

City of London Corporation Committee Report

Committee(s): Communications and Corporate Affairs Sub Committee – For Information	Dated: 8 October 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 Communities, Engaged 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) Lorraine McLennan – Head of Transformation Communications, 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 April 2025 – 30 June 2025.

Annex A – Corporate Affairs

Strategic Communications and Messaging Development

2. The Strategic Communications and Corporate Affairs teams continued to lead on shaping clear and aligned messaging in support of the City Corporation's strategic objectives, while strengthening strategic planning and insight capacity.
3. 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

4. The Corporate Affairs and Strategic Communications teams continue to support the Wholesale Markets Programme, focusing on clear narrative, stakeholder confidence and alignment following the cessation of the Markets Co-location Programme. Activity included coordinated media handling around increased coverage in May and June, and securing an interview for the Policy Chairman with *OnLondon*, which provided a platform to underline the rationale for change, highlight trader calls for modern facilities, and set out the City Corporation's climate and regeneration priorities.
5. During this period, the City Corporation announced the appointment of a new regeneration and masterplanning team to shape proposals for Smithfield and Billingsgate, alongside plans aimed at investing for London's future, which positioned Smithfield as a future cultural and commercial hub within the Destination City strategy. Communications emphasised continued investment in a

new Markets Programme and a sequenced campaign approach, preparing the ground for forthcoming milestone announcements on transition planning, refreshed visuals and relocation options.

City of London Police and National Lead Force for Fraud Role

6. Alongside colleagues across Communications, the Remembrancers Team, Police Authority Board and Innovation & Growth, have developed a comprehensive core messaging document on the City of London Police and its National Lead Force for Fraud role.

CityAM Awards

7. 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.

Political Engagement

8. Since the last sub-committee meeting in May 2025, the Corporate Affairs Team has prioritised:
 - a) Drafting and sending proactive letters to select politicians on key priorities of the organisation such as:
 - a. The release of *“Our Global Offer to Business: London and the UK’s Competitive Strengths in Support of Economic Growth”* to various politicians across HM Treasury, Department for Business and Trade and Number 10.
 - b. City Corporation views on Planning and Growth to various Ministry of Housing, Communities and Local Government, Department for Digital, Culture, Media and Sport and HM Treasury Ministers.
 - c. City Corporation views on the Financial Services Growth and Competitiveness Strategy to the City Minister.
 - d. The launch of the new Innovation and Growth report on the Investment Hub to HM Treasury, Department for Business and Trade and Number 10.
 - b) Facilitating and drafting briefings for:
 - a. The Policy Chairman’s meeting with Shadow DSIT Secretary of State, Alan Mak (May).
 - b. The Policy Chairman meetings with Baroness Taylor to discuss Planning and Growth (May).
 - c. The Policy Chairman's roundtable with the Economic Secretary to the Treasury to discuss the Financial Services Competitiveness and Growth Strategy (June).
 - d. The Deputy Chair of Policy’s (James Thomson) remarks to the HM Treasury Women in Finance Charter event at Guildhall, with the Economic Secretary to the Treasury and Director General of Financial Services to the Treasury (June).

- e. The Deputy Chair of Policy to speak on a panel at the BusinessLDN Future of London Conference on *The Industrial Strategy and London's Growth Plan: What does the new strategy mean for London's high growth sectors?*. (June)
- f. The Deputy Chair of Policy to attend a private dinner with the Milken Institute with Yulia Navalnaya, the Director of the Anti-Corruption Foundation (June).
- g. The Lord Mayor's meeting with the Shadow City Minister, Mark Garnier MP (June).
- h. Attendance by the Policy Chairman at the Lloyd's Chair Reception (July).
- i. The Deputy Chair of Policy attendance at Progressive Britain Corporate Forum Dinner with Liam Byrne MP (July).
- j. Members seated next to politicians across various dinners held by the City of London Corporation in conjunction with the Remembrancer's team such as:
 - o HM Judges Dinner
 - o Financial Professional Services Dinner
 - o French State Banquet
 - o Tech and Innovation Dinner
 - o Police Authority Board Dinner

Pan-London Engagement

9. Since the last sub-committee meeting in May 2025, the Corporate Affairs Team has prioritised the following on Pan-London engagement:
 - a) Continuing to engage with external stakeholders, such as London Councils and Central London Forward (CLF) on the London Growth Plan.
 - b) Finalised the drafting of an internal paper on approach to Devolution, to be approved by senior officers.
 - c) Managed a large volume of MP casework across several differing area such as working with Environment (Epping Forest) colleagues on a complex issue involving the local MP, residents and local media.
 - d) Provided drafting and engagement oversight to colleagues for the upcoming London Walking, Wheeling and Cycling Conference, involving a number of international city mayors.
 - e) Ensured engagement for the Policy Chairman with the Deputy Mayor for Culture and the Deputy Mayor for Business on the proposals for Mayoral licensing powers, making appropriate representations.
 - f) Supporting the Policy Chairman with bilateral meetings with Georgia Gould OBE MP; as well as various London Councils meetings - including the London Councils AGM.
 - g) Briefed the Chair of the Police Authority Board on the new London Missions Growth Board (chaired by the Deputy Mayor of London for Business; and Chair of London Councils), in his capacity as representative for the Policy Chairman.

- h) Provided speaking remarks for the Town Clerk's welcome speech at New Local's annual conference, 'Stronger Things'.

Engagement with External Partners

- 10. Since the last sub-committee meeting in May 2025, the Corporate Affairs Team has prioritised the following on external partners engagement:
 - a) Account managing the eleven corporate partnerships that the Corporate Affairs Team holds, liaising with Officers and Members to ensure representation at various roundtables, briefings and events.
 - b) Liaising with Onward on its Chairman's dinner, the Centre for Policy Studies on its annual conference for 2026, Fabian's Society on its annual conference for 2026 and exploring possibilities to hold an additional dinner with a think tank in early 2026 to maintain political neutrality across our events.
 - c) Negotiating terms for additional activity across the Autumn and through Spring 2026 with new organisations to maximise our branding, representation at events and opportunities to promote messaging.
 - d) Alongside Innovation and Growth, progressing with a new policy report with New Financial on the Interconnectedness of UK and EU Capital Markets.

Forward Look and Future Engagement

- a) Supporting the City Corporation with communications and political engagement regarding the policy priorities of the organisation with government, as well as other Opposition parties.
- b) Prepare the City of London Corporation Budget Submission to HM Treasury for mid-October deadline, liaising with Officers across the organisation including (but not limited to) Chamberlain's, Innovation and Growth, Police Authority Board and Environment.
- c) Further integrated planning and delivery with various teams across the organisation on areas such as Markets, the City of London Police and economic security and planning and growth priorities.
- d) Continuing to negotiate and maximum strategic partnerships such as events, that allow for opportunities for senior level political engagement including the Beacon Philanthropy Summit and a UK/US related event.
- e) Delivering the 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. At time of drafting, the party conference season was underway and a full paper will come to the next Committee.
- f) 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.

Kristy Sandino

Director – Strategic Communications and External Affairs (interim)

City of London Corporation, Guildhall, London, EC2V 7HH

T: 07493760844

E: Kristy.Sandino@cityoflondon.gov.uk

Annex B – Campaigns and Community Engagement

City Belonging Project

4. The City Belonging Project continued to enjoy strong growth through the summer, with more than 5,000 people now signed up to receive emails. There are now nine launched networks, with Pride in the Square Mile having been announced since the last report. The other networks include those for Women, Neurodiversity, Mental Health, Social Mobility, Veterans, as well as the Latin American, Muslim, Jewish communities. There are three additional network launches planned for October: for people with disabilities, and the Black and South Asian communities. The team are also in conversation with a number of stakeholders around plans for a Christian network.
5. A number of networks have held their own well-attended events, at no cost to the organisation, including a City Muslim Network panel at Amazon, regular Latino networking meet-ups, and a Neurodiversity workshop at Close Brothers. The Barbican Centre also held a reception for members of the City Jewish Network to attend before a performance of *Fiddler on the Roof*.
6. The team has also facilitated the co-creation and expansion of Guildhall's Pride and Black History Month celebrations by partnering with worker-led organisations, Link (LGBTQ+ Insurance Network) and the CBERG (City Black Employee Resource Groups). The sponsorship money raised through these events enables us to reach and welcome in more workers (300+) than our standard events allow. The aim is to refine and scale this model.
7. This autumn, we will also support the launch the next phase of *Faith in the City*, the project aiming to make the Square Mile the most faith friendly and religiously literate business community in the world. We expect a high level of engagement from senior leaders both within and outside the Square Mile, including Lord Rowan Williams and former Faith Minister Lord Khan.

Resident Engagement

8. A Residential Reset update paper was brought to Policy and Resources Committee for information in July. The paper identified five pillars, namely: Long-term investment in our residents; Clear and effective communications; Accountability and consultation; Meeting the needs of a diverse population; and Harnessing the Square Mile. Each of these pillars carry communications and engagement needs, either carried out directly by the Communications team or in collaboration with other departments.
9. A recent City Question Time event was held at the St Bride Foundation, attended by approximately 80 residents. At this event, the City Living Residents Card was launched with a range of discounts and offers from Square Mile businesses and services. Informal feedback from residents has been very positive and the programme featured in a MyLondon article. The team are working with other City organisations, including the Barbican Centre, to refine their potential offers. More than 100 residents have already signed up for the card.

10. The next City Question Time will be held at Guildhall on 15th December, with the Annual Finance Special being held on 2nd February (venue to be confirmed).

Election Engagement

11. The canvass for the 2026-27 Ward List is underway, with communications having been sent to all registration contacts by email and in the post. At the time of writing, registrations are tracking ahead of where they were at this point last year. A review into the 2025 Election Engagement campaign has been undertaken and has been brought to this committee as a separate paper for discussion.

CRM

12. The Campaigns and Engagement Team have continued to work closely with DITS to deliver a prototype of the new corporate CRM. The Director of IT will be setting up a task and finish group for this work and will take direct responsibility for its delivery.

Mark Gettleson

Director – Campaigns and Engagement (interim)
City of London Corporation, Guildhall, London, EC2V 7HH
T: 020 3834 7188
E: mark.gettleson@cityoflondon.gov.uk

Annex C – Media Relations and Social Media

Media Impact Analysis

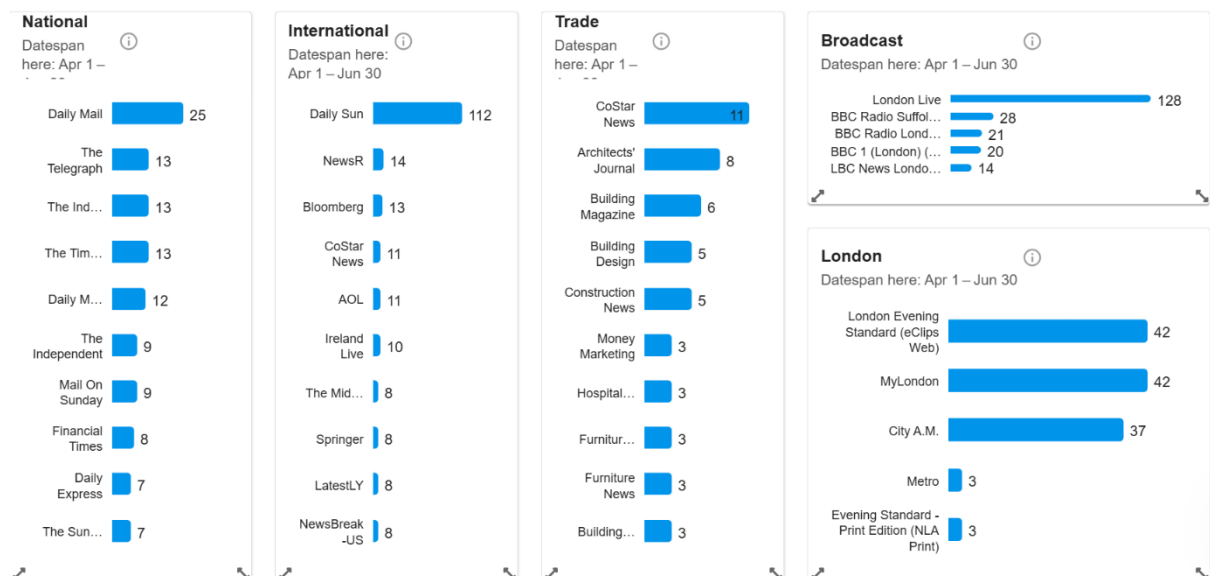
13. The Communications Team delivers a quarterly digital and media communications report to enhance our strategic impact across priority campaigns and engagements. This paper provides an overview of activity for Q2 (April to June 2025), analysing earned media coverage, digital engagement metrics, and 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

14. During the reporting quarter, the Media Team generated 7,006 media mentions.

15. These included:

1. 6,145 mentions in online outlets
2. 419 television mentions
3. 79 print articles
4. 363 radio broadcasts



16. Coverage appeared in prominent outlets such as BBC Radio 4, Bloomberg, Daily Mail, Financial Times, Daily Telegraph, The Sun, The Times, BBC London News, City A.M., and London Standard.

17. In Q 1(1 January to 31 March 2025), the Media Team generated 3,501 mentions. The increased number of media mentions in Q2 can be explained by the huge success of the Mansion House Accord media work, which secured nearly 1,000 pieces. Similarly, the coverage of the Revealing the City's Past work generated 264 pieces.

Media Highlights

Policy Chairman China Engagement

18. The Communications team led a successful media strategy for the Policy Chairman's recent visit to mainland China and Hong Kong. Ahead of the visit, he was interviewed by China Business Network to outline the objectives of his visit and reaffirm the importance of the EFD to restart productive talks in the sector. The Communication Team also secured a column in South China Morning Post, highlighting the various areas for greater collaboration between UK and China/Hong Kong including green finance and asset management. In Shanghai the Policy Chairman spoke with Bloomberg and China Business Network, promoting London's efforts to attract top global firms to list in the capital - a message that resonated positively in both publications.
19. The Policy Chairman's China visit generated more than 679 engagements on LinkedIn, with an engagement rate of 13.5%, far above the industry average of 3.6% to 4.2%. The posts were amplified on the City Corporation's LinkedIn channel, which gave it a further boost in engagement rates. A carousel of photos from a visit tends to generally perform well on LinkedIn.

Mansion House Dinner – (nb this took place in July, so outside the reporting period, but we are including here given its significance)

20. The Financial and Professional Services Dinner at the Mansion House garnered extensive attention, featuring in over **6,000 online and broadcast pieces**. Ahead of Chancellor Rachel Reeves' keynote address. This includes Wall Street Journal Evening Standard, BBC News Online, City A.M., Metro, Sky News, Bloomberg News, The Sun, Daily Express, Daily Mirror, Reuters, The Independent, FT Advisor, Professional Advisor, Devdiscourse and The Financial Analyst. BBC 10 O'Clock News references the upcoming investment hub with the Office for Investment which the City of London Corporation has led on.
21. Through briefings with the Financial Times and The Times also reported on the Concierge Service spearheaded by the City of London Corporation to streamline foreign investment into the UK's financial and professional services sector. Separately writing in the The Times Lord Willaim Hague supported the adoption of concierge service to attract talent to workforce and quoted City Corporation research.
22. Ahead of the Mansion House Speech, the Lord Mayor was interviewed on BBC Radio 4's Today programme who describes the Square Mile as the easiest place to secure growth for the financial services sector, adding that 'confidence' is the missing ingredient. Coinciding with the Mansion House Speech, Financial Times reported on the Lord Mayor's Employer Pension Pledge calling on employers to consider long-term returns for savers.
23. The campaign received a total of 78,000 impressions across all channels (Facebook, Instagram, LinkedIn, TikTok, YouTube, and X). Notably, the Mansion House Accord post was reshared by the Mayor of London, contributing to its reach and engagement.

24. The Mansion House Accord was one of the key posts across all platforms. It achieved high engagement (16.6%) due to compelling visuals (multi-photo format) and the absence of external links—both of which align well with current algorithm preferences. The Accord also performed well on Instagram, with an engagement rate of 4.32%.

UKREiiF – Promoting City’s Built Environment strategy

25. The Communications Team delivered a focused media strategy around UK REiiF. Media training and a proactive plan positioned the new Planning and Transportation Committee Chairman. Two targeted news releases generated strong coverage across London and trade outlets, including City A.M., BE News, and Green Street News. During the conference, high-profile interviews with Estates Gazette, Green Street News, and Building Magazine effectively conveyed the City’s built environment strategy. And a post-event, podcast appearance was secured on Concilio Communications' Better Places and Urban Forecast.
26. The posts on UKREiiF visit generated more than 290 engagements on X and LinkedIn, with an engagement rate of 9.05%. In general, planning and transportation posts perform very well on LinkedIn and X, due to a very level of interest from members of the public, politicians and from the property industry.

Launch of the City Business and Investment Unit (CBIU)

27. The Communications Team secured two op-eds authored by the Policy Chairman in City A.M. and The London Standard, ahead of the launch of the City Business and Investment Unit (CBIU). The op-eds called for targeted support in the Spending Review and highlighted the CBIU as a dedicated concierge service for high-growth sectors including fintech, green finance, AI, life sciences and the creative industries.
28. The campaign achieved over 5,000 views across the City Corporation’s owned channels, helping to reinforce our leadership on London-led growth and our work to attract, retain and grow business and investment. The launch of the City Business and Investment Unit generated more than 380 engagements across all our social media platforms (LinkedIn, X, Facebook and Instagram), with a strong average engagement rate of 6.23%. The CBIU post on LinkedIn performed extremely well, with an engagement rate of 12.03%.

Scale-Up Showcase

29. The Lord Mayor’s Scale-Up Showcase aims to support the growth of high-potential tech businesses across the UK. This initiative aligns with the *Growth Unleashed* mayoral theme, which seeks to unlock investment capital from pension schemes to fund innovation.
30. As part of our communications strategy for the Scale-Up Showcase, we secured pre-event interviews with CNBC, the Financial Times, and Bloomberg. Post-event interviews are scheduled with the Grant Thornton Podcast and the Money Maze Podcast, helping to engage key industry stakeholders. The event will also be attended by journalists from the Financial Times, Politico, City A.M., EFE, and UK Tech News.

Revealing the City's Past Project launched

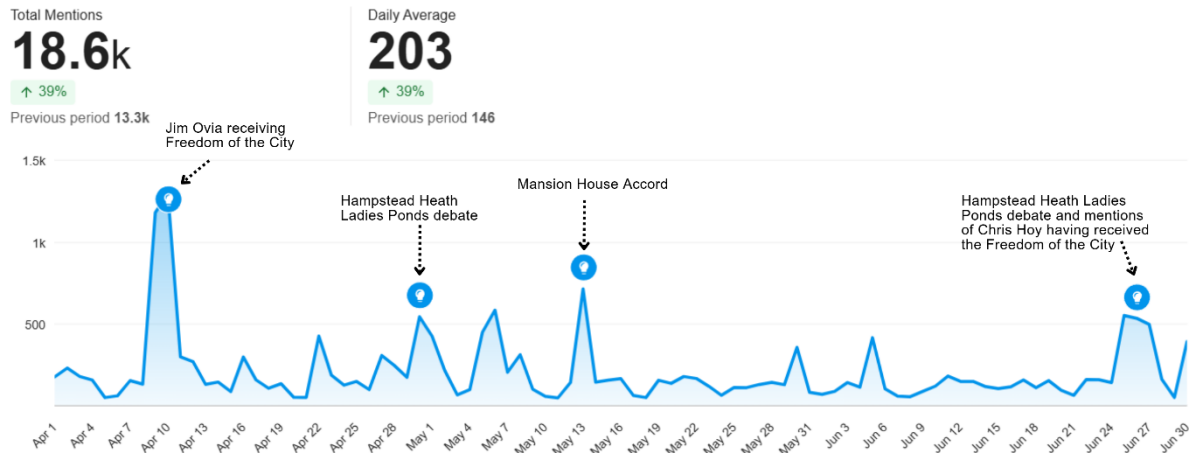
31. The Communications Team developed a comprehensive strategic communications plan to launch the Revealing the City's Past project. Through a targeted media strategy, we generated 264 pieces of positive coverage by securing an exclusive with PA. 257 articles carried quotes from the Policy Chairman and the Chair of the Culture, Heritage and Libraries Committee. This ensured maximum reach, consistent and accurate reporting, and a single version of this sensitive story shaped entirely around City Corporation priorities. The approach minimised opportunities for negative narratives - with zero critical articles or adverse commentary. Every piece reinforced our core messages, strengthening public understanding and trust in the City Corporation in line with our five strategic communications objectives. High profile coverage included The Daily Mail, The Independent, London Standard, BBC London News and The Voice.
32. We delivered two phases of coordinated multi-channel social media activity across X, LinkedIn, Instagram, and Facebook. Key content included a professionally produced video, including launch highlights, and featuring the Policy Chairman, elected Member Andrien Meyers, and project partners. This generated 12,400 impressions, 1,803 video views, 811 engagements (4.68%). Typical of wider social media output on City Corporation channels, LinkedIn significantly outperformed other platforms, with an impressive 10.2% engagement rate, exceeding the standard industry benchmark of 2.6%-3.9%.

Finsbury Circus Gardens to reopens following a major makeover

33. We delivered significant media coverage supporting our Destination City growth strategy and our role in providing Square Mile green spaces through a strategic media and digital plan. The Policy Chairman and the Chair of the Natural Environment Board were featured in coverage, with BBC Radio Four's Gardener's Question Time, BBC Radio London, BBC London TV, London Standard, and MyLondon carrying the story to a wide audience.
34. We ran an engaging multi-platform social media campaign across our channels. Posts featured time-lapse footage and 'before/after' photos to showcase the transformation of the site. We also produced a professional video showcasing the opening ceremony, including vox-pop interviews with stakeholders and the Chair of the Natural Environment Board. These generated 2,690 engagements, 17,800 video views and 34,300 impressions. Engagement was particularly strong on LinkedIn, where collaborative tagging and amplification strategies encouraged partners to share content with their own audiences, significantly extending our organic reach. We worked closely with the BBC Radio 4 social media team to promote the Gardeners' Question Time recording. This reinforced key messages to a tier 1 audience.

Spikes in mentions of the City of London Corporation

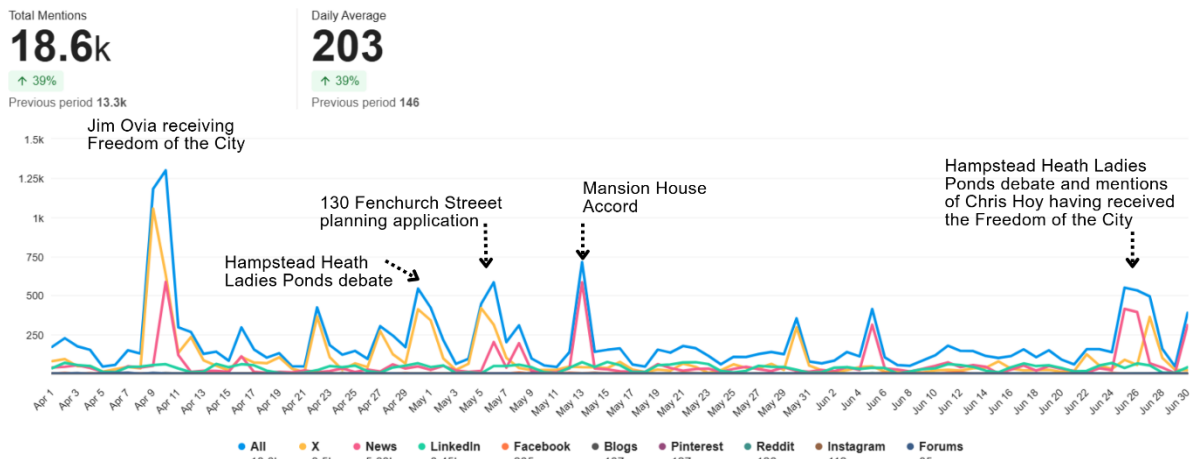
Mentions Trend



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

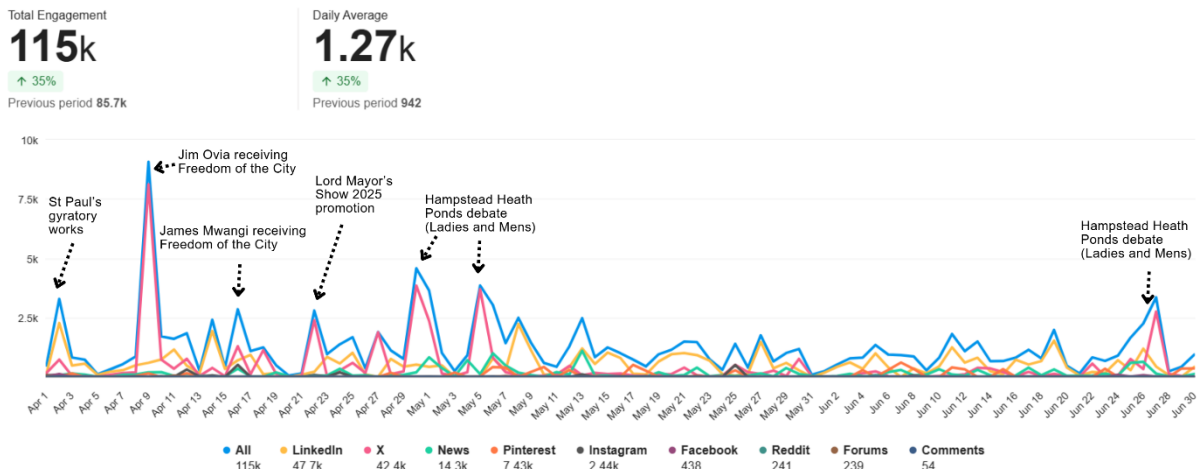
Mentions Trend by Source Type



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

Mentions with most engagements

Engagement Trend by Source Type

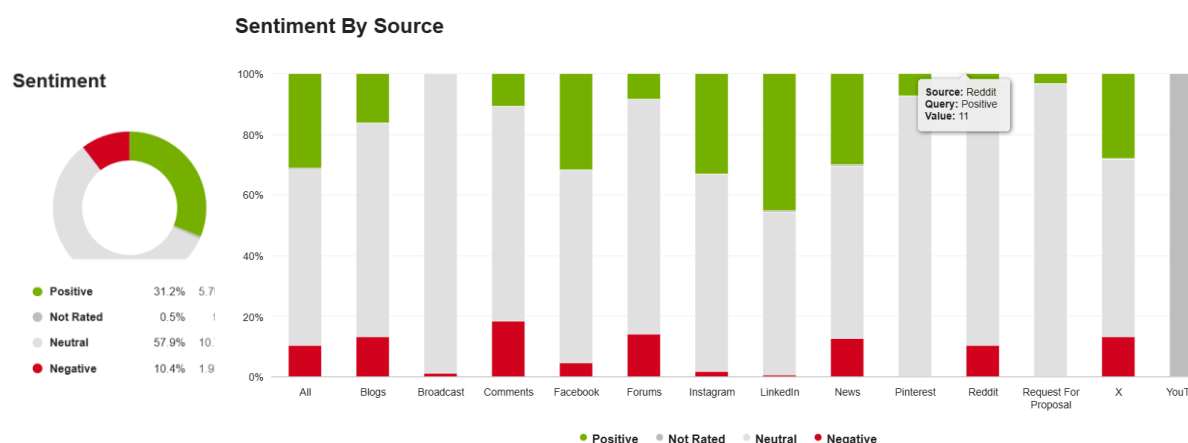


Sentiment analysis

35. 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.
36. **Negative sentiment** rose this quarter, mainly due to the *Revealing the City's Past* project, which many felt didn't go far enough, and the heated debate on both sides around Hampstead Heath Ponds.
37. **Positive sentiment** increased by 53%, driven by coverage of the Heat Network Efficiency Scheme, the Lord Mayor's visit to Scotland, Sir Chris Hoy receiving the Freedom of the City, and a range of cultural events, particularly at the Barbican Centre. Positive responses also included support for the Corporation's progress towards net zero.

38. **Neutral sentiment** was up and accounted for the majority of mentions. These mentions typically involved straightforward reporting of City activities with Revealing the City's Past and Ponds featuring heavily and suggested the majority of people were taking a more measured view when commenting.

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(Compared to previous quarter)

39. The Corporation's digital communications delivered strong reach and impact this quarter, despite the seasonal dip that is typically expected across metrics during the summer months. While some areas reflected this seasonal pattern, the enhanced content creation capacity and greater focus on video production produced particularly strong outcomes.

- **Total posts:** 813 (+8.7% vs. previous quarter)
- **Total impressions:** 1,813,823 (+2%)
- **Video views:** 106,000 (+85%)
- **Total engagements:** 123,916 (–24%) – this decrease is not indicative of weaker performance, as videos register as a single engagement, whereas photo posts generate multiple interactions. The shift towards more video content therefore accounts for the change and points to higher-impact engagement.
- **Engagement rate:** 4.22% (+0.48%)
- **Audience growth:** +5,630 new followers (–32%), bringing the total audience to 222,000.

Channel Metrics

- **LinkedIn:**
 - 810,000 impressions (**-26%**), 83,700 engagements (**-42%**), engagement rate 8.67% (**-5%**)
 - 62,010 link clicks (**-50%**), 58,200 video views (**+76%**)
 - +3,930 new followers (**+5%** growth)
- **Facebook:**
 - 495,000 impressions (**+355%**), 29,400 engagements (**+258%**), 3,111 clicks (**+82%**), 4,230 video views (**+335%**)
 - Engagement rate: 6.21%. Follower growth static
- **X (Twitter):**
 - 399,044 impressions, 5,361 engagements, engagement rate 1.79%
 - +855 new followers (**+1%** growth)
 - 653 link clicks
- **Instagram:**
 - 58,038 impressions, 2,562 engagements, engagement rate 3.4%
 - +992 new followers (**+26%** growth)
- **YouTube:**
 - 9,890 followers (**+1%** growth)

Digital Communications Highlights

40. This quarter's strongest performing themes continued to align with planning, civic activity and the City's cultural identity.
41. 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. Video is our standout success.

Planning news and applications

42. Planning related news, including the Montcalm Hotel and Holborn Dome planning applications, reopening of Finsbury Circus Gardens, City Planning Team winning ADEPT award and the Community Infrastructure Levy Fund, generated 12,400 engagements and 17,800 video views with a reach of 123,000 giving us an engagement rate of 6.65%.

The City Belonging Project

43. The City Belonging Projects Pride events generated our strongest engagement numbers (6,584, followed closely by Eid al-Fitr (2,666).

Channel Metrics

44. While content over summer actually saw 813 posts sent (+9%), engagements were down (-24%) at 124,000, video views increased (+85%) to 106,00 with a reach (_2%) of 1.8m.

Platform-Specific Growth

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

- Instagram: 4,210 followers (+26% growth)
- LinkedIn: 82,000 followers (+5% growth)
- X: 1125 followers (+1% growth)
- Facebook: 13,860 followers (+0 growth)
- YouTube: 9,890 followers (+1% growth)

Platform specific highlights

46. **LinkedIn:** Remained the Corporation's strongest performing digital channel this quarter, generating 810,000 impressions (a decrease of 26% on the previous quarter) and 83,700 engagements (down 42%), with an engagement rate of 8.67% (down 5%). The channel published 216 posts, primarily focused on professional and civic updates, which continued to resonate with key audiences despite the expected seasonal dip during the summer months. LinkedIn was the primary driver of web traffic from social media, delivering 62,010 link clicks (down 50%) and 58,200 video views (up 76%). Follower growth, while slower than in previous periods, remained robust with an increase of 3,930 new followers (+5%), reflecting ongoing expansion of the City's professional audience.
47. **Facebook:** Fast emerging as the Corporation's second most important channel for engagement. Over the quarter, 115 posts were published (up 49%), delivering 495,000 impressions (up 355%) and 29,400 engagements (up 258%). The channel also achieved 3,111 link clicks (up 82%) and 4,230 video views (up 335%), with an engagement rate of 6.21%. Although follower numbers remained static, the focus on Facebook and the adoption of a video-led strategy is delivering strong results, and further activity will be shaped by ongoing user feedback and performance metrics.
48. **X:** Achieved 399,044 impressions and 5,361 engagements across 111 tweets, corresponding to an engagement rate of 1.79%. X's reach was the second highest after LinkedIn, helping to maintain the City's visibility in real-time conversations. While the engagement rate was lower than other platforms, it remained solid for a fast-paced channel and contributed 653 link clicks to City webpages. The account gained 855 new followers (+1%), indicating that timely updates and news continue to attract new interest despite a competitive attention environment. Given the overall decrease in engagement levels, the communications team is currently reviewing the level of investment in X, with other platforms under active consideration.
49. **Instagram:** Recorded 58,038 impressions and 2,562 engagements, with an engagement rate of 3.4% across 79 posts. The channel's visual content—highlighting City culture, architecture, and behind-the-scenes event coverage—continued to foster strong community interaction. Although Instagram's reach is smaller than other platforms, its engagement rate outperformed X, demonstrating that followers are highly engaged with the content. Notably, Instagram delivered strong audience growth, adding 992 new followers (+26%), which reflects the effective use of stories, images, and hashtags to expand reach among younger and visually engaged audiences.

Most engaged content

50. The most engaged content across all platforms included cultural posts, planning approval announcements, posts related to the City Belonging Project, and Freedom of the City ceremonies. These categories consistently drove the highest levels of interaction and positive sentiment.

Post highlights:

- Posts about the **Roman Amphitheatre** generated 13,668 engagements with a reach of 220,200 impressions.
- The **pride event at Guildhall** generated 6,854 engagements and 10,07 impressions which is an engagement rate of 65.37%.
- **Sir Matthew Bourne's Freedom** ceremony had 5,091 engagements and 6,267 impressions.



Annex D – Internal Communications and Engagement and Corporate Website

Transformation and Internal Communications and Engagement:

51. The Internal Communications Team played a significant role in the successful delivery of the HR Recruitment Fair, partnering closely with the Interim Chief People Officer. A dynamic, multi-channel campaign was developed to target both internal and external audiences, featuring high-performing social media content and compelling video storytelling that showcased the diverse career opportunities across the City Corporation. The campaign drove exceptional engagement, resulting in over 600 sign-ups for the event, and contributing to 359 applications across the range of roles, with 19 roles recruited to or offered to date.
52. To support the implementation of SAP (the City Corporation's new finance and HR system), a bespoke *Change Champions* newsletter was launched, designed to equip Champions with clear messaging and practical tools to engage their teams. This was complemented by a targeted Viva Engage campaign that significantly boosted visibility, driving a 100-view increase to the SAP hub on Colnet within just four days.
53. Messaging around *Ambition 25* and *SAP* has been strategically repositioned to highlight their role as milestone initiatives within the broader Transformation Programme. This alignment reinforces their contribution to the People Strategy and our ambition to become a world-class organisation. Communications have been amplified through presentations and workshops with senior leaders, an upcoming all-staff webinar, and a series of site visits with the Ambition 25 Programme Director and Interim Chief People Officer. These visits—spanning locations such as the Cemetery and Crematorium and Heathrow Animal Reception Centre — have enabled direct engagement with non-desk-based colleagues, supported by tailored printed materials. Further outreach is planned for Parliament Hill, Epping Forest, and the Ports.
54. June's *Town Clerk Live* event placed Ambition 25 centre stage, attracting over 1,100 colleagues both in person and online. The session featured an in-depth presentation on the eight new Job Families and an extended Q&A, with 478 colleagues actively participating via Slido. All unanswered questions were followed up and shared via Colnet.
55. Ahead of the summer, the team delivered a high-impact campaign to reinforce the organisation's commitment to fairness, dignity, and respect. The initiative included informative posters, practical guidance on recognising and reporting harassment, and clear signposting to relevant policies. Special attention was given to public-facing, non-desk-based teams, with ongoing monitoring of resource usage to assess impact.
56. The Internal Communications Team has been instrumental in elevating visibility and engagement around several strategic initiatives. These include the rollout of Windows 11, the launch of Departmental Emissions Reduction Targets, and the introduction of the new Equality Impact Assessment Hub. The team also ensured strong internal awareness of the Innovation & Growth Quarterly Review, City Giving Day, and LEAP—our employee volunteering programme—ensuring these initiatives resonated across all levels of the organisation.

57. We continue to champion colleague-led storytelling via Viva Engage, encouraging teams to share updates and celebrate successes. This approach has driven strong engagement, with some posts reaching nearly 2,000 views—contributing to a more connected, informed, and inclusive organisational culture.

Lisa Ward

Director of Communications Transformation and Strategy (interim)

City of London Corporation, Guildhall, London, EC2V 7HH

E: lisa.ward@cityoflondon.gov.uk

Website

58. Transformation funding for an external audit of the City Corporation's digital estate has been agreed since the last report. Procurement have been engaged, and the supplier evaluation process is underway. 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.
59. The team has continued to liaise with the Access Advisor in Environment to improve accessibility information on the corporate website about our physical locations. Templates are now in draft format, and we should see new content created shortly. Additionally, an accessibility toolbar has been launched on the corporate website improving usability for everyone.
60. In collaboration with colleagues across the organisation the web team created dedicated web content for the 'Revealing the City's past' project. This piece of work centres on the reinterpretation of two statues of historically prominent City figures (William Beckford and Sir John Cass). Both had strong links to and profited from the Transatlantic Trade in Enslaved Africans.
61. The corporate website is ranked at **number one** of local government sites by Sitemorse for Quarter 2 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 **9.2 out of 10**. It covers Accessibility, (broken) Links, Search Engine Optimisation, (broken) Email, Code Quality and Performance.

Mark Mistry

Director – Media and Digital (interim)

City of London Corporation, Guildhall, London, EC2V 7HH

E: mark.mistry@cityoflondon.gov.uk

Corporate & Strategic Implications

62. 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.
63. Financial implications – None
64. Resource implications – None
65. Legal implications – None
66. Risk implications – None
67. Equalities implications – Not applicable
68. Climate implications – Not applicable
69. Security implications – None