates and candidates through a multi-channel approach including digital communication and print advertising. The guide to candidates was again published on the Speak for the City website and every voter received a postcard, directing them to the guide. While turnout was down slightly at 29.7% (-2.7%) from 2022 in the wards that were contested, this figure remains similar to local elections in inner London boroughs.
23. The number of candidates standing (136) was unchanged on 2022, and 11 wards were contested (8 fewer than previously). More than 130 people attended a reception for potential candidates, and 118 attended more formal briefings – with 1-on-1 support given to individuals interested in standing. We also became the first local authority in England to launch a candidate diversity monitoring form, 44 of whom completed this information. We are working with Governance and Members Services and the EDI team to undertake diversity monitoring of all members.

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Annex C – Media Relations

Media Impact Analysis

24. The Communications Team delivers a quarterly digital and media communications report to enhance our strategic impact across priority campaigns and engagements. This paper provides an overview of activity for the period January to March 2025, analysing earned media coverage, digital engagement metrics, and sentiment trends. It includes comparison with the previous quarter to highlight changes in reach, performance and public perception. Data and insights inform the continued refinement of our content strategy and support our corporate narrative.

Media Coverage Overview

25. During the reporting period, the Media Team generated 3,501 media mentions.

These included:

- 3,250 mentions in online outlets
- 111 television mentions
- 86 print articles
- 54 radio broadcasts

Coverage appeared in prominent outlets such as BBC Radio Four, BBC London (online, radio and TV), Bloomberg News, CNBC, the ABC (Australia) Financial Times, The Daily Mail, The Times, The Daily Telegraph, City AM, The Standard (formerly Evening Standard and a wide range of trade press including the Architects' Journal and Building Design.

Media Highlights

Bloomberg donation to London Museum

26. Secured significant coverage for the £20 million private donation by Bloomberg to the new London Museum. Sold into the Press Association, with *syndication to 239+ outlets* including BBC and ITV, regional titles, and specialist heritage press. It featured the Policy Chairman's quote, amplifying the Corporation's leadership in cultural regeneration.

27. Social media posts generated around 3,500 engagements across our social media channels (X, Facebook and LinkedIn), with an aggregate engagement rate of 15% and around 60,251 impressions. The post did exceptionally well on LinkedIn, with a 7 percent engagement rate, well above the industry average of 2-3%.

India Programme

28. A proactive media programme supported the Lord Mayor's India visit and Growth Unleashed narrative. Financial Times interview landed the UK-India business agenda with commentary on risk and dynamic market opportunities.

29. Lord Mayor interviewed with NDTV broadcast which aired on India's largest news network and YouTube (14.5M subscribers), covering fintech, UK investment, and future trade relations. Hindustan Times op-ed set the tone for bilateral FS collaboration. The CNBC Squawk Box also allowed the Lord Mayor to position UK as a scale-up hub for Indian firms. Ministerial Roundtable (with Indian Finance Minister and Jonathan Reynolds) was reported in The Independent, Economic Times, Politico, The Hindu, and Press Trust of India.
30. An extensive social media campaign covering the Lord Mayor's visit to India generated over 1100 engagements on X, LinkedIn and Instagram, with an aggregate engagement rate of 13% and around 12,790 impressions.
31. The social media posts of carousels (multiple photos), on his final day of the trip performed best on LinkedIn with a strong engagement rate of 12.09%.

MIPIM 2025

32. City A.M. column by the Policy Chairman launched campaign: "If we want our economy to grow, our skyline must go up, up, up."
33. Coverage included: BBC, The Times, Time Out, Metro, London Evening Standard. Focused on bold, pro-growth planning and investment messaging. Trades included Property Investor Today, Property Wire, and CoStar.
34. The City Corporation digital team also ran a week-long campaign on social media during MIPIM, starting with social media posts amplifying the Policy Chairman's City AM column on X and LinkedIn. Posts on X and LinkedIn generated roughly 800 engagements, with an engagement rate of around 4% and around 8,909 impressions.

Rachel Reeves' growth speech

35. Sky News and LBC interview by the Policy Chairman reacting to Rachel Reeves' growth speech, positioned the City as a delivery partner for reform. Daily Mail column by the Lord Mayor advocated for unlocking growth in AI, life sciences, fintech and cyber. The oped was timed ahead of the Chancellor's economic speech.
36. The Policy Chairman quote included in the Financial Times welcoming the FCA's five-year strategy. Highlighted need for proportionate regulation and financial education. This supported the narrative of unlocking growth while ensuring resilience.
37. Social media posts generated around 1000 engagements across our social media channels (X and LinkedIn), with an aggregate engagement rate of 6% and around 9,200 impressions. The post did well on LinkedIn with a strong 5 percent engagement rate.

Scotland

38. Over 100 outlets covered the renewed financial services partnership between the City Corporation and the Scottish Government with the Policy Chairman and Lord Mayor quoted alongside the First Minister of Scotland.
39. The Scotsman, Herald, STV News, The Times Scotland, and The Argus carried coverage. The Policy Chairman interview in The Scotsman outlined City's commitment to regional financial services ecosystems.
40. Posts on X and LinkedIn generated roughly 500 engagements, with an engagement rate of around 3-4 percent and around 7,456 impressions.

City Corporation to gift Banksy 'piranhas' artwork to the London Museum

41. Following an exclusive pitch to Press Association by the Media Team to leverage coverage for Destination City, our arts and culture offer, and the City's transformative major projects, over 240 media outlets covered the announcement that the City Corporation will gift its Banksy 'piranhas' artwork to the new London Museum. Major national coverage was secured, including in BBC News, Daily Mail, Good Morning Britain, and the Independent. The Policy Chairman was quoted.
42. The Media Team built on their previous successes with this story, sending posts across our channels which generated 2,470 engagements (5.4%) with a reach of over 53,500 impressions. This brings the totals for the Media Team's work on this project to 107,000 engagements and reach of 722,500 impressions.

London Archives 'London in the Second World War' exhibition

43. Significant national coverage was achieved for the London Archives 'London in the Second World War' exhibition about The Blitz. BBC Radio 4's Today Programme interviewed the Assistant Director of The London Archives. Further coverage was secured in The Times, both, in print and online, and on BBC TV News (TV) and BBC Radio London's Robert Elm's show.
44. The media team complemented The London Archives social media campaign with posts across our flagship channels, generating 5,040 engagements (9.64%) and a reach of 25,900 impressions. We will continue to support the exhibition with posts marketing key moments and reminders about its run.

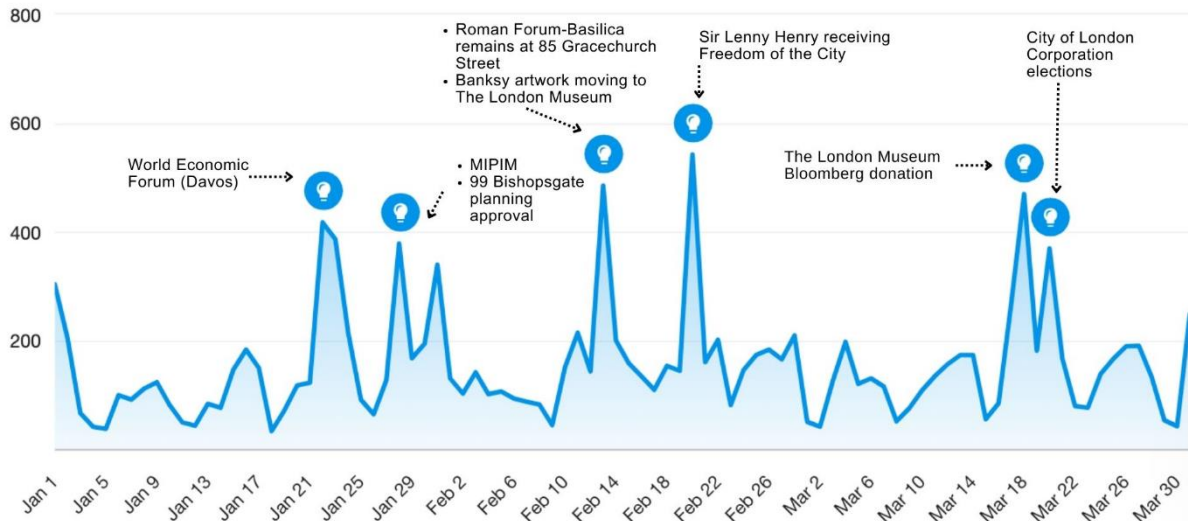
Spikes in mentions of the City of London Corporation

Total Mentions

13.8k ↓ 60%
Previous period 34.4k

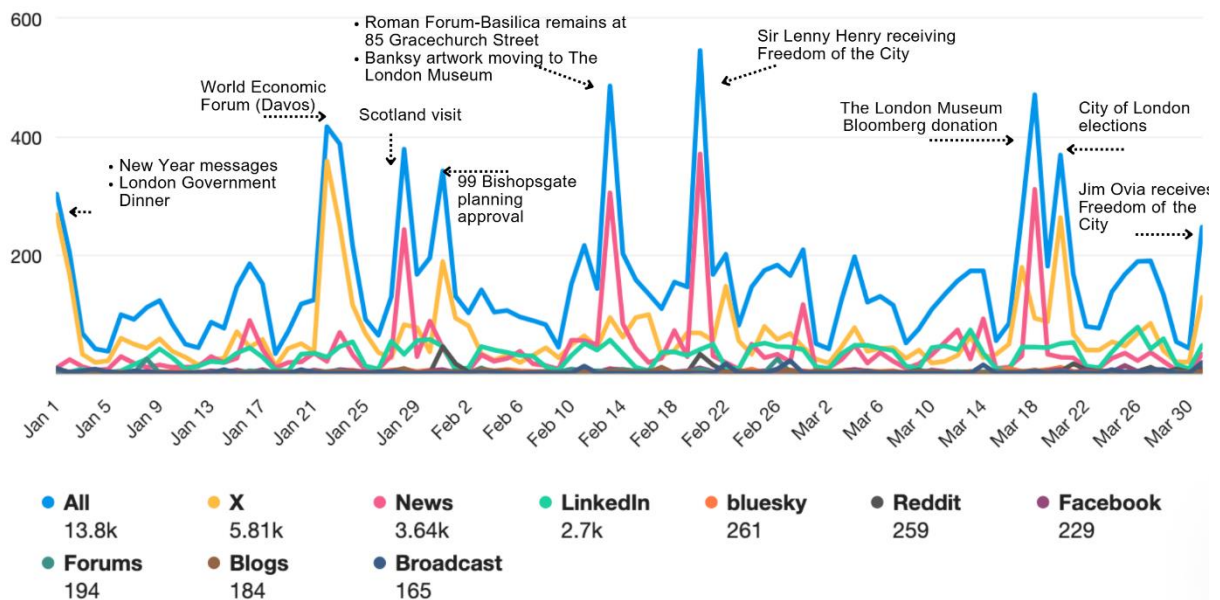
Daily Average

153 ↓ 60%
Previous period 382



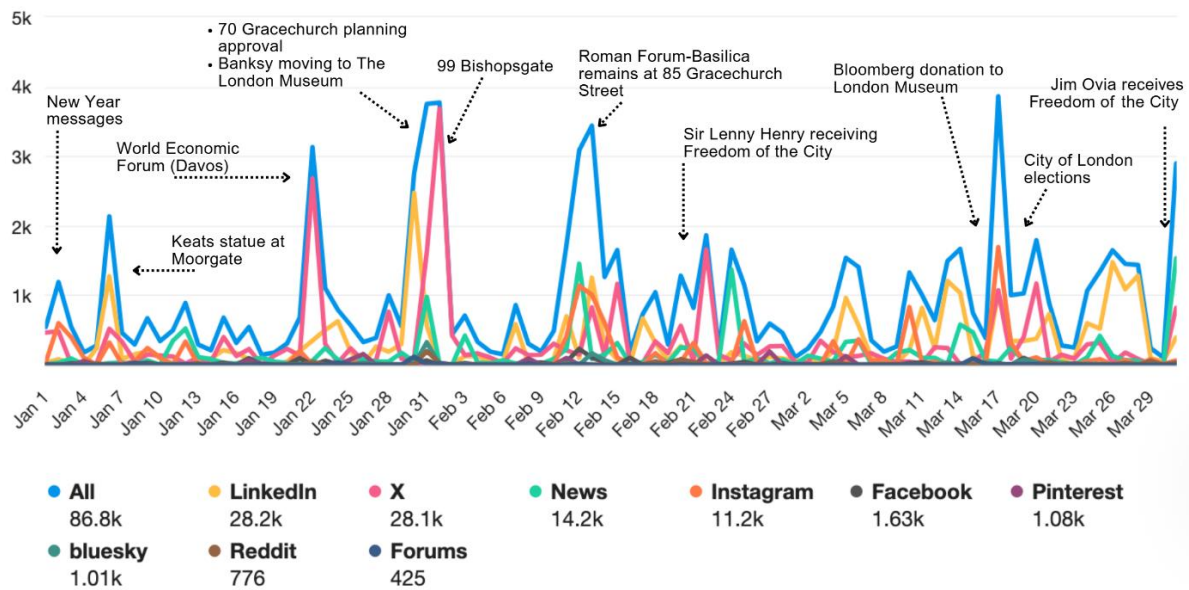
An overview of overall mentions across all media platforms, including social media. This includes total and average daily mentions, as well as the percentage change compared to the previous quarter. These AI-driven insights highlight statistically significant spikes in news and social media conversations.

Mentions across traditional media outlets and social media platforms



Breakdown of engagement across news, social media, and other source types.

Mentions with most engagements



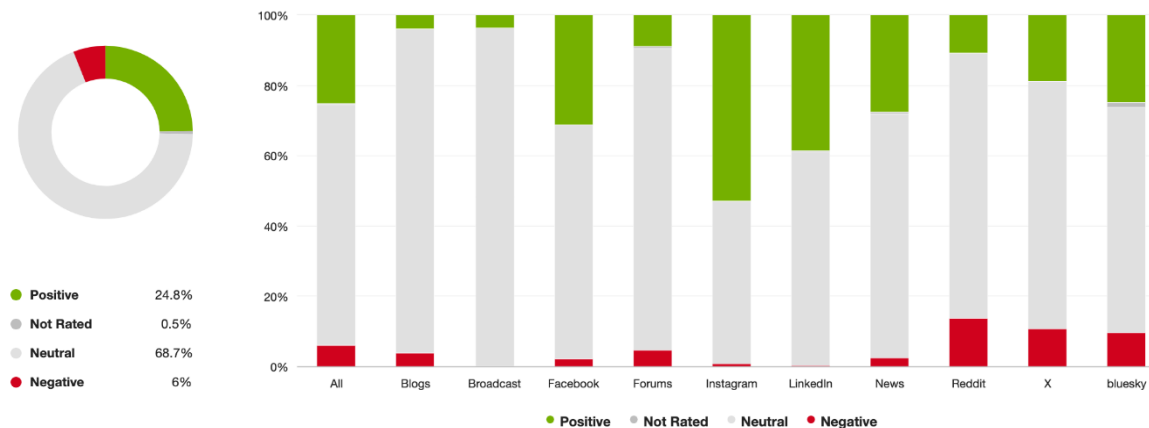
Breakdown of engagement across news, social media, and other source types.

Sentiment analysis

45. Sentiment continues to be reviewed manually by the Communications Team to ensure accuracy and eliminate misclassification by automated tools. This helps account for tone, sarcasm, irony, or contextual nuance that sentiment algorithms may misinterpret.
46. **Negative sentiment** decreased from the previous quarter, which had been shaped largely by extensive coverage of the closure of Smithfield and Billingsgate markets. In Q1, mentions of these topics were limited to a small number of references related to a public petition and delays to refurbishment work on the Millennium Bridge, neither of which gained significant traction.
47. **Positive sentiment** increased, with notable peaks around the Lord Mayor and Policy Chairman's engagements in Scotland, public appreciation for Holocaust Memorial Day hosted at Guildhall, and wide praise for the Freedom of the City ceremonies honouring Sir Lenny Henry and Jim Ovia.

48. **Neutral sentiment** accounted for the majority of coverage. These mentions typically involved straightforward reporting of City activities or announcements, with no clear opinion expressed. No negative campaign or media event dominated the period.

Overall sentiment for this reporting period



Sentiment is derived from Meltwater's natural language processing algorithm. Where a post or article does not contain sufficient language to allow confident categorisation, it is marked as "Not Rated."

Digital Communications Impact Assessment

Overall Reach and Engagement

49. The Corporation's digital communications delivered significant reach and impact this quarter. The campaign-driven, multiplatform approach generated:

- 1,605,425 impressions
- 157,701 engagements
- Engagement rate of 4.43%, up slightly from 4.36% last quarter
- Audience growth of 8,031 new followers, a 5.5% increase quarter-on-quarter
- Total audience now stands at 184,614 across the Corporation's flagship channels

50. These results were delivered despite a seasonal decline in content volume. The number of posts decreased to 651 (down from 838 in Q4), but improved targeting and timing helped sustain visibility and engagement.

Digital Communications Highlights

51. This quarter's strongest performing themes continued to align with planning, civic activity and the City's cultural identity. The City Belonging Project maintained its strong performance, particularly through the launch of the City Veterans Network, which excelled on LinkedIn, and digital storytelling around planning applications demonstrated particularly high audience resonance.

52. The social media approach remained platform-appropriate, with content tailored to civic and professional storytelling on LinkedIn, community and event-driven messaging on Facebook, and visual discovery content on Instagram.

Planning application approvals – 70 Gracechurch and 99 Bishopsgate

53. Our announcements of major planning approvals (70 Gracechurch and 99 Bishopsgate) achieved exceptional performance, generating 42,100 engagements and 354,000 impressions. That's more than the previous quarter's announcements with an engagement rate of 12.5% versus 11.36%. Media officers earned these metrics not only by continuing to build visually engaging posts but ensuring they were optimally timed for our audiences who respond positively.

The City Belonging Project

54. City Belonging events, and particularly the launch of the City Veterans Network, delivered nearly 10,000 engagements and a reach of 23,300 impressions, which is an average engagement rate of 13.4%. These posts excel on LinkedIn where they continue to generate our highest engagement rates with 43.2% recorded for the Veterans in the Square Mile event.






Channel Metrics

55. While output volume decreased compared to Q4 — with 651 posts published, down from 838 (a 22 per cent reduction) — core performance indicators remained strong. Total impressions fell to 1,605,425 (a decrease of 40.3 per cent), and engagements totalled 157,701 (down 34.6 per cent), reflecting the seasonal slowdown. However, the overall engagement rate increased to 4.43 per cent, and follower growth remained robust, with an additional 8,031 followers acquired over the quarter — a 5.5 per cent increase. These figures suggest that, despite lower output, the quality and relevance of content improved, maintaining meaningful audience interaction.

Platform-Specific Growth

56. Across platforms, audience growth was strongest on Instagram and LinkedIn:

- Instagram: 3,332 followers (+42% growth)
- LinkedIn: 78,017 followers (+8% growth)
- X: 110,855 followers (+0.8% growth)
- Facebook: 13,860 followers (+0.4% growth)
- YouTube: 9,750 followers (+1.4% growth)

	Account	Posts	Video views	Post link clicks	Engagements	Engagement rate	Impressions	Net fans
1	 City of London Corporation · LinkedIn	303	96.8k	119k	141k	6.13%	1.03M	6.02k
2	 City of London Corporation: City View · Facebook	73	982	167	6.68k	6.16%	103k	60
3	 cityoflondon · Twitter	108	4.76k	653	5.29k	1.8%	394k	855
4	 City of London Corporation · Instagram	77	6.29k	0	2.5k	3.4%	56.1k	992
5	 City of London Corporation · Youtube	176	6.44k	0	353	0.02%	6.44k	130

Platform specific highlights

57. **LinkedIn:** Our strongest performing channel generated 1,034,596 impressions and 141,737 engagements with an engagement rate of 6.3%. LinkedIn's content (307 posts) focused on professional and civic updates, which resonated well with our audience. Notably, LinkedIn drove the vast majority of web traffic from social, with 119,200 link clicks this quarter. Follower growth was robust – +6,017 new followers on LinkedIn – reflecting a significant expansion of our professional audience on this platform.
58. **Facebook:** Delivered 107,689 impressions and 7,691 engagements, with the highest engagement rate of any channel at 6.5%. Although Facebook reach was more modest, the platform's audience proved highly interactive with the content we shared (76 posts, including community stories and event highlights). Engagement rate edged slightly above LinkedIn's, indicating strong interest from our Facebook community in our posts. Follower growth on Facebook was slower (+60), suggesting a largely stabilized core audience; however, continued posting of shareable civic content is keeping this group engaged effectively.
59. **X:** Achieved 399,044 impressions and 5,361 engagements across 111 tweets, corresponding to a 1.79% engagement rate. X's reach was the second highest after LinkedIn, helping us maintain visibility in real-time conversations. Engagement on X, while lower in rate, was solid for a fast-paced platform, and it contributed 653 link clicks to City webpages. The account saw a healthy +855 new followers, demonstrating that our timely updates and news are attracting new interest despite a competitive attention environment on this platform. Given decreasing engagement levels on X, the communications team is re-considering efforts going into this platform, with others under active consideration.
60. **Instagram:** Recorded 58,038 impressions and 2,562 engagements with an engagement rate of 3.4% over 79 Instagram posts. Instagram's visual content (highlighting City culture, architecture, and behind-the-scenes looks at events) continued to foster community interaction. While its reach is smaller, the platform's engagement rate outperformed X, showing that our Instagram followers are actively involved with our posts. Importantly, Instagram drove strong audience growth (+992 new followers) – a testament to effective use of stories, images, and hashtags in expanding our reach among younger and visually-engaged audiences.

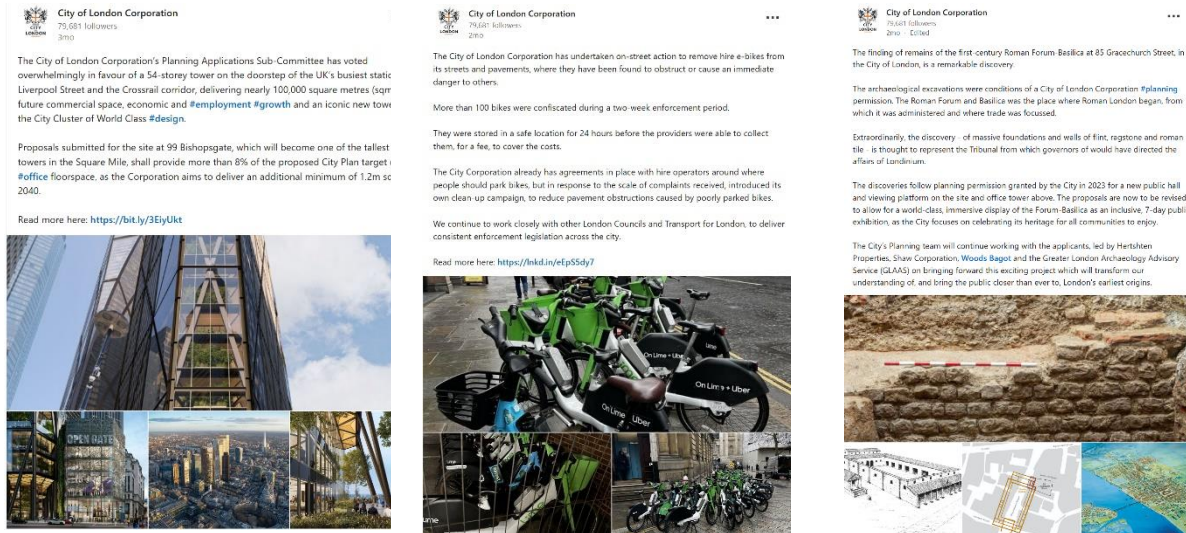
Most engaged content

61. Leading content categories by engagement included planning approval announcements, The City Belonging Project and Freedom of the City ceremonies.

Post highlights:

- 99 Bishopsgate's planning approval generated 29,608 engagements (26%) on LinkedIn, reaching 113,850 impressions.

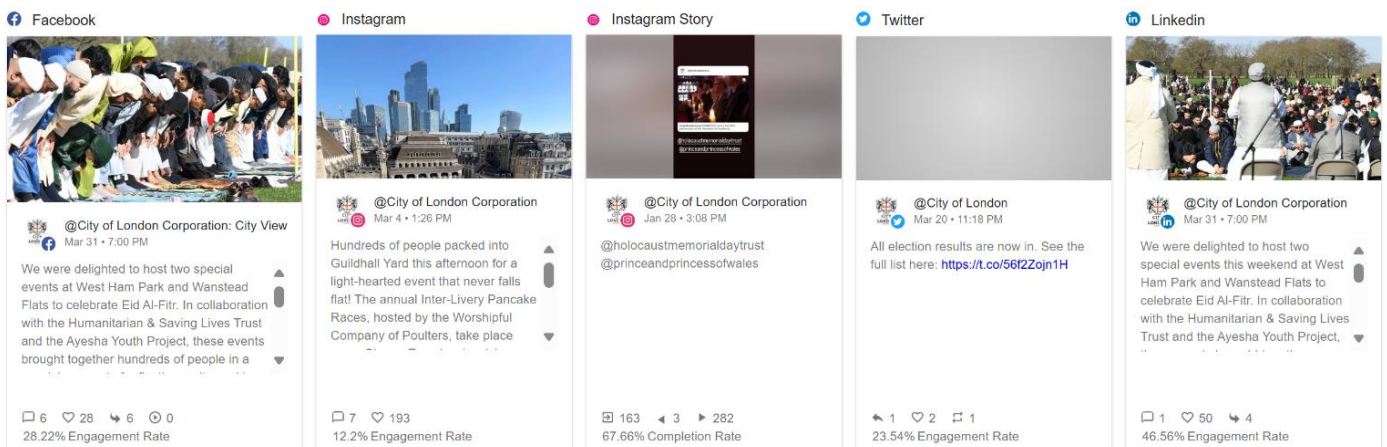
- The removal of e-bikes generated 9,868 engagements (16.2%) with a reach of 59,584 impressions on LinkedIn.
- The finding of remains of the first-century Roman Forum-Basilica at 85 Gracechurch Street generated 7,855 engagements (22.49%) on LinkedIn with a reach of 34,943 impressions.



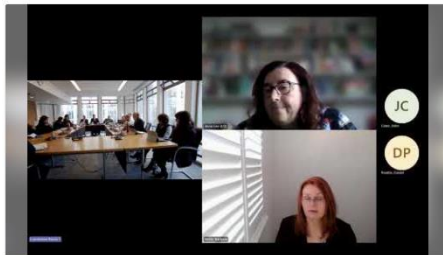
Platform-specific engagement rates

62. Top posts measured by the engagement rate percentage were identified across Facebook, Instagram, X and LinkedIn. This shows how content is landing with end users, regardless of how many followers a particular feed has, allowing us to gauge how well content is doing and update our plans accordingly.

Top performing post on each platform by engagement rate



YouTube videos by engagement rate



City of London Corporation
Feb 15, 12:53 PM
Joint Consultative Committee 6th February 2020.

4 1 10 23
30% Engagements



City of London Corporation
Jan 31, 11:32 AM
Planning Applications Sub-Committee Friday 31st January 2020 10.30am...

4 1 10 19
29% Engagements



City of London Corporation
Mar 15, 10:52 AM
Duke of Gloucester celebrates 50 Years as Epping Forest Ranger

7 1 10 15
24% Engagements

Annex D – Internal Communications and Engagement and Corporate Website

Transformation and Internal Communications and Engagement:

63. A major focus has been on launching the first wave of Programme Sapphire – our new HR and Finance system. As well as providing an overview to all staff of the benefits the new system will bring – tactical communications plans have been delivered to embed the new Learning Management System, which has launched with a new suite of e-learning modules – and Performance Management and Goals.
64. In addition, we led an organisation wide campaign to ensure that all staff, including non-desk based staff had urgently completed a new Cyber Security e-learning module. Not only were the desired completion rates achieved, but testing has also demonstrated a significantly higher awareness of cyber security risks and the reporting suspicious emails.
65. Regular organisation wide updates on the progress of Ambition 25 continue to be provided by Ali Littlewood (at the end of February and April) – with the messaging reflecting our commitment to open and transparent communication on this important change programme. Updates have been cascaded first to ELB, then senior leaders, then all staff. The Town Clerk provided an overview of the aims of the programme in his video series to all staff; and the programme was widely covered at the Town Clerk Live event in March, particularly in the Q&A session (see below). Leaders and staff have been invited to a series of deeper dive sessions in May, June and July to understand more about the job family framework – and how this will open-up career and development opportunities. A new animation has been created with the aim of boosting the positive changes the job family framework will be in an easy to consume format, with Dionne Corradine providing the voiceover.
66. To coincide with the two-year anniversary of the Town Clerk joining the City Corporation, Cathy Mahoney, Director of Communications and Engagement at the City Bridge Foundation interviewed Ian Thomas at Horizon 22 to create a series of bite sized videos, where staff can understand more about his vision and leadership priorities. Much focus is given to culture, collaboration and creativity and how the organisation is changing to become world-class. The videos are being promoted across institutions via our internal communications colleagues.
67. In mid-February we held a Town Clerk Live session, with one of the highest attendance records, where more than 1,000 members of staff joining either in person or online, demonstrating a high level of engagement. Marking one year since the launch of the Corporate Plan and People Strategy the event featured a series of Vox Pops from visitors, learners, workers and residents, asking questions about what they care about – which our leaders then responded to on-stage. An update on Destination City was also provided. The session received positive feedback in the post event questionnaire – particularly on a new Q&A format allowing for greater interaction.

68. The Internal Communications Team also successfully promoted several key initiatives, including Learning at Work Week and Mental Health Awareness Week, promoting our annual report on the City Corporation's support of Financial and Professional Services, as well as initiatives like the call for volunteers for our Crisis Support Team, and the annual appraisals process. Additionally, the team played a crucial role in the rollout of a new learning management system, ensuring staff were informed and engaged with the latest developments in professional growth and support.

Website

69. As this report went to print, a decision regarding transformation funding for an external audit of the City Corporation's digital estate remained outstanding. This exercise would be conducted in concert with DITS. Transforming the organisation's digital presence can create savings, unlock revenue opportunities and most importantly of all, give the City Corporation a future-proofed digital footprint of which it can be proud.

70. The Digital Publishing and Content Strategy Lead has been liaising with the Access Advisor in Environment to improve accessibility information on the corporate website about our physical locations. This is a work in progress (more content is being added on a rolling basis) and aims to improve autonomy for our disabled visitors.

71. In collaboration with colleagues in the Small Business Research and Enterprise Centre [SBREC] the web team have created a new section for the SME Gateway resources which provides a wide range of support for small and medium-sized businesses.

72. Election results were updated on the corporate website in real time and this election saw the first use of audio ballots. These were created by the web team in collaboration with the Campaigns and Community Engagement team. These voting aids are for visually impaired or blind voters and were available on the website and via links from the polling stations.

73. The corporate website is ranked in the top 10 local government sites by Sitemorse for Quarter 1 at sixth out of 338 sites. Sitemorse is a subscription service which runs regular (and on demand) website assessments. It publishes quarterly tables of all local government scores, this quarter we scored 8.8 out of 10 (the top score was 9.2). It covers Accessibility, (broken) Links, Search Engine Optimisation, (broken) Email, Code Quality and Performance.

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Corporate & Strategic Implications

74. 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.

75. Financial implications – None

76. Resource implications – None

77. Legal implications – None

78. Risk implications – None

79. Equalities implications – Not applicable

80. Climate implications – Not applicable

81. Security implications – None