

Committee(s): Communications and Corporate Affairs Sub Committee (Policy & Resources)	Dated: 31 October 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 Discussion
Report author: John Park, Assistant Director of Media (Public Services)	

Summary

This report summarises the media output from the City of London Corporation's Media Team since the last meeting of the Communications and Corporate Affairs Sub Committee on 7 June 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.

There was an unprecedented level of media coverage of the City Proclamation following the death of Her Late Majesty The Queen and the City Corporation's response to it.

There was also a high level of positive coverage of the Lord Mayor's international visits, Destination City, and skills and education.

And there was significant coverage in reaction to domestic political and economic developments, including the Conservative leadership election, the election of a new Prime Minister and Government ministers, and the Conservative Party Conference and Government 'mini budget'.

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 13 May to 14 October 2022.

Print

3. There have been more than 365 articles relating to the City of London Corporation in national, regional, and local newspapers. This compares to 223 in the previous reporting period between 22 January 2022 to 13 May 2022.
4. Advertising Value Equivalent (equivalent if we paid for coverage) is £6,816,978 (this excludes radio, on-line, TV broadcasting and international print coverage). By comparison, the AVE for the previous reporting was £1,862,866.
5. Additionally, there have been at least 254 articles in international media which are not collated by the cuttings agency, and which are not included in the AVE figure. This compares to 417 in the previous reporting period.

Broadcast

6. There have been at least 44 pieces of broadcast media coverage achieved including BBC One, ITV, Sky, BBC Radio 2, BBC London News (TV) and Radio, and ITV London. This compares to 27 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. It now regularly reaches around 250,000 people a week and has generated 3,306 engagements with an engagement rate matching our other corporate feeds. Our focus will be on boosting these numbers through regular posting, sharing and promotion.
8. The corporate Twitter feed now has 61,881 followers - up by 6,081 since the last report and still more than any London borough.

9. Our corporate Facebook page has 11,449 followers up by 235 since the last report.
10. Our corporate LinkedIn page now has 36,687 followers, up by 7,670. This is more followers than any London borough and organisations such as UK Finance, and the CBI.
11. Platinum Jubilee posts including for the Queen's Baton Relay event at Paternoster Square reached 4,159,519 people, generating 24,248 engagements. At the time these were our highest ever numbers.
12. Posts regarding the death of Her Late Majesty The Queen, including those for the Proclamation at Royal Exchange reached 15,508,532, generating 37,992 engagements. This is our highest ever reach and the most engagement we've ever had outside of large paid campaigns.
13. Posts for Destination City's The Golden Key event have so far reached nearly 3.5m people, generating 64,367 engagements.
14. The restoration of Annie Brewster's grave at the City of London Cemetery and Crematorium posts reached 201,007 people, generating 9,640 engagements.
15. The most visited page on the corporate website was the Parliament Hill Lido page with 139,407 views. This compares to 47,382 views of the Things to do homepage page between 22 January and 13 May 2022.

Subject Details and Qualitative Analysis of Media Coverage

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

Death of Her Late Majesty The Queen

- a. There was widespread national, international, London, and local media coverage of the City Corporation's City Proclamation, held on the steps of the Royal Exchange to announce His Majesty Charles III as King. The event was broadcast live across the UK and internationally. Coverage appeared on BBC One, Sky News, ITV1, Channel 4, and a range of other broadcasters, with audience figures peaking at six million on the BBC. Further coverage in the Evening Standard, Independent, City A.M. and over 50 news outlets around the world. The event was pictured in a range of major media, including a double page spread in the Sunday Telegraph and a photograph in the Financial Times. The Lord Mayor was also interviewed about the City Proclamation on BBC Radio London.
- b. The Lord Mayor was interviewed by BBC Radio London about a Book of Condolence opened by the City Corporation and placed at Guildhall Art Gallery to allow members of the public to pay their respects to Her Late Majesty The Queen. Further coverage appeared in over 220 media outlets

across the UK and internationally, including the Daily Mail and the Evening Standard. City A.M. included an image of the Lord Mayor signing it.

- c. The Lord Mayor was interviewed by BBC One in coverage of the St Paul's Service of Thanksgiving to Her Late Majesty The Queen. He also featured in a BBC News Special and in highlights of The Queen's Platinum Jubilee at St Paul's Cathedral with the Royal Family. The Royal reception at Guildhall was covered extensively by BBC News and Sky News with live broadcasts throughout the afternoon from Guildhall Yard and inside Guildhall Art Gallery.
- d. The Lord Mayor was pictured on the front page of The Daily Telegraph at St Paul's Cathedral with the Royal Family. He was also quoted. Further coverage in The Times, LBC, Daily Mirror, Independent, Daily Mail, and over 50 other news outlets.
- e. Tower Bridge was illuminated in purple, in tribute to Her Late Majesty The Queen. Coverage appeared in a range of national media including the Metro, Daily Mail, and The Guardian.
- f. Writing in City A.M., the Policy Chairman said that the monarchy's strength is the foundation of our prosperity. And in a separate piece in City Matters, he told readers that the City is "united in grief" after the passing of Her Late Majesty The Queen.
- g. City Matters reported that the Court of Common Council passed an address of condolence to His Majesty King Charles III. The Lord Mayor and the Policy Chairman were quoted.
- h. In his City A.M. column, the Lord Mayor discussed the City's close relationships with the monarchy. And writing in the Epping Forest Guardian, the Chairman of the Epping Forest and Commons Committee reflected on Her Late Majesty The Queen's relationship with Epping Forest.

Qualitative Analysis:

- a. Unprecedented levels of positive coverage of the City Proclamation following the death of Her Late Majesty The Queen and the City Corporation's response to it. Reporting was sombre in tone and showcased the City Corporation and the Square Mile to a global audience as being central to this moment in history.

Destination City

- a. The majority of coverage was a result of the major corporate communications campaign designed to promote Destination City's The Golden Key spectacular event on Saturday October 15. Widespread coverage including in The Times, The Daily Telegraph, Sky News, The Evening Standard, Metro, Time Out, Londonist, and City Matters. The Policy Chairman was quoted and interviewed.

- b. There was a high level of coverage about the wider Destination City policy. The Policy Chairman was interviewed on Sky News's Ian King Live show, the Financial Times, and the Evening Standard. Coverage also appeared in several opeds by the Policy Chairman in City A.M. and City Matters. The Evening Standard and City Matters reported on the appointment of Luciana Magliocco as Destination City Director and Tania Harrison as its Programme Curator.

Qualitative Analysis:

- a. High levels of coverage achieved across a range of media designed to encourage people to The Golden Key event. Reporting was positive and factual and reached the target audience in London and surrounding areas.
- b. This was supported by a wide range of coverage about the wider Destination City policy in major media titles. Reporting was positive and balanced and clearly explained the rationale for the initiative.

Lord Mayor international visits to key markets

- a. The Lord Mayor's three-day trip to India to strengthen business ties featured in the Financial Times, Politico, India Today, Press Trust of India, Economic Times, Business Insider, The Hindu, Mint, The Hindustan Times, Financial Express, and 40 other outlets.
- b. The Lord Mayor's visit to North America was covered in Politico Pro newsletter which reported that he will be launching a major summit at the New York Stock Exchange during his trip to the US. Further coverage in Bloomberg and Bloomberg Radio Boston. The Lord Mayor was also interviewed by BNN Bloomberg on his Mayoral visit to Canada.
- c. Widespread coverage of the Lord Mayor's visit to Indonesia and Japan included Bisnis Indonesia, Reuters, Asahi Shimbun, Nikkei and over 80 other outlets.
- d. Extensive coverage of the Lord Mayor's Gulf visit including an interview in Arab News, on a pending free trade agreement between the UK and the Gulf Cooperation Council. Further coverage of the visit included Saudi Gazette, Gulf Today, Asian Lite, Khaleej Times, Politico and others.

Qualitative Analysis:

- a. Coverage was positive and focused on issues specific to individual markets. Indian and Gulf media articles highlighting the importance of services were helpfully timed given ongoing trade negotiations.

Lord Mayor's Dragon Awards

- a. City Matters and The London Post reported on the announcement of the shortlist of firms in the running to receive a Lord Mayor's Dragon Award, which recognises companies that go the extra mile to benefit society.
- b. The Lord Mayor was quoted in City Matters in coverage about the Dragon Awards at The Mansion House.

Qualitative Analysis:

- a. Reporting was positive but there remains a low-level of media interest in business award ceremonies which impacts coverage.

Policy Chairman India visit

- a. The Policy Chairman was quoted in The Hindu on boosting India-UK ties. He visited Mumbai for high-level talks. Further coverage in over 15 other Indian outlets.

Qualitative Analysis:

- a. Positive coverage and timed to coincide with ongoing trade negotiations with India.

Conservative leadership election

- a. The Lord Mayor wrote in City A.M. about the Square Mile's role in supporting the economy as the topic rose up the agenda in the leadership battle. He referenced the recent State of the Sector report – published by the City of London Corporation in partnership with HM Treasury – and his visit to Leeds and Birmingham to boost regional ties.
- b. The Policy Chairman was interviewed by Financial News urging the next Prime Minister to work closely with the EU. He said that the UK needs to work in partnership with the bloc.

Qualitative Analysis:

- a. Factual coverage highlighting the importance of the City to the UK economy and the Government's growth agenda.

New Prime Minister and Government ministers

- a. The Lord Mayor wrote in City A.M. about the importance for Government to continue investing in London's infrastructure, promoting innovation, and

developing the UK's status as a leading financial centre, despite political turmoil.

- b. City Matters reported that the Policy Chairman congratulated Liz Truss on becoming leader of the Conservative Party and on the City Corporation's key priorities. He was also quoted in a City Matters front page splash in the wake of Boris Johnson's decision to stand down as Prime Minister and the appointment of a new Government team.

Qualitative Analysis:

- a. Factual coverage highlighting the role of the City and London, while seeking to establish a positive relationship with the new Government.

Conservative Party Conference and reaction to Government 'mini budget'

- a. The Policy Chairman was interviewed by BBC London News (TV) at the Conservative Party Conference about the Government's reversal on scrapping the 45p tax rate of income tax for higher earners.
- b. In his City A.M. column, the Policy Chairman welcomed the steps being taken by the UK Government to boost growth and argued the Financial Services Bill will improve UK competitiveness. The Sunday Telegraph reported on how the UK now has the lowest headline rate in corporation tax in the G7. The Policy Chairman was quoted. Further coverage of the Policy Chairman's statement in response to the fiscal event in City A.M., Politico, The Australian and City Matters.

Qualitative Analysis:

- a. The Government's fiscal statement received a negative reception from the media and markets. Coverage of our response was neutral. Our messaging tried to strike a balance between welcoming measures that support competitiveness while recognising the wider economic environment.

Lord Mayor Elect

- a. City A.M. reported that Alderman Nicholas Lyons has been elected the 694th Lord Mayor of London. He will take over from the current Lord Mayor on 11 November. Also reported by City Matters and The Times.

Qualitative Analysis:

- a. Positive and factual coverage on the election and the Lord Mayor Elect's background.

Financial and Professional Services Dinner

- a. The Lord Mayor was mentioned in Bloomberg covering parts of his speech at the Financial and Professional Services Dinner at the Mansion House this week. Extensive coverage in over 90 other outlets, including Reuters, Daily Mail, Politico, and International Business Times. Speeches by the Chancellor and the Governor at the event also secured widespread national coverage.

Qualitative Analysis:

- a. Positive coverage positioning the event as a major platform, notwithstanding political developments that took place in parallel.

Education and skills

- a. In his City A.M. column, the Policy Chairman launched the Skills for a Sustainable Skyline Taskforce, which aims to tackle long-term challenges presented by climate change and the labour market. Further coverage in City Matters, Construction Enquirer and Construction News.
- b. There was widespread coverage on the GCSE and A-Level results of the City Corporation's Family of Schools. National reporting in The Guardian, Daily Mirror, Mail Online, Daily Telegraph, and Guardian Live. Local coverage in the Ham & High, Islington Gazette, Islington Tribune, Southwark News, and Hackney Gazette. The Chair of the City of London Academies Trust Board and a number of head teachers were quoted in several pieces.
- c. Writing in City A.M., the Policy Chairman said the City Corporation's London Careers Festival will help develop London's future workforce. The Careers Festival was also covered by BBC London News (TV) to a peak audience of two million. More in City Matters, with quotes from the Chair of the Education Board and the London Careers Festival.
- d. Islington Gazette and the Ham & High ran stories on the City of London Academy Highgate Hill, which is part of the City of London Academies Trust, after it received an Ofsted report rating it 'good' for quality of education and personal development, but 'requiring improvement' overall.

Qualitative Analysis:

- a. Coverage of the Skills for a Sustainable Skyline Taskforce was positive and clearly set out the aims of the scheme. However, there was little interest in the story at this time outside City A.M. and trade publications. More granular policy recommendations will be needed to attract wider coverage.
- b. Media coverage on GCSEs and A-levels punched above its weight and achieved national coverage. Reporting tone was celebratory and positioned the City of London Corporation and the City of London Academies Trust as leading providers of education in London.

- c. Broadcast coverage for the London Careers Festival reached a large priority audience but there was a low level of interest amongst print journalists.
- d. Articles on the 'requires improvement' Ofsted report for the City of London Academy Highgate Hill were negative.

Property, Planning, and Transportation

- a. The Lord Mayor, the Policy Chairman and the Planning and Transportation Committee Chairman were quoted in City Matters celebrating the opening of the Elizabeth line which will help support the recovery of London and the Square Mile. The Lord Mayor was also quoted in the Evening Standard.
- b. The Chairman of the Planning and Transportation Committee was quoted in a City Matters report on the City Corporation's Thermal Comfort Guidelines, which picked up an award in the Best Project for Sustainable Planning category at the Building London Planning Awards.
- c. The Chairman of the Planning and Transportation Committee was interviewed by Estates Gazette about his role, the work of the Committee, and the challenges ahead for the Square Mile.
- d. The Chairman of the Planning and Transportation Committee was interviewed in Property Week. He emphasised the City Corporation's role in delivering a global business hub with a focus on Destination City
- e. The Chairman of the Planning and Transportation Committee was quoted in The AJ and City Matters on draft planning guidance on the assessment of whole life-cycle carbon emissions.
- f. BBC Breakfast reported on the Streets and Walkways Sub Committee, which discussed a response to TfL's London Bridge Experimental Traffic Restriction. Also on BBC Radio London and others.
- g. Coverage in a range of outlets including the Independent, Evening Standard, City A.M., and BBC London Radio about campaign group Barbican Action Quarter criticising City Corporation plans for London Wall West. A City Corporation spokesperson was quoted.

Qualitative Analysis:

- a. Coverage was mixed. Positive reporting of the opening of the Elizabeth line, which supported the City Corporation's recovery and reopening messaging. Negative coverage of proposals for the London Wall West site following a campaign from Barbican Quarter Action.

Climate action

- a. Writing in City A.M. the Lord Mayor called on businesses to play their part in tackling climate change. The piece covered the City Corporation's Climate Action Strategy, publicising its Climate Action Dashboard and a 31% cut in carbon emissions since 2018. Further coverage in a front page City Matters splash and in London Loves Business.

Qualitative Analysis:

- a. The coverage achieved was positive and factual, reaching a priority audience of City businesses and residents. But there was a low level of interest amongst national and wider London journalists.

Fraud and economic crime

- a. In a City A.M. column, the Lord Mayor said urgent action is needed to keep people and businesses safe from fraud, ahead of a speech at the Cambridge Economic Crime Symposium. Further coverage in Politico.
- b. The Chair of the City of London Police Authority Board was quoted in Police Professional after the government put the Online Safety Bill on hold.

Qualitative Analysis:

- a. Coverage reached a primary audience of City businesses, Londoners, and key sector stakeholders through trade press.

Sport

- a. BBC London radio and ten other outlets reported the opening of the London Sport Awards nominations. The piece mentioned the awards will take place at Guildhall and are supported by the City Corporation. Various local outlets quoted the Lord Mayor. And in his City A.M. column, the Policy Chairman wrote that the UK's sporting success would help economic growth. He cited a City Corporation report which said UK sports events could deliver up to £4bn of soft power, trade, and investment benefits in the next decade.

Qualitative Analysis:

- a. Coverage was positive and positioned the City Corporation as a link between business, economic growth, and sport.

Socio-Economic Diversity Taskforce

- a. Bloomberg covered a report on the lack of diversity at senior levels of the UK financial and professional services sector, published by the Socio-Economic Diversity Taskforce, which is led by the City Corporation. The Chair of the taskforce was quoted. Further coverage in Politico, Reuters, and Mail Online

amongst others. The Lord Mayor covered the report in a City A.M. column about the importance of social mobility to City competitiveness.

Qualitative Analysis:

- a. Positive coverage highlighting this issue and the City Corporation's role in encouraging the sector to take action to address it.

Arts and culture

- a. The Chair of the Culture, Heritage and Libraries Committee was pictured in the Daily Express in front of the William the Conqueror's Charter. The ancient document is open to the public to view at Guildhall Art Gallery. Further coverage in The Times.
- b. The Londonist and City Matters reported that the William Charter — the oldest document held in the City Corporation's extensive archives — was going on display at Guildhall Art Gallery.
- c. The curator of a British Blues exhibition at the Barbican Music Library was interviewed on the Cerys Matthews' Show on BBC Radio 2. The City Corporation, which manages the library, was featured.

Qualitative Analysis:

- a. Coverage reached national, London, and City audiences and was positive and factual in tone.

Charitable Giving

- a. The Policy Chairman wrote in City A.M. thanking the many City firms who are supporting the voluntary sector. But he said there is scope to step up and do even more.
- b. The Chairman of the Finance Committee was quoted in Bangla Mirror after the City Corporation donated £25,000 from its International Disasters Fund to the charity, Save the Children, for its flood relief efforts in Bangladesh. Also reported by City Matters, Sri Lanka Weekly, and 11 other media outlets.
- c. The Disasters Emergency Committee's YouTube channel carried a personalised message of thanks from its Chief Executive to the City Corporation for its donation and support for the DEC's Ukraine Humanitarian Appeal.
- d. The Daily Mirror reported on community foodbank service Barnet Foodshare, which can continue for two more years because of new funding from City Bridge Trust. The City Bridge Trust Chairman was quoted. Further coverage

in 25 other publications.

- e. There was coverage in Fundraising, City Matters, Civil Society and Charity Today about charities in the capital being offered up to £3.5 million by City Bridge Trust to help them cope with rising prices. The City Bridge Trust Grants Committee Chairman was quoted.

Qualitative Analysis:

- a. Coverage in general was positive and balanced and included a significant third-party endorsement from the Chief Executive of the Disasters Emergency Committee. However, stories about City Bridge Trust charity grants received significantly lower levels of national media interest during this reporting period.

Air Quality

- a. The Policy Chairman wrote in City Matters on National Clean Air Day, highlighting the City Corporation's work with residents to improve local air quality at the Barbican and Golden Lane estates. And the Chairman of the Port Health and Environmental Services Committee was quoted in City Matters on the Science In the City air quality monitoring project. More in Air Quality News and Smart Cities World.

Qualitative Analysis:

- a. Coverage was positive and highlighted the work that the City Corporation is doing to improve air quality for residents. But coverage levels were low overall due to fewer policy announcements.

Open spaces

- a. The City of London Corporation won Green Flag status at 15 of its open spaces. Coverage appeared in a range of media local to the sites, including City Matters, Newham Recorder, Epping Forest Guardian, Bucks Free Press, Slough Observer, Windsor Observer, and Inside Croydon. Also in sector trades Horticulture Week and Pro Landscaper.
- b. City Matters reported on the City Corporation's new five-year Biodiversity Action Plan. The Chair of the Open Spaces and City Gardens Committee, and Chairman of the Planning and Transportation Committee, were quoted.
- c. The Chairman of the Epping Forest and Commons Committee was quoted in the Epping Forest Guardian on the return of open air theatre to the forest. He was also interviewed on BBC Radio Essex on fire safety at Epping Forest during the summer heatwave. The Chairman was also quoted on BBC Radio Essex, Epping Forest Guardian, and Essex Live on the Planning Inspectorate's decision to block a planned retail distribution centre near Epping Forest.

- d. BBC London News (TV) reported on a disabled swimmer who lost a High Court case over ticket prices to swim at Hampstead Heath. Further coverage in over 150 media outlets, including The Guardian, ITV London News, Evening Standard and The Independent.
- e. City Matters reported on a free outdoor learning scheme in Newham, attended by over 5,000 school children. The City Corporation-run Outdoor Learning Programme teaches life skills and wellbeing through nature and the environment, working with local primary schools to support the National Curriculum. The Chair of the West Ham Park Committee was quoted.
- f. The Chair of the City Corporation's Hampstead Heath Management Committee was quoted in The Guardian about plans to build the capital's first new wild swimming ponds in 250 years in east London.

Qualitative Analysis:

- a. Coverage on Green Flag wins was positive and factual and reached key local community audiences.
- b. News releases on the Biodiversity Action Plan and the Outdoor Learning Programme received low-level media interest despite its corporate and social importance.
- c. Epping Forest received significant regional and local media coverage with factual and balanced reporting.
- d. Widespread media coverage on Hampstead Heath swimming charges was negative in tone but reporting was balanced.

Freedom of the City of London

- a. News that the England women's football team are to be awarded the Freedom of the City of London after winning the Euro 2022 tournament received significant pickup, with coverage in over 200 sources including BBC One O'clock News, BBC Radio 4's World At One, Sky Sports News, BBC Radio 5 Live, BBC London News and various regional BBC and commercial radio stations around the UK. Also in Evening Standard, BBC News, ITV News, City A.M., City Matters, Daily Mirror, and The Guardian. The Lord Mayor and Chair of the City Corporation's Civic Affairs Sub-Committee were quoted.

Qualitative Analysis:

- a. Widespread positive coverage which was celebratory and factual in tone.

Celebrating 75 years of India and Pakistan independence

- a. The Policy Chairman and Chair of the Civic Affairs Sub-Committee were quoted in a wide range of Asian and Asian/UK coverage after Guildhall was illuminated in the colours of both countries' flags.

Qualitative Analysis:

- a. Reporting was factual and balanced in tone.

City Corporation staff pay negotiations

- a. My London and City A.M. ran speculative stories about potential strike action by City Corporation employees. A City Corporation spokesperson was quoted.

Qualitative Analysis:

- a. Reporting was negative.

Resilience

- a. Emergency Services Times interviewed Town Clerk and Chief Executive John Barradell about his role on the London Resilience Forum.

Qualitative Analysis:

- a. Coverage was serious in tone, factual and balanced, reaching a key sector stakeholder audience.

Options

11. None.

Proposals

12. None.

Key Data

16. See current position.

Conclusion

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

Appendices

None

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