

Committee(s)	Dated:
Public Relations and Economic Development Sub Committee	17/06/2019
Subject: Six-Month Media Update	Public
Report of: Bob Roberts, Director of Communications	For Information
Report author: Aisha Musad, Media Office Assistant	

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 550 articles relating to the City of London Corporation in national and local newspapers with the advertising value equivalent of £6,121,591.

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-December 2018 to mid-June 2019.

Print

3. There have been over 550 articles relating to the City of London Corporation in national and local newspapers.
4. Advertising Value Equivalent (equivalent if we paid for coverage) of £6,121,591 (this excludes radio and broadcasting coverage).
5. Additionally, there have been at least 447 articles in international media which are not collated by the cutting agency and which are not included in the AVE figure.

Digital

6. The corporate Twitter feed now has 44,138 followers.

7. One of our top tweets with a reach of 3.3m people was @cityoflondon supporting @LivingWageUK encouraging City financial and professional services firms to pay the London Living Wage.
8. Our corporate Facebook pages have 40,623 followers and generating 45,478 engagements.
9. The City of London Corporation had the most popular post which was for the opening of the City's largest public roof top space 'The Garden at 120,' located at Fenchurch Street with 736 reactions and a reach of 22,926.
10. The corporate YouTube channel had 1,324,180 views and the most popular video with 369,636 views was A Thriving City: The changing face of the City of London. We have 4,057 subscribers.
11. Our corporate LinkedIn page now has 13,563 followers. By comparison, the Greater London Authority has 11,319 and Westminster have 9,926 followers.
12. Filming has brought £197,946 into the City Corporation over the last six months. Some of the major shoots that filmed last summer are to be released in the next few months including Hobbs & Shaw and Men in Black, which filmed extensive and large action scenes in the City.

Subject Analysis:

Financial and Professional Services:

The majority of coverage achieved was around Brexit. Both internationally and nationally, the Lord Mayor, and the Policy Chair were frequently quoted and interviewed in major media such as *BBC Radio 4, Sky News, ITV News, CNN, BBC News, Evening Standard, Financial Times, The Times, City A.M., People Daily, New York Times, BBC Business Live blog, Financial News, Reuters UK, Bloomberg, Yahoo! UK, Huffington Global, The Daily Telegraph, Guardian The Independent, Politico, CNBC, Quartz and The Daily Express.*

Overseas visits:

There was also UK national, London and widespread international coverage of the Lord Mayor's visits to international markets including Asia, North America, South America, the Gulf and Northern Europe.

Planning and Transportation:

The City of London Corporation's Planning and Transportation Committee Chair was quoted in almost 300 pieces of coverage regarding the City Corporation's new Transport Strategy including *Reuters, BBC News, Forbes, Financial Times, The Times, Daily Mail, Daily Telegraph, Mirror, The Sun, Daily Express, Daily Star, Evening Standard, Property EU, City A.M, Londonist, Property Week, Financial News and Time Out, Londonist, BBC Radio London and LBC News.*

Markets:

Extensive coverage was achieved of Dagenham Dock being chosen as the preferred site to relocate the City Corporation's wholesale food markets. Coverage appeared in

Yahoo! UK and Ireland, MyLondon, Londonist. Evening Standard, BBC News, The Times, PropertyEU and Estates Gazette.

MIPIM:

Coverage of the City Corporation's representation at the MIPIM property conference appeared in *City A.M., Property EU, Property Week, FEnews, Estates Gazette, Relocate, Building, Property Magazine International, Property Week, Yahoo!, Evening Standard* and *MIPIM News*.

Fen Court Garden:

Coverage regarding the opening of City of London Corporation's Fen Court roof garden appeared in the *Guardian, City Matters, Estates Gazette, The Londonist, Building, Horticulture Week* and the *Daily Mail*.

Community and Children Services:

Education:

Widespread national and trade media coverage was achieved after Sutton Trust named the City of London Academies Trust as a leading academy chain in helping disadvantaged children perform above the national average. Coverage was included in *The Times, The Guardian* and *Schools Week*.

Coverage of City of London Corporation hosting the London Careers Festival this month was included in *Recruitment Buzz, London Loves Business, FE News* and *Young Londonist*.

Reports that Galleywall Primary City of London Academy in Southwark has been rated outstanding by Ofsted was included in local and trade media outlets including *FeNews* and *Southwark News*.

The *Islington Tribune* ran an interview with Prince Genuh, Headteacher of the City of London Academy (COLA) Highgate Hill, on his journey to becoming head teacher.

City Bridge Trust:

Over 80 pieces of coverage including national, London and trade media achieved including *Sky News, BBC Asia Network, Evening Standard* and *The Guardian*. Coverage included reports on Dhruv Patel, who was elected as the first BAME Chairman of the City Bridge Trust Committee, as well as a story on a City Bridge Trust grant for a new campaign in London to tackle 'hidden crimes' such as modern slavery and domestic violence.

London Living Wage:

Coverage about the initiative run by the City Corporation and backed by the Living Wage Foundation, encouraging City financial and professional services firms to pay the London Living Wage, was included in *City A.M., the Londonist, the Evening Standard, Financial News, New York Times, Reuters UK, HR Review, Evening Standard, London Live, Law Society Gazette, Economia, FE News, CNBC, Yahoo! UK* and *Nasdaq*.

Gender identity:

The City of London Corporation's new Gender Identity Policy was widely reported by London-based and UK media included in *BBC London*, *ITV London*, *LBC*, *BBC London Radio*, *Guardian*, *Independent*, *Metro*, *Sky News*, *Evening Standard*, *Gay Star News*, *Attitude*, *The Telegraph*, *Pink News*, *Independent*, *The Times*, *Yahoo! UK* and *London Live*. Edward Lord, Chair of the Establishment Committee, was quoted in majority of the coverage.

Culture, Heritage and Libraries:

'It's NOT only Rock 'n' Roll', a photographic exhibition at the City of London Corporation's Barbican Music Library, was reported by *Evening Standard*, *London Live*, *The Times* and BBC Radio London.

The City of London Corporation's 'Fantastic Feats' programme of events and the *Architecture of London* exhibition at Guildhall Art Gallery was featured by several media outlets, including *The Times*, *Londonist*, *Architecture Today*, and *The Guardian*.

Centre for Music:

The announcement of the initial concept designs for the proposed Centre for Music was widely reported by London-based and UK media, most of which quoted Policy Chair Catherine McGuinness. Coverage appeared in *Evening Standard*, *The Guardian*, *The Times*, *Financial Times*, *ITV News*, *City A.M.*, *Architects' Journal*, *London Live*, *The Daily Telegraph* *Daily Mail Online*, *BBC London TV*, *The Sunday Times*, and *Time Out*.

Freedom of the City:

Over 230 news outlets across the UK (including *BBC Radio London* and regional radio stations, *ITV London News*, *City A.M.*, *LBC News*, *Talk Radio*, *Irish Independent* and *Daily Star*) reported on the City of London Corporation's award of the Freedom of the City of London to 106 women who have links to the City of London.

Port Health and Environmental Services:

Coverage of the City of London Corporation's awarding of a new tech-driven waste collection, street cleansing and ancillary services contract to Veolia appeared in a number of trade media outlets including *TwinFm*, *Transport Engineer*, *Transport and Logistics*, *London Loves Business*, *Lets Recycle*, *Commercial Fleet*, *Recycling Magazine*, *CIWM – Journal*, *Waste Today*, *Magazine*, *Recycling Waste World*, *Edie Net*, *Transport Engineer*, *London Bulletin* and *Fleetpoint*.

The Daily Mail, *Lets Recycle* and *City Matters* reported on the first of 10 water refill points installed in Bow Churchyard Cheapside, as part of the City Corporation's Plastic Free City campaign. A piece by the Policy Chair was also published in *City A.M.* regarding the campaign.

Open Spaces:

Superintendent and Registrar at the City of London Cemetery and Crematorium Gary Burks was interviewed in a *Financial Times* article (£) on the UK's burial space crisis. The piece used the City Corporation's grave reuse policy.

Gardeners' Question Time on BBC Radio 4 broadcast a feature on Postman's Park in the Square Mile. Team Leader Niall Birnie and Gardener Nic Guerra from the City Gardens Team were interviewed.

Extensive media coverage was achieved about the discovery of Joseph Merrick's grave, famously known as "The Elephant Man" at the City of London Cemetery and Crematorium. Coverage appeared in *The Mirror*, *BBC News*, *The Telegraph*, *Independent*, *Evening Standard*, *The Sun*, *Washington Post* and *Fox News*.

Heathrow Airport Animal Centre:

Channel 4 launched a new series of *Animal Airport*. The show featured the work of apprentices at the Heathrow Animal Reception Centre. Several City Corporation officers and colleagues were featured in the *More4* programme. Five episodes of *Animal Airport* appeared on *More4*.

Heathrow Animal Reception Centre also featured on ITV's *Britain's Busiest Airport*. The show was broadcast on ITV Wales, ITV 1 Central East, ITV 1 Central West, ITV 1 West Country East, and ITV 1 West Country West.

Conclusion

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

Appendices

None

Aisha Musad

Media Officer Assistant, Town Clerks Department

T: 020 7332 3328

E: aisha.musad@cityoflondon.gov.uk