

Committee(s): Communications and Corporate Affairs Sub Committee (Policy & Resources)	Dated: 7 June 2022
Subject: Media Update	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	[1-12]
Does this proposal require extra revenue and/or capital spending?	N
If so, how much?	N/A
What is the source of Funding?	N/A
Has this Funding Source been agreed with the Chamberlain's Department?	N/A
Report of: Bob Roberts, Deputy Town Clerk and Executive Director of Communications and External Affairs	For Information
Report author: Sanjay Odedra, Head of Media (Financial Services)	

Summary

This report summarises the media output from the City of London Corporation's Media Team since the last meeting of the Public Relations Sub Committee on 24 January 2022 until the end of May 2022.

It gives a quantitative analysis of our print, broadcast and digital reach.

It then gives details of the subjects which generated significant media coverage about the City Corporation and the Square Mile and a qualitative analysis on whether the tone and content has been mainly positive, negative or neutral.

The lifting of COVID-19 restrictions led to a positive shift in sentiment compared to the previous reporting period as workers and visitors returned to the Square Mile.

There was also considerable scrutiny of the role of the wider City as a result of the Ukraine war, particularly in relation to links with Russia.

There was also extensive and largely positive coverage of our work on supporting financial and professional services, open spaces, climate action and the Police Authority Board.

Recommendation(s)

Members are asked to note the contents of this report.

Main Report

Quantitative Analysis

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 22 January 2022 to 13 May 2022.

Print

3. There have been more than 223 articles relating to the City of London Corporation in national, regional and local newspapers. This compares to 262 in the previous reporting period between October 2021 and January 2022
4. Advertising Value Equivalent (equivalent if we paid for coverage) is £1,862,866 (this excludes radio, TV broadcasting and international print coverage). By comparison, the AVE for the previous reporting was £2,606,785.
5. Additionally, there have been at least 417 articles in international media which are not collated by the cuttings agency and which are not included in the AVE figure. This compares to 85 in the previous reporting period.

Broadcast

6. There have been at least 27 pieces of broadcast media coverage achieved including ITV, BBC London, Bloomberg Radio, CNBC and Sky News. This compares to 34 pieces in the previous reporting period. These are also not included in the AVE figure.

Digital

7. The new Twitter feed for the Policy Chairman, @citypolicychair, was launched immediately following the election on 5 May. In its first week it got 254 followers, reached 177,147 people and generated 1,598 engagements. Our focus will be on boosting these numbers through regular posting, sharing and promotion.
8. The corporate Twitter feed now has 57,600 followers - up by 1,800 since the last report and now more than any London borough.
9. Our corporate Facebook page has 10,042 followers which is up 42 since the last report and takes into account Facebook's recent purge of fake accounts from its platform.
10. Our corporate LinkedIn page now has 32,021 followers, up by 3,000. This is more followers than any London borough.

11. Our Speak for the City electoral engagement campaign used our existing social media channels to reach 2,742,175 people, generating 54,181 engagements.
12. Our campaign for the second Covid Recovery Grant Fund used our existing social media channels to reach 1,707,704 people, generating 14,062 engagements.
13. Social media posts using our donation to the Disaster Emergency Committee (DEC) Ukraine Appeal encouraging others to donate reached 382,643 people, generating 3,902 visits to the DEC website.
14. The Global City campaign across our main social media feeds reached 283,223 people, generating 46,040 engagements.
15. Social media campaigns around COVID-19 boosters and pop-up vaccination centres reached 481,623 people, generating 7,600 engagements.
16. The most visited page on the corporate website was the Things To Do homepage with 42,572 views. This compares to 77,621 views of the COVID-19 testing information page between October 2021 and January 2022.

Subject Details and Qualitative Analysis of Media Coverage

The qualitative analysis below assesses coverage ranging from significantly positive to significantly negative.

COVID-19 and return to the workplace

- a. The majority of coverage on COVID-19 focused on the lifting of Government restrictions and work to support the Square Mile's recovery.
- b. The Lord Mayor was interviewed live on Times Radio about the lifting of restrictions while former Policy Chair Catherine McGuinness was quoted in a City A.M. article.
- c. City A.M. and City Matters ran articles reporting on the COVID-19 Recovery Grant Scheme for Square Mile SMEs opening to applications.
- d. The relaunch of the Square Smile campaign was marked by the Lord Mayor visiting a number of City businesses, including Leadenhall Market. This was featured on BBC London TV. Further coverage was secured in City A.M. and Estates Gazette.
- e. A new poll commissioned by the City Corporation showing 72 per cent of full-time workers felt that building business relationships was easier when based in the office was also referenced in the Evening Standard. Further coverage in Yahoo News.
- f. The Evening Standard reported on the launch of a new app to encourage people into retail, hospitality and leisure businesses in the Square Mile. Chair

of the Culture, Heritage and Libraries Committee Wendy Hyde was quoted. Also reported in Yahoo! News and London News Today.

- g. Chairman of the Children's Services Committee Ruby Sayed was quoted in a story in City Matters urging Square Mile residents and workers to get their COVID booster jabs. Hackney Gazette and City Matters reported on a pop-up Covid vaccination centre coming to Liverpool Street Station, offering workers and residents the chance to get their jabs. This was complimented by a continuing COVID-19 social media campaign encouraging vaccinations, testing, face coverings, ventilation and self-isolation with symptoms or positive test

Qualitative Analysis:

- a. Coverage was largely positive in the context of Government restrictions being lifted and workers returning to the Square Mile, albeit gradually. The relaunch of the Square Smile campaign helped to build on this momentum.
- b. The COVID-19 Recovery Grant Scheme generated some positive coverage, positioning the organisation as acting proactively to support businesses at a time when Omicron restrictions were still in place.
- c. COVID-19 public health coverage was factual and informative, reaching key audiences in the City of London and Hackney.

Ukraine war

- a. In a City A.M. column, Lord Mayor Vincent Keaveny argued that the UK must be united with Ireland and the EU over the Ukraine crisis, ahead of a visit to Dublin he made later in the week.
- b. A separate City A.M. column from Lord Mayor Vincent Keaveny discussed the need to stand united with Ukraine, implement sanctions and tackle money laundering. City of London Police and City Bridge Trust were mentioned.
- c. In Business Post, the Lord Mayor said the industry would be on the "frontline" of implementing western sanctions against Russia.
- d. Reuters reported that former Policy Chair Catherine McGuinness called for a strengthening of recent reforms to help change the perception that London is a "laundromat" for dirty money.

Qualitative Analysis:

- a. Overall, coverage was negative with considerable international media coverage scrutinising the role of the wider City in financing and providing services to Russia. Some reports suggested that London was a 'laundromat' for the regime.

- b. Our corporate messaging pushed back on this narrative and supported the UK Government's targeted sanctions. Proactive media engagement outlined the City Corporation's support for Ukraine, condemned Russia's military aggression and urged City firms to take action.

Elections

- a. BBC London Radio reported on the City of London Corporation's elections. The front page of City A.M. also reported on the elections. The Court of Common Council was referenced. Further coverage in City Matters, BBC News, My London, BBC London The Spectator and MSN Ireland.
- b. City A.M. inaccurately reported that a sanctioned Russian bank was eligible to vote at the City of London Corporation election. A City Corporation spokesperson was quoted. Also covered by Daily Advent, News R, TechRegister. In response, City A.M. included a letter from the City of London Corporation's Director of Communications, Bob Roberts. He stated that the article in the paper was "inaccurate, misleading and damaging".

Qualitative Analysis:

- a. Coverage was neutral with the exception of one negative article in City A.M. which was immediately rebutted with a letter that corrected the record.

Financial and professional services

- a. Former Policy Chair Catherine McGuinness was quoted in a The Daily Telegraph report on how London has remained the top global financial centre, according to a study by the City of London Corporation. The news, which was picked up by Reuters, was carried in over 120 national and international outlets, including Daily Mail, City A.M., Financial News, Daily Express, City Matters, Market Watch, This is Money, Yahoo!, London Loves Business, Guido Fawkes and Economic Times.
- b. Lord Mayor Vincent Keaveny and former Policy Chair Catherine McGuinness were quoted in The Times on new figures published by the City of London Corporation, which show that London remains the world's most popular destination – ahead of Paris and New York - for foreign investment in financial and professional services companies. Also reported by Financial News, Estates Gazette, Bloomberg News, City A.M., Financial News, Daily Express, Fortune, London Loves Business, Law360, New Journal, Arab News, Daily London UK, Relocate Global, Wealth Briefing and over thirty other international media outlets
- c. Lord Mayor Vincent Keaveny was interviewed live on Sky News about the launch of Global Investment Futures, a new campaign launched by the City of London Corporation in partnership with the Department for International Trade and the Investment Association to preserve and promote the UK as a leading

investment management centre globally. Further coverage quoting the Lord Mayor and former Policy Chair Catherine McGuinness was included in City A.M, International Investment, Investment Week, Funds Europe and Honest Columnist.

- d. Widespread media coverage of visits by the Lord Mayor to Mexico, Chile, Brazil and Qatar appeared in the international media.

Qualitative Analysis:

- a. Positive media coverage for our work supporting the UK financial and professional services sector, with two City Corporation reports securing widespread national and international articles.
- b. Coverage of the Lord Mayor's overseas visits was entirely positive focusing on efforts to boost trade ties with the UK. There was a particular focus on sustainable finance in line with the Lord Mayor's 'People and Purpose' theme.

Easter Banquet

- a. Extensive coverage - including in BBC, The Telegraph, Reuters, GB News and Evening Standard - of the UK Foreign Secretary's speech at the Easter Banquet at the Mansion House this week. Lord Mayor Vincent Keaveny was referenced and photographed. A video of the speech was published on The Independent and Yahoo alongside articles which referenced the Lord Mayor. Continuing coverage in The Guardian, Independent, Metro and The Week.

Qualitative Analysis

- a. Coverage was positive if almost entirely focused on the Foreign Secretary. The event featured on national news bulletins watched by millions and it served as an effective platform to lead the news agenda for two consecutive days.

Climate Action

- a. Lord Mayor Vincent Keaveny was interviewed live on Sky News Ian King Live and Bloomberg Radio on the Net Zero Delivery Summit at the Mansion House. Extensive coverage of the wider summit featured in over 170 outlets, including the Evening Standard, Daily Mail and Reuters.
- b. City Matters reported on the next phase of the City Corporation's 'Cool Streets and Greening' programme aimed at tackling the risk of climate change. Chairman of the Projects Sub Committee Keith Bottomley was quoted. Also in Pro Landscaper and Horticulture Week.

- c. Mail Online reported on the closure of Tower Bridge, after protesters from Just Stop Oil and Extinction Rebellion abseiled off the sides and hung a banner from the bridge. Also covered by Daily Express, Metro, Independent, Evening Standard and GB News.

Qualitative Analysis

- a. Significantly positive coverage for the Net Zero Delivery Summit, which positioned the organisation at the centre of the financial sector's efforts to tackle climate change.
- b. Some limited negative coverage followed an Extinction Rebellion protest at Tower Bridge. These protests generated less coverage compared to similar ones in previous years.

Planning and Transportation

- a. City A.M. ran an article on the Court of Common Council agreeing a motion to review traffic orders across the Square Mile. It was also covered by the Evening Standard, City Matters and Taxi Point. Coverage previewing the motion also appeared in the Evening Standard.
- b. Estates Gazette publishes an opinion piece by the newly elected Planning and Transportation Chair, Shravan Joshi, on his aspirations for the term ahead. Further coverage on him being elected in Transport Xtra.
- c. There was widespread coverage of a planning application for student accommodation at Holborn Viaduct, both ahead of the Planning and Transportation Committee's decision in On London, City Matters and MyLondon, and after the committee had resolved to approve the application in City Matters, The Construction Index, PBC Today, Property Week, Design and Build UK, UK Construction News, e-architect and Built Environment Networking. Former Planning and Transportation Committee Chair Alastair Moss was quoted.
- d. The Daily Telegraph and City Matters reported on the City Corporation successfully renewing an exemption from rules that allow offices to be automatically turned into residential properties. A City Corporation spokesperson was quoted.
- e. There was coverage in The Daily Telegraph, Estates Gazette and City A.M. after the City of London Corporation approved a set of guidelines intended to help developers 'design out suicide' from tall buildings.

Qualitative Analysis

- a. Largely neutral and factual coverage. There was considerable interest among London media on a motion to review traffic orders across the Square Mile, with a particularly focus on Bank Junction.

Police Authority Board

- a. Chair of the City Corporation's Police Authority Board, James Thomson, was interviewed by the Evening Standard about how the forthcoming Online Safety Bill will tackle fraud, saying the legislation could stop hundreds of thousands of crimes. Daily Mail, Police Professional, Money Marketing and City Matters quoted the Chair calling for paid-for advertising to be included in the draft Online Safety Bill legislation.
- b. Daily Mail covered the City of London Corporation's Police Authority Board and the City of London Police as they welcomed the Government's decision to include scam advertising in the Online Safety Bill. A City of London Police Authority Board spokesperson was quoted and Chair of the Police Authority Board, James Thomson, was mentioned.
- c. Chair of the City Corporation's Police Authority Board, James Thomson, and City of London Police Commissioner, Angela McLaren, were quoted in a City Matters and Police Professional reporting on the launch of the new policing plan for the Square Mile.

Qualitative Analysis

- a. Strong positive coverage in national, London and trade media for the Police Authority Board and its role in advocating for the protection of victims of fraud and holding the City of London Police to account.

Education

- a. Highgate Hill: selective model the future? The Times ran a feature on the City of London Academy Highgate Hill, which is part of the City of London Academies Trust. The piece also referenced other City of London Corporation schools.

Qualitative Analysis

- a. Positive national coverage for a City of London Academies Trust school, with a new model for success. The piece showcased the City Corporation as a successful provider of educational institutions in the capital.

Museum of London and Smithfield Market

- a. Coverage appeared in Financial Times of ongoing discussions between the City Corporation and Smithfield Market meat traders over plans to move the new Museum of London to the site. A City Corporation spokesperson is

quoted. Further coverage in Further coverage in The Daily Telegraph, The Spectator and Planning Resource.

- b. Evening Standard reported on the closure of the Museum of London's site at London Wall ahead of its relocation to West Smithfield. The museum will also change its name to the London Museum. Museum Director Sharon Ament was quoted.

Qualitative Analysis

- a. The Financial Times article was factually accurate.

Arts and Culture

- a. Coverage was included in ITV London News, City A.M., MyLondon, City Matters, and Londonist on the reopening of Billingsgate Roman House and Baths following its temporary closure due to the pandemic. A City Corporation spokesperson was quoted.
- c. The City of London Corporation was referenced on BBC London News, which reported that the oldest complete map of London has gone on display at the City Corporation-owned London Metropolitan Archives. Chair of the Culture, Heritage and Libraries Committee, Wendy Hyde, was quoted. Further coverage included Time Out, Islington Gazette, Londonist, Ian Visits, London Post, London Live, Secret London and Ham & High. Chair of the Culture, Heritage and Libraries Committee, Wendy Hyde, was quoted in selected coverage.
- d. BBC London News reported live from Guildhall on City Lights, which offered visitors a trail of light and sound artworks in the City, delivered in partnership with the City Corporation as part of the Mayor of London's 'Let's Do London' programme. Further coverage appeared in Londonist, Time Out and City A.M. It also received major social media exposure, being tweeted by the City Corporation, the Mayor of London, Londonist and BBC London, who, combined, have over four million followers.

Qualitative Analysis

- a. Major positive London coverage on a range of City Corporation cultural events reached a multi-million audience both in traditional media and digitally.

Open Spaces

- a. City Matters, Slough & South Bucks Express, This is Local London, Times News Express, Epping Forest Guardian, Guardian Series and Maidenhead Advertiser reported that Epping Forest, Burnham Beeches and Ashted Common have been chosen as part of a nationwide network of 70 ancient

woodlands to be dedicated to The Queen in celebration of the Platinum Jubilee. Chair of the Open Spaces Committee, Caroline Haines, was quoted.

- b. BBC Radio Essex reported on sofa delivery drivers from DFS being prosecuted for illegally dumping a sofa in Epping Forest. Epping Forest Committee Chairman, Graeme Doshi-Smith, was quoted. Further coverage in Essex Live, Basildon Echo, Horticulture Week, London Loves Business, MyLondon, MSN News, Epping Forest Guardian Ilford Recorder, and Brent and Kilburn Times.
- c. The Times reported on a judicial review held at the Royal Courts of Justice, following an action brought against the City of London Corporation by a disabled swimmer who claims that the introduction of charges for Kenwood Ladies' Bathing Pond represents 'unlawful disability discrimination.' Also reported by Islington Gazette, Ham&High and Daily Advent.

Qualitative Analysis

- a. Coverage on the Platinum Jubilee was positive and factual, reaching audiences in communities local to City Corporation open spaces.
- b. Epping Forest fly tipping coverage was neutral in tone and presented the City Corporation as the guardian of the ancient woodland. Coverage reached key regional and local audiences and helps provide a deterrent to dumping rubbish.
- c. Coverage on the Hampstead Heath judicial review was negative.

Barbican Centre

- a. Chair of the Barbican Centre Board, Tom Sleight, was quoted in the AJ after the City Corporation announced the winning design team for the Barbican Renewal Project. Further coverage in a range of media including Evening Standard, Yahoo, MSN, Building Design, The Architect's Newspaper, Building and City Matters.
- b. Evening Standard, Arts Hub, The Age, Sydney Morning Herald, WA Today, Global Circulate, The Stage, MSN, Yahoo News, City Matters, Arts Professional, The Music Network, The Toorak Times, Hero Mag, Aussie Theatre and Tittle Press reported on Claire Spencer being appointed by the City of London Corporation as the first-ever Chief Executive Officer of the Barbican Centre, following a far-reaching recruitment search. Chair of the Barbican Centre Board, Tom Sleight, was quoted.
- c. The Guardian had a feature on the 40th anniversary of the Barbican with reference to the City Corporation. Barbican Centre Artistic Director Will Gompertz was also interviewed on BBC Radio 3's Music Matters about the 40th anniversary. He spoke on plans for the transformation of the centre's culture and behaviours to address concerns of racism and discrimination

raised by staff. The 40th anniversary also was mentioned in a Times article about a performance by the BBC Symphony Orchestra.

- d. Londonist and London on the Inside covered a new exhibition at the Barbican on post-war modern British art. A new Barbican exhibition entitled 'Out and About! Archiving LGBTQ+ history' featured in Time Out, and Ian Visits. The Barbican's London Mime Festival was featured in Dancing Times.

Qualitative Analysis

- a. Positive coverage of the Barbican Renewal announcement ran as a joint exclusive with the Evening Standard and AJ, reaching key London and industry audiences.
- b. Coverage of the announcement of the first Barbican Centre Chief Executive was largely positive. A significant amount of coverage mentioned Barbican Stories.
- c. Coverage of the Barbican's 40th anniversary was moderate in size, and mixed in sentiment, with journalists both celebrating the milestone and covering Barbican Stories.

Homelessness and Rough Sleeping

- a. Writing in City Matters about homelessness in London, the Policy Chair explained what the City Corporation is doing to help the Square Mile's rough sleeper community.

Qualitative Analysis

- a. Positive coverage highlighting the City Corporation's work to support its homeless population into permanent accommodation.

Charitable Giving

- a. Sky News reported on a £174,800 City Bridge Trust grant to a community kitchen in Lambeth run by Food Cycle. The story ran in over 30 other media outlets including Heart Radio, Capital FM, Yahoo! News and MSN. Further coverage in Charity Today.

Qualitative Analysis

- a. Continuing positive coverage for City Bridge Trust reaching a national audience.

Options

11. None.

Proposals

12. None.

Key Data

17. See current position.

Conclusion

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

Appendices

None

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