

Committee(s)	Dated:
Public Relations and Economic Development Sub Committee	8 June 2017
Subject: Media Update	Public
Report of: Bob Roberts, Director of Communications	For Information
Report author: Tara Macpherson, Media Officer 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 862 articles relating to the City of London Corporation in national and local newspapers with the advertising value equivalent of £6,787,831.

Recommendation

Members are asked to note the contents of this report.

Main Report

Background

1. In November 2016 the Media Team expanded in size, employing four new media officers and an assistant.
2. A Weekly Media Summary was introduced in November 2016 to measure and record the main print and digital media coverage and output.
3. This report brings collates and summarises the finding of the Weekly Media Summary.

Print

4. There have been 862 articles relating to the City of London Corporation in national and local newspapers.
5. Advertising Value Equivalent (equivalent if we paid for coverage) was £6,787,831 (this excludes radio and broadcasting coverage).
6. There have additionally been at least 440 articles in international media which are not collated by the cutting agency which we use or included in the AVE figure.

Digital

7. Top tweets reached more than 1m people including tweets for the Lord Mayor's Show and the news that the Tower Bridge works were finishing ahead of schedule.

8. The main corporate @cityoflondon Twitter feed has over 32,000 followers, more than any of the other London boroughs. Westminster has 20,500.
9. Data from 60 of our 150 feeds which we collect for (excluding many of the smaller feeds and the Barbican feed) show followers increased by 11% - these feeds now have 163,083 followers which is up 16,554. We received 13% more messages via social media. Actions by followers per tweet were up 11%.

Film

10. Between November 2016 and May 2017 the film team has facilitated film/photography shoots that have brought revenue of £259,159 into City Corporation.

Subject Analysis:

11. Financial and Professional Related Services - the majority of the coverage of FRPS was around Brexit. Both internationally and nationally, the Lord Mayor, Policy Chairman and Special Representative to the EU / Asia are frequently quoted in major outlets such as *Wall Street Journal*.
12. Planning and Transportation - the Bank Junction safety scheme, 4G Wi-Fi network announcement and MIPIM Property Conference in Cannes all received extensive coverage across print, broadcast and trade outlets.
13. Culture - The City of London Corporation and Mayor of London's pledge to fund the proposed move of the Museum of London to West Smithfield and the Court of Common Council's decision to provide up to £2.5 million in funding for a new Centre for Music in the Square Mile were the major topics.
14. Education - City Corporation's support for apprenticeships has been highlighted multiple times in London media including the launch of the Institute for Apprenticeships held at Mansion House
15. City Bridge Trust - more than over 160 pieces of coverage in the last six months, usually about the award of grants.
16. Open Spaces – regular weekly coverage in multiple local newspapers.

Conclusion

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

Appendices

None

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