

Committee	Dated:
Public Relations and Economic Development Sub Committee	28 June 2018
Subject: Six Month Media Update	Public
Report of: Bob Roberts, Director of Communications	For Information
Report author: Aisha Musad, 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 over 520 articles relating to the City of London Corporation in national and local newspapers with the advertising value equivalent of £5,029,772.

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 2017 to mid-June 2018.

Print

3. There have been over 520 articles relating to the City of London Corporation in national and local newspapers.
4. Advertising Value Equivalent (equivalent if we paid for coverage) of £5,029,772 (this excludes radio and broadcasting coverage).
5. Additionally, there have been at least 378 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 Twitter feeds have 236,000 followers combined, excluding the @Barbican (1.05m), @MuseumofLondon (112k) and CityPolice (108k).

7. The corporate Twitter feed now has 37,900 followers which is ahead of all London boroughs.
8. We have a joint winner for top tweet with two each with a reach of 4.3m people – these were @cityoflondon supporting #LondonBoroughofCultures and @TLMappeal working with Thrive London on mental health.
9. Our corporate Facebook pages have 53,400 followers and generating 29,500 engagements. Visit the City had the most popular post which was for Sculpture in the City with 842 reactions and a reach of 27,700.
10. The corporate YouTube channel had 111,102 views and the most popular video with 21,239 views was A Thriving City: The changing face of the City of London. In total, our films have been viewed 927,222 times with the majority liking them. We have 2,931 subscribers.
11. Our corporate LinkedIn page now has 11,184 followers after we committed to increasing our posts there focusing on our social action activities. By comparison, the Greater London Authority has 9,412 and Westminster have 8,255 followers.

Film

12. Between December 2017 and end of May 2018, the Film Team has facilitated film/photography shoots that have brought revenue of £303,424 into the City Corporation.

Subject Analysis:

Financial and Professional Services: The majority of coverage achieved was around Brexit. Both internationally and nationally, the Lord Mayor, Policy Chairman and the Special Representatives to the EU and Asia were frequently quoted and interviewed in major media such as *BBC World at One*, *BBC Radio 4*, *Sky News*, *The Times*, *The Sun* and *The Financial Times*.

There was also UK national, London and widespread international coverage of the Lord Mayor's visits to international markets including Asia, Australasia, Europe and Scandinavia.

Planning and Transportation: Coverage of the City Corporation's Bank on Safety experimental scheme at Bank junction featured in a range of London and national media including *LBC*, *Evening Standard* and *BBC London News*.

Coverage of the City Corporation's representation at the MIPIM property conference appeared in *The Daily Telegraph*, *Property Week* and *Estates Gazette* featured quotes from the Policy Chairman.

Images of a predicted City skyline in 2026 achieved over 50 pieces of coverage in national, London and trade media including the *Metro*, *Evening Standard*, *Architects' Journal* and *Timeout*.

Community and Children Services: Coverage of the City of London's Apprentice programme featured in national, London and trade media including *Yahoo News UK*, *Evening Standard*, *Financial News* and *Horticulture Week*.

National coverage in the *Telegraph*, *Metro*, *Daily Mirror*, *ITV*, *Guardian*, and *Independent* about City of London Corporation's partnership with St Mungo's homelessness charity opening a new emergency shelter in the Guild Church for rough sleepers, in response to the heavy snow earlier this year.

City Bridge Trust: Over 114 pieces of coverage including national, London and trade media achieved including *Sky News*, *Financial Times*, *BBC Radio London* and the *Evening Standard*. Coverage included reports on City Bridge Trust's new funding strategy 'Bridging Divides' and it's 'Bridge to Work' programme helping people with disabilities into work.

Port Health and Environmental Services: The City Corporation's plans to reduce single use plastic in the square mile was reported by the *Evening Standard*, *Bloomberg*, and *The Telegraph*.

The City Corporation's Trading Standards team ran a campaign encouraging drinkers to ask for a top-up if they are sold a short measure pint. Over one hundred pieces of national and London coverage were achieved including in *The Sun*, *Daily Telegraph*, *Mail Online*, *BBC London News* and *ITV London News*.

Culture, Heritage and Libraries: *Picturing Forgotten London*, the current exhibition at London Metropolitan Archives, was featured in a number of major media outlets including *Evening Standard*, *Daily Mail Online*, *Time Out* and *City A.M.*

Sublime Symmetry, the current exhibition at Guildhall Art Gallery, has been covered by *The Times*, *The Guardian*, *London Live*, *Londonist*, *Diary of a Londoness*, *Family Tree Magazine*, *New Scientist* and *Financial Times*, which devoted a full page to the exhibition.

Inside Abbey Road Studios: Through the Lens of Jill Furmanovsky at Barbican Music Library was reported by *BBC Radio London*, *City Matters*, *Time Out*, *Londonist*, *The Vinyl Factory*, and *Ian Visits*.

Open Spaces: Epping Forest was featured in the prime-time ITV documentary, *The Queen's Green Planet*, watched by millions of viewers.

The Highgate Harrier's Night of the 10,000m PBs, a long-distance track running event that took place on Hampstead Heath, included the European Team Cup Championship for the first time in the UK. Coverage achieved included *BBC Sport*, *The Guardian* and *Athletics Weekly*.

Conclusion

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

Appendices

None

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