

Committee(s)	Dated:
Public Relations and Economic Development Sub Committee	19 February 2020
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 775 articles relating to the City of London Corporation in national and local newspapers with the advertising value equivalent of £9,525,752.

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 June 2019 to December 2019.

Print

3. There have been over 775 articles relating to the City of London Corporation in national, regional and local newspapers.
4. Advertising Value Equivalent (equivalent if we paid for coverage) of £9,525,752. (this excludes radio, broadcasting and international print coverage).
5. Additionally, there have been at least 283 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 46,570 followers up by 2,432, excluding the @Barbican (1.03m), @MuseumofLondon (118.6k) and CityPolice (120k).

7. One of our top tweets with a reach of 1m people was @cityoflondon welcoming HRH The Duchess of Cornwall to this year's High Commissioners' Banquet.
8. Our corporate Facebook pages have 62,606 followers, and generated 110,100 engagements.
9. The corporate YouTube channel had 1,506,071 views and the most popular video was The Lord Mayor's Show 2019 with 5,022 views. We have 4.6k subscribers.
10. Our corporate LinkedIn page now has 16,200 followers. By comparison, the Greater London Authority has 13,000 and Westminster has 10,965 followers.
11. Commercial filming has brought £24,213 into the City Corporation over the last six months. Large scale filming in the last six months includes Fast & Furious 9, Infinite and Cruella

Subject Analysis:

12. 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, BBC News, Evening Standard, Financial Times, The Times, City A.M., New York Times, Financial News, Reuters UK, Bloomberg, Yahoo! UK, The Daily Telegraph, Guardian The Independent, The Daily Express, Economist 'Money Talks' podcast, Economist, Financial Times* and the *Daily Mail*.

13. Overseas visits:

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

14. Planning and Transportation:

The City of London Corporation's Planning and Transportation Committee Chair was quoted in extensive coverage regarding the City of London Corporation publishing the UK's first wind microclimate guidelines for new development proposals. Coverage was included in *The Guardian, Sky News, The Times, The Herald, LBC News, City A.M., Metro, EGI, Construction News, Construction Enquirer, Building Design, The Daily Mail, Evening Standard, New Statesman, Financial News, Architects Journal, Property Week, Yahoo! UK and Ireland, MSN News, News 24, New Civil Engineer, The Planner, Planning Resource, Construction Manager, The Construction Index, Road.cc, Building.co.uk, ArchDaily, City Matters, Construction Index, Wired, TransportXtra, Dezeen and Property Wire*.

15. Lord Mayor's Show

Extensive coverage of The Lord Mayor's Show appeared in *BBC One, BBC News, LBC Radio [links unavailable] Daily Mail, Observer, The Times, Sunday Telegraph, The Sun, This is Money, AOL News, Metro, Londonist, Yahoo News, BT News, Guernsey Press, The National, NewsR, Xinhua, The News Amed, Asian Express,*

Evening Standard, Daily Mail and over 120 other pieces of further coverage in regional media.

16. Markets

Coverage of the City of London Corporation's plans to relocate the City's three wholesale food market to Dagenham Dock was included in *Estates Gazette, MyLondon, BBC London, LBC, City A.M., Barking and Dagenham Post, Fruitnet, Meat Management, ITV News London, Fresh Plaza, Architects Journal, Barking and Dagenham Post, Health Breaking News and Auto Breaking News*.

17. Car Free Day

The Chair of the City of London Corporation's Planning and Transportation Committee was quoted in coverage of 'Car Free Day,' which appeared in national, London, local, trade and international media outlets. Coverage of the initiative was included in the *Daily Express, MyLondon, Intelligent Transport, Fleetpoint, Forbes, Evening Standard, London SE1, Road.cc, TimeOut, RoadCC, Channel 1 News LA and Taxi Point*.

18. Cycling

Coverage was included in national, London wide and trade media outlets of the City Corporation's introduction of a code of conduct for cycle tour groups using its narrow lanes and streets. Coverage appeared in *City Matters, Transport Xtra, MyLondon, Evening Standard, MSN News, Yahoo!, Taxi Point, Islington Tribune and Road CC*.

19. Education

Coverage of strong A-level results of students from the City of London Corporation run schools was included in *City A.M. and Islington Gazette, Southwark News, Newham Recorder, London Pre-Prep, Attain News, Kentish Express, Islington Tribune and Relocate*.

Coverage of excellent GCSE results of students from the City of London run schools was also included *Southwark News, Islington Gazette and Hackney Gazette*.

20. City Bridge Trust:

Over 51 pieces of coverage including national, London and trade media achieved including the *Financial Times, Evening Standard* and *New Statesman*. Coverage included reports a grant for mental health support for people working for charities, and a grant to Embrace Child Victims of Crime to provide extra therapy sessions for service users. The Chairman of the City Bridge Trust Committee was quoted in majority of the coverage.

21. Arts and Culture

a. 'Fantastic Feats'

The City of London Corporation's 'Fantastic Feats' programme of events was reported on by a wide range of national and trade media outlets, including *Evening Standard, Architecture Today, Time Out, The Times, The Guardian, Londonist,*

Metro, The Mail on Sunday, Daily Mail, Architects' Journal, City Matters, The Resident, Stylist and The Daily Telegraph.

Some of the coverage focused on specific events, including 'Bodies in Urban Spaces', an immersive performance through the City of London's streets; Culture Mile's Smithfield Street Party: A Beastly Adventure'; and 'Fantastic Feats of Cinema.'

b. 'Architecture of London' exhibition

Financial Times reported on the 'Architecture of London' exhibition at Guildhall Art Gallery. *Aesthetica Magazine* interviewed Elizabeth Scott, Head of Guildhall Galleries and Principal Curator of Guildhall Art Gallery, about the exhibition.

c. New Museum of London

Evening Standard, Londonist, Financial Times, Architects' Journal, BDOonline, City A.M., Building, and The Times featured the proposed designs for the new Museum of London, which is expected to open in West Smithfield by 2024.

d. 'Hot Peascods!'

City Matters, Londonist and *Exploring London* reported on 'Hot Peascods!', an outdoor exhibition curated by Guildhall Library, which told the story of how street food was sold on the streets of London from the 16th to the 19th century.

e. 'Where Light Falls'

Coverage appeared in *The Daily Telegraph, The Times, Daily Mirror, Daily Mail, Evening Standard* and *Londonist* about the 'Where the Light Falls' installation at St Paul's Cathedral, which was supported by the City of London Corporation and Historic England.

f. Inma Ferrer, manager of the City of London Information Centre, was interviewed for the 'Things You Only Know' feature in *Time Out*. The City of London Police Museum, which is based at the Guildhall complex, and Cleary Gardens were referenced.

22. Open Spaces:

a. Extensive coverage achieved of the City of London Corporation's plans to reintroduce sheep on Hampstead Heath for a week-long trial. The Chairman of the City Corporation's Hampstead Heath Management Committee was interviewed and quoted in a number of national and local media outlets. Bob Warnock, Superintendent of Hampstead Heath, was also quoted and interviewed. Coverage was included in BBC Radio 4's *Farming Today*, *BBC Devon*, *BBC Cornwall*, *Camden New Journal*, *Exploring London*, *Horticulture Week*, *Ham & High*, *Kensington Chelsea and Westminster Today*, *Reuters BBC London News*, *ITV London News*, *Daily Mail*, *Telegraph*, *Times*, *I*, *The Sun*, *Guardian*, *Metro*, *ITV News Online*, *Evening Standard*, *BBC Newsround*, *Ecologist*, *Ham & High*, *Evening Express*, *Birmingham Mail*, *NewsR*, *Daily Star* and *Londonist*,

b. Coverage of South London Downs, jointly run by the City of London corporation and Croydon Council, being declared as London's third national nature reserve

was included in London, local and trade media outlets including *Evening Standard*, *Proandscape Magazine*, *Sutton and Croydon Guardian*, *Your Croydon*, *Inside Croydon*, *This is Local London*, *Pro Arb magazine* and *Croydon Advertiser*. The Chairman of the Epping Forest and Commons Committee was quoted.

- c. Coverage was included in *BBC London News* lunchtime and evening shows, *This is Local London* and *Epping Forest Guardian*. of Epping Forest, after the site retained the prestigious Green Flag and Green Heritage Awards.
- d. The Chairman of the City of London Corporation's Epping Forest & Commons Committee, was quoted in a number of local and trade media outlets regarding in news that three electric-hybrid cars are being introduced to Epping Forest as part of the City Corporation's plans to become the first UK authority to run a fully zero-emission fleet. Coverage was included in *Epping Forest Guardian*, *This is Local London*, *Conceptcarz*, *Autosphere*, *Fleet World*, *Company Car Today*, *Electric Cars Report*, *Inside Evs*, *Daily Circle* and *Fleet News*.
- e. Reports were included in national, London and trade media on City of London Corporation warning that commercial fungi pickers at Epping Forest could be prosecuted. The Chairman of the City Corporation's Epping Forest and Commons Committee was quoted in majority of the coverage. The Superintendent of Epping Forest was also interviewed. Coverage appeared in *BBC London*, *Evening Standard*, *Sky News*, *Daily Mail*, *Sky News with Kay Burley*, *BBC Breakfast*, *The Times*, *Daily Telegraph*, *The i*, *The Sun*, *Metro*, *Express and Star*, *LBC*, *Talk Radio* and *BBC Radio London*, *BBC London News*, and *BBC Radio Essex*, *BBC Radio London's Duncan Barkes Show*, *Epping Forest Guardian* and *MSN News*, *Western Daily Express* and *Heart Radio Essex*.

23. Rough Sleepers

The Chairman of the City of London Corporation's Homelessness and Rough Sleeping Sub-Committee was quoted in coverage of City Corporation initiative to install contactless payment points around the City to help rough sleepers. Coverage appeared in *Financial News*, *Finextra*, *Londonist*, *Scottish Financial News* and *FS Tech*.

24. Barbican Estate

Coverage about the 50th anniversary of the Barbican Estate was included in *BBC London TV*, *The Financial Times* and the *Evening Standard*.

25. Environment

The *Evening Standard* and *City A.M* ran a story about the City Corporation eradicating unnecessary single-use plastic waste at Guildhall and The Mansion House by Spring 2020, and the entire organisation by 2021. Jeremy Simons, Chair of the Port Health and Environmental Services Committee, was quoted. Further coverage appeared in *BBC London News* and *City Matters*.

26. Air Quality

Coverage of the City of London Corporation and London boroughs joining forces on new Emissions Reduction Bill appeared in the *Financial Times* *BBC Radio London Evening Standard* and *Air Quality News*.

27. Dispensations

City Matters ran a story saying the City Corporation's Standards Committee has simplified its policy on dispensations. Ann Holmes, Chairman of the City of London Corporation Standards Committee, was quoted.

Conclusion

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

Appendices

None

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