

Committee(s)	Dated:
Public Relations and Economic Development Sub Committee	16 th Sep 2020
Subject: Six-Month Media Update	Public
Report of: Director of Communications Bob Roberts	For Information
Report author: Aisha Musad, Media Office Assistant	

Summary

This report summarises the media output from the City of London Corporation's Media Team between January and June 2020.

It shows there have been 541 articles relating to the City of London Corporation in national and local newspapers with the advertising value equivalent of £5,248,846.

Recommendation

Members are asked to note the contents of this report.

Main Report

Background

1. The Weekly Media Summary produced every Friday measures and records the main print, broadcast and digital media output of the Media Team. It is distributed to Members and senior officers.
2. This report collates and summarises the findings of the Weekly Media Summary from January 2020 to June 2020.

Print

3. There have been over 541 articles relating to the City of London Corporation in national, regional and local newspapers.
4. Advertising Value Equivalent (equivalent if we paid for coverage) is £5,248,846 (this excludes radio, broadcasting and international print coverage).
5. Additionally, there have been at least 227 articles in international media which are not collated by the cuttings agency and which are not included in the AVE figure.
6. Figures relating to the broadcast media coverage achieved will be included in future PRED committee reports.

Digital

1. The corporate Twitter feed now has 49,291k followers up by 2,721 in the last six months.
2. Our corporate Facebook pages have 89,712 followers.
3. The corporate YouTube channel has 1,775,413 views and the most popular video was the Freedom of the City of London Ceremony for Captain Tom Moore with 16,937k views. The ceremony was streamed live on 12 May 2020. We have 5.85k subscribers.
4. Our corporate LinkedIn page now has 20,105 followers. By comparison, the Greater London Authority has 17,406 and Westminster has 12,926 followers.

Subject Analysis:

5. COVID-19

The majority of coverage was around the COVID-19. Both internationally and nationally, the Lord Mayor, and Policy Chair were frequently quoted and interviewed in major media such as *Financial Times*, *City AM*, *Reuters*, *Financial News*, *Yahoo News*!, *The New York Times*, *Law Society Gazette*, *City Matters*, *Guardian*, *The Sunday Times*, *The Daily Telegraph*, *The Times*, *The i*, *ITV News*, *Metro*, *The Independent*, *Property Week*, and *The Sun*.

Extensive coverage was included in the *Financial Times*, *Time Out*, *Economist*, *Bloomberg*, *Daily Mail*, *Daily Telegraph*, *City Matters*, *Intelligent Transport and Transport Xtra* of the City of London Corporation's transport plans to manage the expected return of commuters to the Square Mile as the COVID-19 lockdown eased. The Policy Chair and Planning Chair were quoted in some of the coverage.

Property Week also ran an opinion piece from the Chair of the Planning and Transportation Committee, on how the City is responding to the challenge of COVID-19.

6. 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 a number of London, national and trade media outlets including *Property Week*, *EG*, *Construction Enquirer*, *Building Design*, *Architects' Journal*, *City Matters*, *The Docklands and East London Advertiser*, *The Islington Tribune*, *Barking and Dagenham Post*, *Construction News and Evening Standard*. The 'first look' of the proposed site for the relocation was also reported in the *Evening Standard*, *Building Design*, *Docklands & East London Advertiser*, *Barking and Dagenham Post*, *City Matters* and *Building*.

7. Open Spaces:

- a. News that the City of London Corporation closed all public facilities on its parks in line with new Government instructions on COVID-19 was reported in *BBC London Radio*, *Daily Telegraph*, *Camden New Journal*, *The Times*, *BBC News online*, *City Matters*, *Epping Forest Guardian*, *My London*, *Newham Recorder*,

The Guardian, Yahoo! News, Evening Standard, the Ham & High, Daily Mail and BBC Radio London.

- b. Extensive coverage was included in a number of media outlets about new charges at the Hampstead Heath swimming ponds. Coverage was included in the *Times, Ham & High, The Guardian, Financial Times, City Matters, the Daily Telegraph, Camden New Journal, Evening Standard, The Observer, FT Magazine, BBC London TV, BBC London Breakfast and The Sun*. The former Chairman of the Hampstead Heath Management Committee was interviewed and quoted in a number of pieces.
 - c. Extensive coverage about the temporary mortuaries constructed on Wanstead Flats to help cope with COVID-19 deaths was included in national, London and regional media outlets including the *Evening Standard, Yahoo News, ITV News, The Mirror, Sky News, The Sun, City Matters, Newham Recorder, MyLondon, Metro, ITV News, BBC News, Daily Mail and the Guardian*.
 - d. *Architects Journal* ran a Q&A in the June print edition with the Chairman of the City Corporation's Open Spaces and City Gardens Committee about the Finsbury Circus Gardens architecture competition to redesign the gardens. Coverage of the competition was also included in *City Matters, UK Construction Media, Building and Horticulture Week*.
 - e. Coverage of the City of London Corporation's announcement of Anne Fairweather as the new Chair of the Hampstead Heath, Highgate Wood and Queen's Park Management Committee was included in *City Matters, Ham & High and Horticulture Week*. The new Chair was quoted.
8. Planning and Transportation:
The City of London Corporation's Planning and Transportation Committee Chair was quoted in coverage of the City of London Corporation approving plans for London's largest building which will incorporate vertical urban greening. Coverage featured in the *Evening Standard, City Matters, Architects' Journal, Building, Planning Resources and Construction News, Property Week, Estates Gazette, UK Construction Media, The Planner, The Caterer and MyLondon*.

Coverage of the City of London Corporation's launch of a 24/7 zero emission street at Beech Street was included in *The Times, Motor Transport and City Matters*.

9. Education
Coverage of the launch of City of London Corporation's online learning initiative to get children and families learning about nature during the COVID-19 lockdown featured in the *Evening Standard, City Matters and FE News*.

Sky News, Metro and Yahoo! News reported on an A-level student from the City of London School and two former pupils from Latymer Upper School, who turned their school into a factory to produce protective equipment to help the NHS during the COVID-19 outbreak.

10. City Bridge Trust:

Widespread coverage including national, London and trade media achieved including the *Evening Standard*, *Architects Journal*, *The Guardian*, *BBC Radio London*, *City A.M.*, and *Horticulture Week*. Coverage included City Bridge Trust's £5 million donation to the London Community Response Fund. The London Communities Response Fund was set up by City Bridge Trust and the Greater London Authority to help organisations dealing with the fallout from the COVID-19 pandemic. Coverage also included the City Bridge Trust awarding emergency funding for 170 small charities across the capital to help support them through the COVID-19 pandemic. The Chairman of the City Bridge Trust Committee was quoted in majority of the coverage.

11. Overseas visits:

There was UK national, London and widespread international coverage of the Lord Mayor's visits to international markets including the Middle East and virtual visit to China.

12. Freedom of the City

Extensive coverage was achieved of Captain Tom Moore's 'virtual' Freedom of the City of London ceremony. The ceremony was broadcast live on the City Corporation's YouTube channel and appeared in hundreds of online, print and broadcast outlets, including *BBC One O'Clock News*, *BBC TV London's Evening News*, *BBC News*, *ITV*, *The Sun*, *Evening Standard*, *Daily Mail*, *Independent*, *Metro*, *Reuters*, *City Matters*, *My London*, *City A.M.* and *the Daily Telegraph*. The Lord Mayor, Policy Chair and Chamberlain of London were quoted in some of the coverage.

Coverage of the City of London Corporation's decision to revoke the Honorary Freedom for Aung San Suu Kyi, which she was awarded at Guildhall in 2017, was included in a number of national and international media outlets including *City A.M.*, *Al Jazeera*, *Yahoo News*, *City Matters*, *The Jordan Times*, *The Peninsula Qatar*, *The Star Malaysia*, *Business Standard*, *The News International*, *Millennium Post*, *South Africa News*, *Myanmar News*, *The Limited Times* and *Tribune India*.

13. Arts and Culture

a. The Enchanted Interior'

Katty Pearce, curator at Guildhall Art Gallery, was interviewed by Robert Elms on his *BBC Radio London* programme about the exhibition, *The Enchanted Interior*. One of the paintings featured in exhibition, was pictured in *The Times*.

The curator at Guildhall Art Gallery, was also interviewed by *Love London Love Culture*, about the key themes in the exhibition, and how people can go online to view the artworks. The show closed in line with the Government's instructions to art galleries, museums, and other cultural institutions, following the COVID-19 outbreak. Further coverage about the virtual tour of the exhibition was included in *All in London* and *The List*.

b. Our City Together

The Acting Chairman of City of London Corporation's Culture, Heritage and Libraries Committee, was interviewed on *BBC Radio London Robert Elms*

Show about Our City Together, a digital cultural season launched during Mental Health Awareness Week by the City of London Corporation. Further coverage of the programme was included in *TimeOut*, *Londonist*, *The Resident* and *FE News*.

c. Tangerine Dream

Richard Jones from the Barbican Music Library was interviewed on *BBC 6 Music Shaun Keaveny Afternoon Show* about the exhibition celebrating the German band, Tangerine Dream, and its contribution to electronic music over the last five decades. Richard was interviewed with Bianca Froese-Acquaye, manager of the band, and her colleague, Felix Moser.

d. New Museum of London

Architects' Journal, *City A.M.*, *Construction Enquirer*, *Construction*, *Daily Mail*, *Building* and *Time Out* reported on the submission by the Museum of London of a detailed application for its proposed move to the General Market buildings at West Smithfield. The Director of the Museum of London was quoted in some of the coverage.

14. Other coverage achieved:

Fire Doors

The *Evening Standard* published an article about the installation of fire doors in 2,300 homes run by the City of London Corporation across London. Further coverage was included in *Islington Gazette*, *Southwark News*, *Docklands & East London Advertiser* and *Islington Tribune*. The Chairman of the Community and Children's Services Committee was quoted in some of the coverage.

New Hostel

Coverage was included in *City Matters* and *FE News* on the City of London Corporation's decision to support a 24/7 assessment hub and new 30-bed hostel for rough sleepers in the Square Mile.

Air Pollution

Forbes featured a story based on new data published by the City of London Corporation that shows air pollution in the Square Mile has dropped by a third since COVID-19 lockdown. The Chairman of the City of London Corporation's Environmental Services Committee was quoted.

Tackling Racism Taskforce

Member Andrien Meyers was quoted in a *Financial News* published article on the City Corporation establishing a new taskforce to consider what the organisation is doing to tackle racism in all its forms. The Policy Chair was referenced. Further coverage was included in *City A.M.*, *MyLondon*, *City Matters*, *Reuters* and *Al Jazeera*.

Conclusion

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

Appendices

None

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