

Committee(s)	Dated:
Public Relations and Economic Development Sub Committee	8 January 2019
Subject: Six Month Media Update	Public
Report of: Bob Roberts, Director of Communications	For Information
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Summary

This report summarises the media output over the past six months from the City of London Corporation Media Team.

It shows there have been over 705 articles relating to the City of London Corporation in national and local newspapers with the advertising value equivalent of £7,422,820. There have been at least 538 articles in international media which are not collated by the cutting agency which we use or included in the AVE figure.

Recommendation

Members are asked to note the contents of this report.

Main Report

Background

1. The Weekly Media Summary has continued to measure and record the main print and digital media output of the Media Team.
2. This report collates and summarises the finding of the Weekly Media Summary from mid-June 2018 to mid-December 2018.

Print

3. There have been over 705 articles relating to the City of London Corporation in national and local newspapers.
4. Advertising Value Equivalent (equivalent if we paid for coverage) of £7,122,422 (this excludes radio and broadcasting coverage).
5. Additionally, there have been at least 538 articles in international media which are not collated by the cutting agency which we use or included in the AVE figure.

Digital

6. Our Twitter feeds have 375,055 followers combined up from 236,000, excluding the @Barbican (1.04M), @MuseumofLondon (114k) and CityPolice (111k).
7. The corporate Twitter feed now has 41,468 followers up from 37,900.
8. Our corporate Facebook pages have 427,656 followers and the top Facebook pages generated 47,716 engagements up from 29,500. London Metropolitan Archives had the most popular post which was a short clip, taken from a film by the London County Council (LCC) on the construction of the #Hammersmith Flyover with 426 reactions and a reach of 16,860.
9. The corporate YouTube channel had 204.5K views up from 111,102 views and the most popular video with 71,196 views was An insight in to the intense development activity in the City in Hindi: <https://www.youtube.com/watch?v=JcrU3XEgA7s>
10. In total, our films have been viewed 1.1M times with the majority who stated a preference liking them. We have 3,494 subscribers up from 2,931 subscribers.
11. Our corporate LinkedIn page now has 12,672 followers up from 11,184 followers, thanks to our continuous strategy of posting a mix of corporate, responsible business, apprenticeships and other relevant content.

Film

12. Between June 2018 and end of November 2018, the Film Team has facilitated film/photography shoots that have brought revenue of £389,647 into the City Corporation.

Subject Analysis:

Financial and Professional Services: The majority of coverage across FRPS was around Brexit. Both internationally and nationally, the Lord Mayor, Policy Chair and the Special Representatives to the EU and Asia were frequently quoted and interviewed in major media such as *Financial Times (front page), Evening Standard, The Times, BBC London Radio, BBC London News, Bloomberg, Financial News, The Guardian, Daily Telegraph, The Independent, Sky News, The Sun, Daily Express and The Sunday Times.*

The election of Peter Estlin, the 691st Lord Mayor of the City of London, appeared in London and national media outlets including *BBC Radio 4, BBC Radio 5, The Daily Telegraph, The Times, City A.M. and Financial News.*

Coverage of the Prime Minister's foreign policy speech at the Lord Mayor's Banquet at Guildhall was included national and international broadcast and print media.

There was also UK national, London and widespread international coverage of the Lord Mayor's visits to international markets including Africa, Asia, Middle East, Europe, US and Canada.

The Lord Mayor's Show was included in a number of London, UK national and international media outlets. Coverage included a live broadcast on *BBC1*, with an audience of 1.2 million. On social media, #LordMayorsShow was trending as the leading hashtag in the entire UK and in London.

The Lord Mayor's Dragon Awards, celebrating businesses that are achieving excellence in social impact in London, was featured in a number of trade and London media outlets including *BBC London Radio, London Live and City A.M.*

Coverage of a new multimillion-pound court complex being built by the City of London Corporation and the Ministry of Justice was covered by *The Times and Legal Week*.

The Social Mobility Employer Index 2018, created by the Social Mobility Foundation and published in partnership with the City of London Corporation, appeared in a number of trade, London and international media outlets.

Planning and Transportation: The *Evening Standard* ran an interview with the Chairman of the City of London Corporation's Planning and Transportation Committee, during which he discussed the possibility of pedestrianisation of some areas of the Eastern Cluster.

Coverage of the Planning and Transportation Committee's decision to approve a new 56-storey skyscraper at 100 Leadenhall Street appeared in a number of media outlets including *LBC Radio, The Guardian, Property Week, Architect's Journal, Financial Times, Evening Standard, BBC News, Sky News, Yahoo! News, The Telegraph, The Sun, The Times and LBC News*.

The Planning and Transportation Committee's decision to make the Bank junction safety scheme permanent was included in London and UK national media outlets including *LBC, BBC Radio London and The Guardian*.

Coverage of the City Corporation's plans to consolidate its wholesale food markets appeared in a number of national and London media outlets including *Evening Standard, BBC London News, BBC Radio London, The Times, Financial Times, EG, Property Week, The Independent and MSN UK*.

Community and Children Services: Extensive media coverage of students' GCSE and A-level results at several schools sponsored or co-sponsored by the City of London Corporation featured in a number of trade, local and London media outlets including *BBC London TV and The Times*.

Coverage of the City of Corporation's apprenticeship programme appeared in outlets including *PR Week, City A.M., and FE News*.

City Bridge Trust: Over 123 pieces of coverage including national, London and trade media achieved including *BBC London, BBC Radio London, the Guardian, London Live, City A.M. Giving Magazine and the Evening Standard*. Coverage was included on *BBC London* about progress of the Bridge To Work programme, supporting young disabled Londoners into work, one year in.

Port Health and Environmental Services: The City of London Corporation's plans for an Ultra-Low Emission Vehicle street at Moor Lane in Moorgate were covered by London and national media outlets including *The Times*, *Financial Times*, *BBC London Radio*, *LBC Radio*, *MSN UK*, *Evening Standard*, *Daily Telegraph*, *The Sun*, *Yahoo! News*, *The Times* and *London Live*.

The City Corporation's Director of Port Health & Public Protection was interviewed by the *Evening Standard* in a story about the risk of outbreaks of animal-borne diseases as a result of a no-deal Brexit.

Culture, Heritage and Libraries: The City of London Corporation-led Culture Mile and Museum of London's Smithfield Market 150th birthday festival was covered by a number of London and UK national media outlets including *MSN*, *Evening Standard*, *Sunday Telegraph*, *BBC London News* and *Time Out*.

City of London's the Women: Work and Power programme of events celebrating women and their contributions was featured in a number of major media outlets including *Evening Standard*, *the Guardian*, *Timeout*, *Classical Music Magazine*, *BBC Radio London*, *Metro* and *the Sunday Times*.

Open Spaces: The Chairman of the City of London Corporation's Hampstead Heath Management Committee was quoted in a number of media outlets about a piece of privately-owned land surrounded by Hampstead Heath, which was sold for auction this week. Coverage included in *The Evening Standard*, *ITV London News*, *BBC London News* and *The Times*.

The Newham Recorder, *Ham & High* and *Essex Life* published regular columns from committee Chairmen and officers.

Establishment Committee: Chair of the Establishment Committee was interviewed and quoted in a number of local and London media outlets on the gender identity and inclusion consultation undertaken by the City of London. Coverage was included in *BBC London News*, *BBC London Radio*, *ITV London* *The Sunday Times* and *City A.M.*

The City of London Corporation's involvement in Pride in London parade during London Pride Week for the first time was included in a number of media outlets including *Pink News*, *City Matters* and *Attitude*.

Conclusion

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

Appendices

None

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