

<b>Committee(s)</b>	<b>Dated:</b>
Public Relations and Economic Development Sub (Policy & Resources) Committee	14 December 2017
<b>Subject:</b> Six Month Media Update	<b>Public</b>
<b>Report of:</b> Bob Roberts, Director of Communications	<b>For Information</b>
<b>Report author:</b> 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 640 articles relating to the City of London Corporation in national and local newspapers with the advertising value equivalent of £4,992,558.

### 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 coverage and output of the media team.
2. This report collates and summarises the finding of the Weekly Media Summary from July 2017 to the end of November 2017.

#### Print

3. There have been 640 articles relating to the City of London Corporation in national and local newspapers.
4. Advertising Value Equivalent (equivalent if we paid for coverage) was £4,992,558 (this excludes radio and broadcasting coverage).
5. There have additionally been at least 205 articles in international media which are not collated by the cutting agency which we use or included in the AVE figure.

#### Digital

6. Our top 34 Twitter feeds have a total of 201,400 followers excluding the Museum of London (107,000) and the Barbican who just reached 1m followers. Posts by

@citylordmayor under Andrew Parmley were top with one for City Giving Day having a reach of nearly 6m and 41,199 clicks.

7. Our 26 top Facebook accounts have been liked 47,483 times. We have increased the number of posts by 23.6%.
8. Our YouTube channel had 115,334 views - we are piloting new formats in this area.
9. The Lord Mayor's Twitter account increased followers by 18.9% to 15,056, the City of London by 9.1% to 35,426 which means it's still the top feed of its kind compared to our neighbours such as Westminster, TCUK and UK Finance. The new Policy Chairman feed increased followers by 100% but is still early days with just over 500 followers.

## **Film**

10. Between July 2017 and end of November 2017 the Film Team has facilitated film/photography shoots that have brought revenue of £277,018 into the City Corporation.

## **Subject Analysis:**

11. Financial and Professional Services - the majority of coverage across 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 print outlets such as *FT*, *BBC*, *City AM*, *Times*, *Telegraph*, *Wall Street Journal* and conduct various broadcast interviews including *Today Programme*, *CNBC* and *Bloomberg TV*.
12. Planning and Transportation – the launch of the superfast 4G Wi-Fi network in the Square Mile and road safety campaigns in the City, both received coverage across print, broadcast and trade outlets.
13. Culture - the City of London Corporation and its key partners (Barbican Centre, Guildhall School of Music & Drama, London Symphony Orchestra, and Museum of London) announced major plans to transform the north-west corner of the Square Mile – stretching from Farringdon to Moorgate – into 'Culture Mile', a leading cultural and creative destination over the next 10 – 15 years, generating widespread London, trade and national coverage. Large-scale national and London coverage achieved for Guildhall Art Gallery exhibitions and City Corporation-led festivals.
14. Education – the expansion of the City of London family of schools, which now includes the City of London Academy Highgate Hill and Highbury Grove, generated positive coverage across neighbouring boroughs.
15. City Bridge Trust - over 130 pieces of coverage in the last six months, usually about the award of grants.

16. Open Spaces – National broadcast coverage on *BBC Countryfile* and *World At One*, and regular London-wide broadcast and print coverage on events and heritage projects. This is supplemented by regular weekly coverage in multiple local newspapers. Jeremy Dagley, Head of Conservation at Epping Forest, also writes frequently in *The Guardian*.
17. Markets and Consumer Protection – National coverage on *BBC Radio 4*, *BBC Politics*, *BBC World* and *BBC Business*, on how Brexit could affect UK ports, as well as London and national coverage on air quality and trading standards. Heathrow Animal Reception Centre featured on *ITV1*'s *Britain's Busiest Airport*.
18. Skills, Employability and Responsible Business – National and London coverage of the launch of the Social Mobility Employer Index and the 2017 Lord Mayor's Dragon Awards, as well as numerous op-eds placed in *City AM*, *City Matters* and trade publications.

## **Conclusion**

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

## **Appendices**

None

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