

Committee(s): Communications and Corporate Affairs Sub Committee (Policy & Resources)	Dated: 12 December 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: Sanjay Odedra, Assistant Director of Media (Financial Services)	

Summary

This report summarises the media output from the City of London Corporation's Media Team since the last media update reviewed by the Communications and Corporate Affairs Sub Committee on 31 October 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 a high level of positive coverage around the Lord Mayor's Show, Destination City and plans to relocate Smithfield and Billingsgate markets to Dagenham Dock.

There was also significant coverage of the City Corporation's response to the Autumn Statement, trade relations with India and Switzerland, and COP27.

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 14 October to 28 November 2022. This is a relatively short period compared to previous reports.

Print

3. There have been more than 136 articles relating to the City of London Corporation in national, regional, and local newspapers. This compares to 365 in the previous reporting period between 13 May to 14 October 2022.
4. Advertising Value Equivalent (equivalent if we paid for coverage) is £920,775 (this excludes radio, on-line, TV broadcasting and international print coverage). By comparison, the AVE for the previous reporting was £6,816,978. This is due to the period covered by this report being considerably shorter than the previous one, which included the death of Her Late Majesty The Queen and associated coverage.
5. Additionally, there have been at least 179 articles in international media which are not collated by the cuttings agency, and which are not included in the AVE figure. This compares to 254 in the previous reporting period.

Broadcast

6. There have been at least 23 pieces of broadcast media coverage achieved including BBC One, BBC Radio 4, CNBC, Bloomberg and BBC Radio Ulster. This compares to 44 pieces in the previous reporting period. These are also not included in the AVE figure.

Digital

7. The corporate Twitter feed now has 63,877 followers - up by 1,996 since the last report and still more than any London borough.
8. Our corporate Facebook page has 11,513 followers, up by 64 since the last report.
9. Our corporate LinkedIn page now has 38,326 followers, up by 1,639. This is more followers than any London borough and organisations such as UK Finance, and the CBI.
10. The Lord Mayor's Show posts reached 614,144 people, generating 6,434 engagements.

11. Destination City's Golden Key posts reached up to 22m people, generating 1.4m engagements.
12. The tweet on the City Corporation's corporate account announcing that Harry Kane would receive the Freedom of the City of London achieved a reach of around four million, while other posts, including on Tottenham Hotspur's official Twitter account, brought the estimated total reach up to 12 million views.
13. The most visited page on the corporate website was the Golden Key page with 15,241 views. This compares to 139,407 views of the Parliament Hill Lido page between 13 May 2022 and to 14 October 2022.

Subject Details and Qualitative Analysis of Media Coverage

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

Lord Mayor's Show

- a. The Lord Mayor's Show generated widespread online, print, and broadcast media coverage.
- b. The event was broadcast live on BBC1 with an estimated peak audience of up to two million viewers.
- c. Lord Mayor Nicholas Lyons was interviewed by BBC Radio London on Saturday morning, ahead of the Show.
- d. Images of the Show were featured by the Evening Standard, Daily Mail, The Times, The Sunday Telegraph and City A.M.
- e. The Evening Standard ran an article on Friday previewing the Show. The Lord Mayor and the City of London Corporation were referenced. Further coverage in The Daily Telegraph, Yahoo News, and My London.
- f. National coverage in The Times and The Daily Telegraph on the Early Morning Rehearsal. The Lord Mayor Elect was also pictured and quoted in City A.M. and City Matters. Further coverage in City A.M., MSN, One City, Londonist, and Ian Visits.

Qualitative Analysis:

- a. Coverage was significant and the tone of reporting was positive and uncritical. There was some important coverage showcasing diversity in the BBC1 live broadcast, but this angle could be improved and amplified across the communications campaign. Efforts to make the Show more diverse and representative of London are being reflected in the media.

Financing our Future

- a. The Lord Mayor used his first column for City A.M. to set out his Mayoral theme, with a particular focus on financial inclusion. Excerpts from the column were featured on a front-page story in City A.M.
- b. The Financial Times published an interview with the Lord Mayor, in which he discusses support for early-stage companies, financial regulatory reform, and support for people affected by the cost-of-living crisis.
- c. The Lord Mayor was also interviewed this week by BBC Radio 4 Today, BBC Radio 5 Live Wake Up To Money, CNBC and Bloomberg at the start of his term. He discussed his mayoral theme, financial inclusion and the Autumn Statement.

Qualitative Analysis:

- a. High-profile coverage providing a positive platform for the Lord Mayor to set out his mayoral theme to a City, national and international audience.
- b. Some negative reporting of potential job losses in the Square Mile due to the recession.

Destination City

- a. The Financial Times published an interview with Policy Chairman Chris Hayward ahead of the Golden Key event.
- b. Further coverage of The Golden Key event appeared in City A.M., London World, Business Telegraph and News Dubai.
- c. Policy Chairman Chris Hayward was quoted in the Evening Standard ahead of the event. The paper covered The Golden Key on the front page of its website. The event was also previewed in Londonist, Metro, The Times, Secret London and Yahoo! News. The Daily Telegraph featured a photograph of giant puppets being prepared for the event. The event was also featured by social media influencers with a reach of up to nearly 2m people.
- d. The Policy Chairman wrote in City A.M. and City Matters looking ahead to the event.
- e. Head of Travel at The Times and The Sunday Times and Destination City Envoy Network member, Clare Irvin, was interviewed about the event on The Kay Burley Show live on Sky News.
- f. The City Corporation and Destination City were also referenced in City A.M. in an interview with hotelier Tony Matharu, who talks about how London can bounce back from the effects of the pandemic.

- g. The dedicated event website achieved 491,000 visits in a two-week period. This was created ahead of the Destination website which will be developed as part of the brand review, building on the learnings from the dedicated site.

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. The communications campaign achieved its primary aim of attracting a minimum 30,000 people to the event.
- 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's Banquet

- a. The Times previewed the Lord Mayor's Banquet speech in which he argued that by mobilising private savings and pension funds, we can unleash the capital to boost the early-stage growth economy. Further coverage in the Daily Telegraph and the Daily Mail.
- b. The Lord Mayor wrote in City A.M., urging the Government to do more to ensure high growth companies remain in the UK, ahead of the Lord Mayor's Banquet.
- c. The Financial Times reported Prime Minister Rishi Sunak warning that the so-called golden era of UK relations with China is over during a speech at the Lord Mayor's Banquet. Further coverage appeared in City A.M., The Guardian, Daily Mail, The Independent and The Times. The Lord Mayor was pictured in Evening Standard.

Qualitative Analysis:

- a. Positive coverage the Lord Mayor's speech, focusing on his call for more to be done to ensure high-growth companies can thrive in the UK.
- b. Showcased the event as a major national platform for the Prime Minister, who used his speech to focus on foreign policy - particularly relations with China – which is an area of significant interest for the City.
- c. Some negative social media commentary on the 'optics' of the Prime Minister attending the event.

Markets Co-Location Programme

- a. Policy Chairman Chris Hayward was quoted in the Evening Standard on the City Corporation's plans to relocate Smithfield and Billingsgate Markets to Dagenham Dock. Also in ITV London, Evening Standard, Bloomberg, Time Out, My London, This Is Local London, MSN, Property Week, Meat Management, Building Design, Building, Barking and Dagenham Post, East London Advertiser, Ian Visits, CoStar, Construction Enquirer, LocalGov and Time107.5.
- b. The Policy Chairman also wrote about the relocation in his City AM column, which was welcomed by the newspaper's editorial column.
- c. On London reported that the City of London Corporation has deposited a private bill in Parliament as part of plans to relocate Billingsgate and Smithfield markets to Dagenham Dock. Policy Chairman Chris Hayward was quoted.

Qualitative Analysis:

- a. Significantly positive coverage for the relocation, with the move being presented as an opportunity to create jobs and drive investment in London. This was particularly welcomed in light of the challenging macroeconomic outlook set out in the Autumn Statement.

Autumn Statement

- a. Policy Chairman Chris Hayward was quoted in more than 250 articles including a Daily Mail article about how UK businesses may be affected by the significant tax rises in Chancellor Jeremy Hunt's Autumn Statement. Further coverage included The Independent, Evening Standard and Bloomberg.

Qualitative Analysis:

- a. Coverage was positive, highlighting the impact of a higher tax burden on businesses but also reflecting the Policy Chairman's call on the Government to ensure the UK remains internationally competitive.

South Africa State Banquet

- a. Lord Mayor Nicholas Lyons was pictured in Mail Online in coverage of the State Banquet for the President of South Africa, Cyril Ramaphosa, at Guildhall. The Lord Mayor, the City Corporation and Guildhall were referenced in coverage of the president's State Visit in The Times, The Daily Telegraph, The Scotsman and over 70 other outlets. The Lord Mayor was referenced in Sky News, City AM and Mail Online coverage of the state visit.

Qualitative Analysis:

- a. Positive coverage of the event showcasing links between the City and South Africa.

New Town Clerk and Chief Executive

- a. City A.M. reported on the appointment of appointed of Ian Thomas CBE as the organisation's Town Clerk and Chief Executive at a meeting of the Court of Common Council. Further coverage in Local Government Chronicle, The MJ and City Matters.

Qualitative Analysis:

- a. Coverage was factual and positive in tone. Stories appeared in important Local Government trades read by local authority elected Members and Chief Executives across the UK. City Matters reporting reached a key resident audience.

COP27

- a. Bloomberg quoted Policy Chairman Chris Hayward in an article on the finance sector's activity at the COP27 climate change conference.
- b. Policy Chairman Chris Hayward wrote in City A.M. on COP27 and the importance of London's role as a hub for green finance to support the transition to net zero.
- c. City Matters reported that The Mansion House will be the host venue for the Net Zero Delivery Summit 2023. The Policy Chairman was quoted.
- d. City Matters reported on the annual Sir Roger Gifford Lecture and quoted the Lord Mayor on the importance of private capital in delivering sustainable projects.

Qualitative Analysis:

- a. Limited coverage in a crowded space. Articles were broadly positive in highlighting the UK's strengths in sustainable finance. Wider reporting of the event raised questions of 'greenwashing' across the financial and professional services sector.

International trade

- a. City A.M. reported on a roundtable event organised by the City of London Corporation, as part of International Trade Week which urged the government to strike a "ground-breaking" trade deal with Switzerland to ease the flow of services trade between the two financial centres. Policy

Chairman Chris Hayward was quoted. Also in Politico, Wide World Mag, Latest Finance News, and Les Nouvelles.

- b. Policy Chairman Chris Hayward was quoted in the Daily Telegraph in coverage of the UK-Swiss mobility agreement in. Also in Daily Express, MSN, Law 360 and ten others.
- c. The Times of India reported that intensive negotiations are continuing towards a free trade agreement between India and the UK. Policy Chairman Chris Hayward was quoted. Further coverage appeared in The Economic Times, India Express, NDTV, Asian Lite and over 40 other outlets.
- d. The Hindu reported on the Policy Chairman Chris Hayward's comment on how the Prime Minister could add fresh impetus behind a India-UK FTA, given Rishi Sunak's previous remarks about the importance of financial services in a UK-India trade agreement. Further coverage across Bloomberg (India), NDTV, Economic Times, Telegraph (India), Business Standard, Eastern Eye, and 61 other outlets.
- e. Lord Mayor Nicholas Lyons was quoted in Times of India as welcoming the UK-India Young Professionals Scheme - which will offer 3,000 visas every year to degree-educated Indian nationals aged 18-30 to enable them to live and work in the UK for up to two years. Also reported by Politico, Business Insider, Bloomberg India, and Economic Times.
- f. The Late Lord Mayor's column in City A.M., which marked the launch of International Trade Week, argued that trade must be a key part of the new government's agenda - if it is to build on solid foundations to deliver growth and investment in a sustainable manner.

Qualitative Analysis:

- a. Considerable positive coverage for the City Corporation's work to strengthen trade relations around the world, particularly with Switzerland and India.

Visit to Northern Ireland

- a. Lord Mayor Nicholas Lyons was interviewed by BBC Radio Ulster during a two-day visit to Northern Ireland. The Policy Chairman was also interviewed by BBC Radio Ulster separately.
- b. Belfast Telegraph quoted both the Lord Mayor and Policy Chairman Chris Hayward on the visit
- c. The Policy Chairman was interviewed by The Irish Independent on the need for resolve the Northern Ireland Protocol to stimulate growth in Northern Ireland. Further coverage of the interview also in the Belfast Telegraph.

Qualitative Analysis:

- a. Positive coverage highlighting links between the countries, including messaging stating that London, Belfast and Dublin are a 'golden triangle of cities driving technology, innovation and sustainability'.

New Prime Minister takes office

- a. Policy Chairman Chris Hayward was interviewed by BBC London about the new Conservative Party leader and Prime Minister. The Policy Chairman urged the need for stability and highlighted the huge contribution of the FPS sector and the continued importance for collaboration with the City. Also in City Matters. Reuters, Yahoo, Channel News Asia, International Business Times and 81 other outlets.

Qualitative Analysis:

- a. Neutral coverage highlighting recent political and economic volatility, while also highlighting the City's desire to work closely with the new Government to deliver stability and growth.

Late Lord Mayor signs off

- a. City Matters and Financial News published an interview with Late Lord Mayor Vincent Keaveny looking back at his year in office and highlighting the progress made across his 'People and Purpose' theme.
- b. Politico also published an interview with the Late Lord Mayor in which he highlighted concerns about the competitiveness of the UK's tax regime for banks, a potential free trade agreement with India and partnership with the new Government.

Qualitative Analysis:

- a. Positive profile coverage looking back at the Late Lord Mayor's term in office and its highlights.

Planning, and Transportation

- a. BBC London News reported the City Corporation has approved revised plans to build a new home for the Museum of London in historic buildings at West Smithfield. The story also appeared with quotes from Planning Applications Sub-Committee Chairman Shravan Joshi in City A.M., MyLondon, Time Out, OnLondon, MSN, Construction Enquirer, Constructor Mag, London World and London Post.
- b. City Matters reported on the City of London Corporation's Planning and Transportation Committee resolution to approve the refurbishment and extension of Cripplegate House to create office space and a new community

and cultural space. Chairman of the City Corporation's Planning and Transportation Committee, Shravan Joshi, was quoted. Also reported by Construction Enquirer, Constructor Mag, Architects' Journal, Pro Landscaper Magazine and London Post.

- c. Chairman of the City of London Corporation Planning and Transportation Committee, Shravan Joshi, was quoted in Rail UK and City A.M. reports about upgrades to Bank tube station.
- d. City Matters, London TV and TaxiPoint reported on the consultation on proposals to make permanent the changes to the street layout in the Cheapside and Bank areas permanent, which aim to improve conditions for pedestrians. Chairman of the Streets and Walkways Sub Committee, Graham Packham, was quoted.

Qualitative Analysis:

- a. Largely positive coverage with particularly favourable reporting on the approval of revised plans from the Museum of London.

Police Authority Board

- a. The Independent, Mail Online and Evening Standard reported that the City Corporation and City of London Police Authority Board were among the signatories to a letter to the Prime Minister, urging the government to commit to tackling fraud via the forthcoming Online Safety Bill. Further coverage featured in nearly 230 other media outlets.

Qualitative Analysis:

- a. Widespread factual coverage urging the Government not to delay vital protections against online fraud.

London Wall West

- a. The Observer reported on the City Corporation's plans to redevelop the Museum of London site at London Wall.
- b. City Matters reported that the City Corporation's Policy and Resources Committee agreed to reduce the size of proposals to redevelop Bastion House and the existing Museum of London site, following extensive public consultation. The Policy Chairman Chris Hayward was quoted. Further coverage in Architects' Journal.
- c. Architects' Journal ran a feature on whole-life carbon assessments and how they are being used to support property developments in London, including London Wall West. A City Corporation spokesperson was quoted.

Qualitative Analysis:

- a. Negative coverage due to continuing criticism from the Barbican Quarter Action campaign group and the experts they have enlisted, particularly around the carbon impact of redeveloping London Wall West.

Salisbury Square Development

- a. Evening Standard covered the foundation stone ceremony for the new Salisbury Square Development. The Policy Chairman was referenced, while the Lord Mayor and Chairman of the Capital Buildings Committee Sir Michael Snyder were pictured. Also in The Times, City Matters, Yahoo! UK and Ireland and Law Society Gazette.

Qualitative Analysis:

- a. Positive coverage of the event and the City Corporation's investment in the new development, set against the context of court closures across the UK in recent years.

Public health

- a. City Matters reported on where City residents can get COVID-19 and flu jabs and cost of living support. Chair of the Community and Children's Services Committee Ruby Sayed was quoted.
- b. Civil Society and Charity Times reported that charities and other voluntary organisations are invited to apply for City Corporation funding that will help them offer warm spaces and events for Londoners this winter.
- c. London Post reported on a new free energy support service being launched to help City of London residents struggling with the cost of living. Chairman of the Community and Children's Services Committee Ruby Sayed was quoted.

Qualitative Analysis:

- a. Coverage reached key resident and charity/voluntary audiences in line with the City Corporation's operational public health communications plan.

Charitable Giving

- a. Charity Today reported on a £119,000 grant from the City of London Corporation's charitable funder, City Bridge Trust, awarded to a Peckham-based community centre, The Coplestone Centre, for its varied programme of activities, including yoga, tai chi, and creative writing classes. Chair of the CBT, Giles Shilson, was quoted.

- b. Londonist reported on the history of Bridge House Estates, how it maintains five London bridges, and the work of its funding arm, City Bridge Trust, which gives out over £28 million to London-based charities every year.
- c. City Bridge Trust Deputy Chairman Paul Martinelli was interviewed on London Live and Radio Jackie in a piece about a £50,000 grant to the charity Connect: North Korea, to help people from North Korea acclimatise to life in the UK.

Qualitative Analysis:

- a. Londonist coverage was positive and reached a young and dynamic London audience. However, media appetite for grant stories remains low in what is an increasingly competitive news environment.

Housing

- a. Building Design and Construction reported on the development of over 90 new homes on the City of London Corporation-owned York Way Estate in Islington. Chairman of the City of London Corporation's Community and Children's Services Committee, Ruby Sayed, was quoted. Further coverage in Housing Digital.

Qualitative Analysis:

- a. Positive and factual reporting in a number of trade publications. But there was no interest from Islington media in the story, despite it being, in the Media Team's view, of interest to readers in the borough.

Open spaces

- a. The Evening Standard reported on an avian flu outbreak in Epping Forest. Chairman of the Epping Forest and Commons Committee, Ben Murphy, was quoted. Further coverage in BBC Radio Essex, Essex Live Time Out, MSN, My London, Waltham Forest Echo, and Yahoo News.
- b. The Ham and High reported that Hampstead Heath could be affected by strike action, after City Corporation staff who are GMB union members, voted in an indicative poll to reject a final pay offer. A City Corporation spokesperson was quoted.
- c. The City of London Corporation was referenced in an article in The Observer about its financial support for the recreation of Branch Hill Pond on Hampstead, which is noted for having been painted by Constable. Further coverage in Ham&High.

- d. Chairman of the City Corporation's Epping Forest Committee, Ben Murphy, wrote in the Epping Forest Guardian about how Lord Mayor Nicholas Lyons is supporting the Forest during his mayoral year.
- e. BBC Essex interviewed the City Corporation's Epping Forest and Commons Committee Chair, Ben Murphy, on the harmful impact of fungi foraging in Epping Forest. Also in Epping Forest Guardian and Air Quality News.
- f. In his column in the Ham & High, the Chair of the City Corporation's Hampstead Heath Management Committee, William Upton KC, wrote about the Queen's Green Canopy tree planting campaign being part of a "living legacy" in honour of the late Queen.
- g. Ham and High reported on Hampstead Heath and Golders Hill Park winning the 'London in Bloom' awards. Chair of the City of London Corporation's Open Spaces and City Gardens Committee, Caroline Haines, was quoted.

Qualitative Analysis:

- a. Coverage of the avian flu outbreak in Epping Forest was negative but factual and carried City Corporation and Defra public health guidance
- b. Coverage of potential strike action on Hampstead Heath was negative and speculative.
- c. Columns by the Chairman of the Epping Forest and Commons Committee, and the Chairman of the Hampstead Heath Management Committee, were positive and reached key local audiences.
- d. The Chairman of the Epping Forest and Commons Committee's interview on BBC Radio Essex was authoritative, informative, and factual.
- e. Coverage of London in Bloom wins was positive, factual, and corporately important.

Freedom of the City of London

- a. Over 250 articles in national, international and regional print, digital and broadcast media reported that the England football captain, Harry Kane, will be awarded the Freedom of the City of London. The Policy Chairman and Deputy Policy Chairman Keith Bottomley were widely quoted. Coverage included BBC News, the Sun, Sun online, the I, Independent, Mail Online and Evening Standard.
- b. Quest Media ran a story on the award of the Freedom of the City of London for Shadow Business Secretary, Jonathan Reynolds MP. The Policy Chairman is quoted. Further coverage in The Daily Telegraph, Yahoo! News, London Post and Politico's London Playbook newsletter.

- c. BBC News, Irish Independent, Irish News, Evening Standard, City A.M. and City Matters reported on the Freedom of the City of London award for the radio and television presenter, Dermot O’Leary, who was recognised for his charitable work and patronage of the London Irish Centre. Late Lord Mayor Vincent Keaveny, who was the award’s chief nominator, was quoted in most of the coverage. The announcement was also picked up by around 170 regional media outlets.
- d. Evening Standard reported former West Ham United midfielder Mark Noble has been awarded the Freedom of the City of London. Also in BBC Sport.

Qualitative Analysis:

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

Port Health

- a. City Matters reported that the Thames Fishery Research Experiment environmental project celebrated its 50th anniversary. The City Corporation was referenced as a partner, and Chairman of the Port Health and Environmental Services Committee, Keith Bottomley, quoted.

Qualitative Analysis:

- a. Positive coverage presented the project factually and without criticism.

Options

11. None.

Proposals

12. None.

Key Data

14. See current position.

Conclusion

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

Appendices

None

Sanjay Odedra

Assistant Director of Media (Financial Services), Town Clerks Department
T: 07710 701443

E: sanjay.odedra@cityoflondon.gov.uk