

Committee(s): Communications and Corporate Affairs Sub Committee (Policy & Resources)	Dated: 14 February 2023
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 media update presented to the Communications and Corporate Affairs Sub Committee on 12 December 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 City Corporation's reaction to the Chancellor's Edinburgh Reforms and the Lord Mayor's speech at the London Government Dinner.

There was also significant coverage of the City Corporation's announcement that 10 new tall buildings are planned for the Square Mile, and the new Dorset solar farm which will supply over half of the City Corporation's electricity.

Recommendation(s)

Members are asked to note the contents of this report.

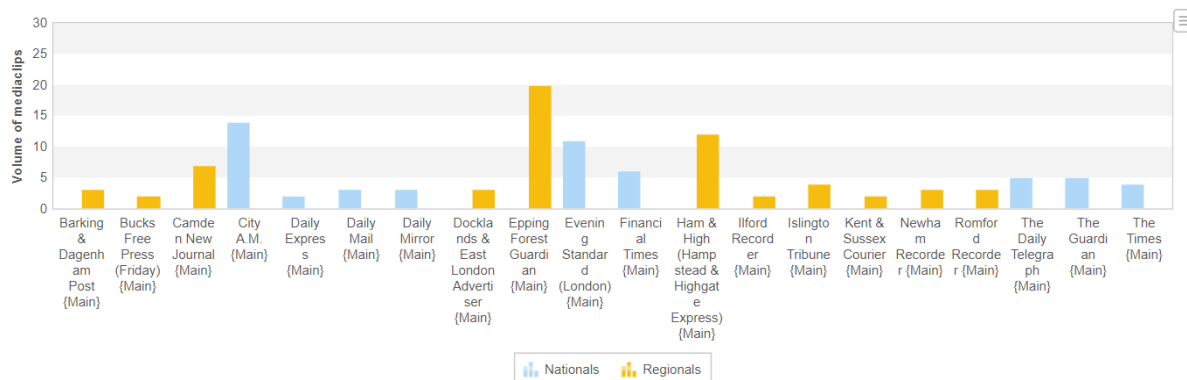
Main Report

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 29 November 2022-01 February 2023. This is a relatively short period compared to some previous reports.

Print

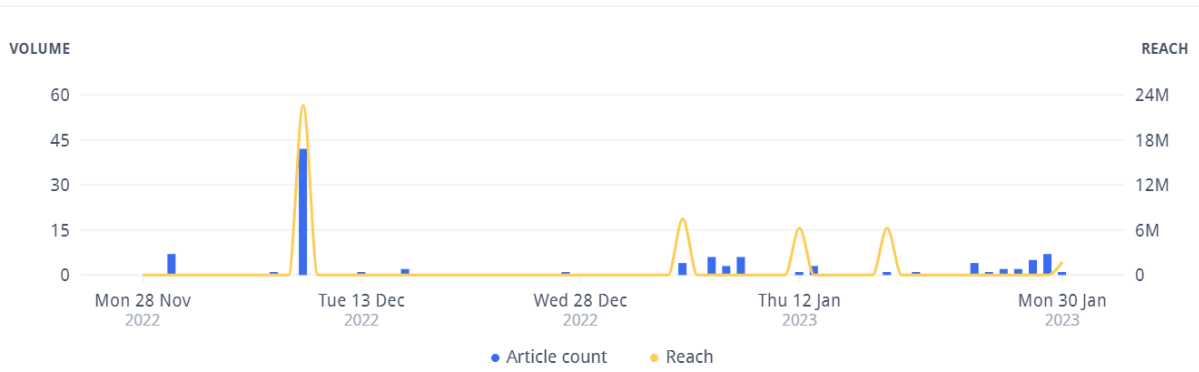
3. There have been more than 143 articles relating to the City of London Corporation in national, regional, and local newspapers. This compares to 136 in the previous reporting period between 14 October to 28 November 2022.



4. Advertising Value Equivalent (equivalent if we paid for coverage) is £1,634,137 (this excludes radio, on-line, TV broadcasting and international print coverage). By comparison, the AVE for the previous reporting period was £920,775.
5. Additionally, there have been at least 100 articles in international media which are not collated by the cuttings agency, and which are not included in the AVE figure. This compares to 179 in the previous reporting period.

Broadcast

6. There have been at least 101 pieces of broadcast media coverage achieved including BBC Radio 4's Today programme, ITV News, Sky News, and CNBC. This compares to 23 pieces in the previous reporting period. These are also not included in the AVE figure.



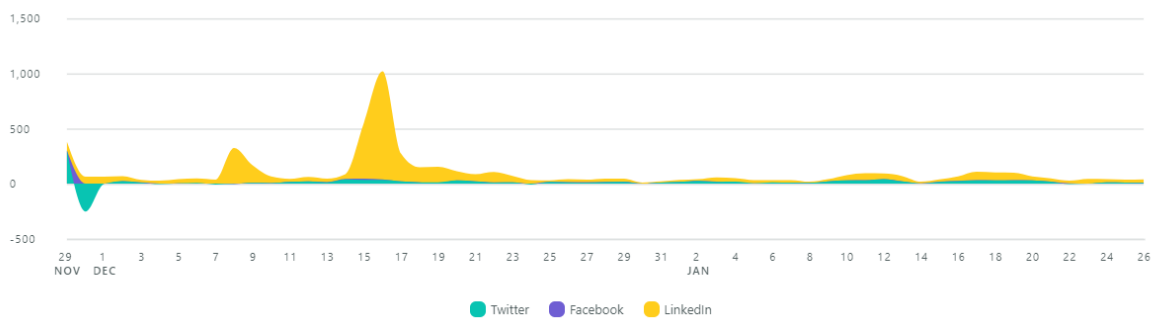
Digital

- Our main corporate feeds on Twitter, LinkedIn and Facebook gained 5,093 followers bringing the total to 119,101. They generated 68,675 engagements.

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Day

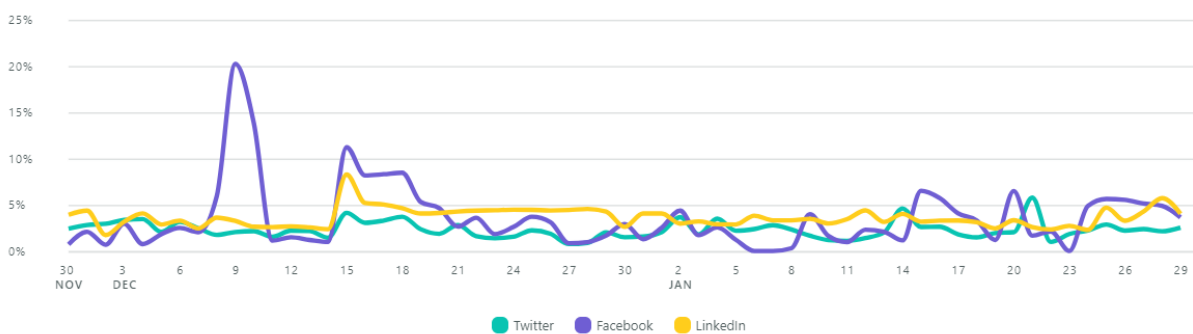


- The corporate Twitter feed now has 64,721 followers – despite losing nearly 300 when there was a spike in people leaving the platform, we are still up by 543 followers since the last report. That’s still more than any London borough.

Engagement Rate

See how engaged people are with your posts during the reporting period.

Engagement Rate (per Impression), by Day



9. Our corporate LinkedIn page now has 42,699 followers, up by 4,459. It is our fastest growing feed and continues to have more followers than any London borough and organisations such as UK Finance, and the CBI.
10. Our corporate Facebook page has 11,567 followers, up by 68 since the last report.
11. A City Corporation LinkedIn article about the Policy & Resources Committee decision to designate Simpson's Tavern as an Asset of Community Value, generated our highest ever engagement for a single organic (not sponsored) post, and highest ever reach on LinkedIn - 42,222 with a reach of around 1.5m. The City Corporation's Tweet for the announcement got 2,119 engagements with a reach of 336,741.
12. Posts promoting StreetLink, which helps members of the public to connect people sleeping rough with local support services, have so far generated 552 engagements with a reach nearing 300,000.
13. The most visited page on the corporate website is Things To Do with 8,133 views.

Subject Details and Qualitative Analysis of Media Coverage

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

City Corporation reacts to Edinburgh Reforms

- a. The Policy Chairman was interviewed on BBC Radio 4's Today programme, ITV News, Sky News, and Bloomberg responding to the Chancellor's planned reforms to financial services regulation. There was widespread further coverage with over 500 other media reports, including BBC News (national), Daily Telegraph and the Daily Mail.

Qualitative Analysis:

- a. Coverage was widespread and positive, with factual reporting. The Policy Chairman's interview on BBC Radio 4's Today was instrumental in setting the national political news agenda on the day.

Levelling up and the London Government Dinner

- a. The Evening Standard, BBC London, Financial News, City A.M., Yahoo! News, and several other publications previewed extracts of the Lord Mayor's speech ahead of the London Government Dinner at The Mansion House.
- b. In his City A.M. column, the Lord Mayor argued that London must be included in the government's levelling up agenda. He said the narrative needs to

change, and caricatures of London must be cast aside.

Qualitative Analysis:

- a. Coverage was positive and authoritative, reaching a mass audience across London and carrying core messaging on Levelling Up to key political stakeholders.

Destination City and ending rail strikes key to City recovery

- a. The Policy Chairman wrote in City A.M. and City Matters, saying that ending the rail disruption is key to the Square Mile's recovery alongside Destination City work to attract more footfall. He was also quoted in the Evening Standard on ending rail strikes.
- b. City Matters reported that The Golden Key event in October attracted more than 30,000 people. The Policy Chairman was quoted as saying the event was a fantastic first step along the road to recovery from the pandemic.

Qualitative Analysis:

- a. Coverage on Destination City was positive with factual reporting. Reports on the rail strikes were negative in tone but the Policy Chairman was presented as a leading industry voice.

Lord Mayor visits New York

- a. During his visit to New York, the Lord Mayor was interviewed by CNBC on the UK's financial services industry and the Bank of England's decision to raise interest rates. He also wrote in City A.M. about the 'special relationship' with the U.S. and was interviewed in Politico.

Qualitative Analysis:

- a. Coverage on CNBC was neutral and factual, and the Lord Mayor provided a credible and reassuring voice to U.S. audiences following recent UK market turmoil. Coverage in City A.M. was positive.

Lord Mayor and Policy Chairman visit Scotland

- a. The Policy Chairman's column in City A.M. highlighted the strong relationship between London and Scotland's financial institutions.
- b. He was also interviewed by The Scotsman during the two-day visit, discussing the financial and professional services sector and green finance. Also in MSN.

Qualitative Analysis:

- a. Coverage was positive and highlighted the strengths of Scotland and the City of London as a combined powerhouse of the UK economy.

Climate Action Strategy

- a. The Evening Standard broke an exclusive story on a huge new solar farm in Dorset which will supply over half of the City Corporation's electricity. The Chairman of the Port Health and Environmental Services Committee was quoted. The deal with Voltalia is part of the City Corporation's Climate Action Strategy. Further coverage in BBC London TV News, BBC Radio London, the Daily Express, and Bournemouth Daily Echo. Also in a range of trade media including Gulf Oil and Gas and Energy Central. The Policy Chairman also wrote on the subject in his City A.M. column.
- b. The Chairman of the Port Health and Environmental Services Committee was interviewed by the New Statesman about the City Corporation's climate action leadership.

Qualitative Analysis:

- a. Reporting was positive and factual, reaching a mass London audience and achieving national coverage.

Planning

- a. The Evening Standard interviewed the Chairman of the Planning and Transportation Committee on the announcement that 10 tall buildings are planned for the City, as well as the high demand for quality office space post-pandemic. The news was also covered by Metro, Mail Online, City Matters and MSN News. And a Sunday Telegraph feature highlighted how developers are finding new ways of keeping demand for skyscrapers in the City high. The Chairman of the Planning and Transportation Committee was quoted.
- b. The Evening Standard reported the City Corporation has drawn up 'once in a generation' plans to redevelop the 1970s gyratory system around St Paul's. The Chairman of the Planning and Transportation Committee was quoted. Also in City Matters and London Post.

Qualitative Analysis:

- a. Coverage was positive and factual with the Chairman of the Planning and Transportation Committee's interviews showcasing developer confidence in the City and generating London and national media coverage.
- b. Coverage of the St Paul's gyratory consultation was positive, promoting a scheme which would see the creation of a new public square along with traffic

calming measures and improvements for people walking and cycling.

Air quality

- a. In his City A.M. column, the Policy Chairman marked the 70th anniversary of the Great Smog by describing how the City Corporation has taken bold, practical, and innovative action to improve air quality in the Square Mile and right across London. Writing in City Matters, he said that the City of London Corporation has achieved its aim for over 90 percent of the Square Mile to meet targets for nitrogen dioxide ahead of schedule.
- b. The Evening Standard, City Matters, Yahoo! News, Smart Cities World, and London Post reported that the City Corporation is consulting on plans to permanently restrict non-electric vehicles from Beech Street to improve air quality. The Streets and Walkways Sub-Committee Chairman was quoted.

Qualitative Analysis:

- a. Coverage was positive and factual and reached key London commuter, and City business and resident audiences.

City competitiveness and UK economic recovery

- a. Writing in City A.M., the Lord Mayor looked back on 2022 and ahead to 2023. He said that the City of London will play a key role in putting the UK on the road to recovery this year.

Qualitative Analysis:

- a. Positive article with thoughtful analysis of the challenges faced in 2022. The piece projected an optimistic outlook for 2023, arguing the UK economy needs a thriving financial services hub to power growth and financial inclusion.

Police Authority Board

- a. The Evening Standard ran a piece on the front page of its business section reporting on a speech by the Chair of the City of London Police Authority Board. The outlet also reported the story online. It covered his call for proposed legislation in the Online Safety Bill to be toughened up and for more resources to be allocated to tackling fraud. Also in Police Professional.

Qualitative Analysis:

- a. Coverage reached a key London business and policing sector audience. Positive and authoritative reporting with third party endorsement from the Evening Standard's Business Editor.

Markets move

- a. The Policy Chairman was quoted in the Barking & Dagenham Post in a feature on Billingsgate Market, looking at how the market fared over Christmas, and ahead to its move to Dagenham Dock. Further coverage in BBC London and MyLondon.

Qualitative Analysis:

- a. Positive coverage demonstrating that the scheme will boost the east London economy, supporting jobs, skills, and training.

Lord Mayor on his links to the City

- a. The Lord Mayor was interviewed in City A.M. on his links to the Square Mile. The piece touched on his career, City architecture, his ceremonial duties, and the Square Mile's hospitality sector.

Qualitative Analysis:

- a. Positive and personal piece in a new feature in City A.M.'s bumper Thursday edition.

Simpson's becomes Asset of Community Value

- a. Coverage of the City Corporation's decision to designate Simpson's Tavern as an Asset of Community Value appeared in Bloomberg, Daily Telegraph, City A.M., and the Evening Standard, which quoted the Policy Chairman.

Qualitative Analysis:

- a. Coverage was positive and factual with significant pickup on social media.

Skills and employability

- a. City Matters reported on Connecting Communities: Bridge to Success, a City Corporation initiative to boost people's employability and skills. The Chair of the Education Board was quoted.

Qualitative Analysis:

- a. Positive article reaching a key City resident, business, and commuter audience. The piece carried core messaging and encouraged people to sign up.

Open spaces

- a. The Evening Standard and the Ham & High reported that dozens of trees are being planted at Hampstead Heath for the Queen's Green Canopy initiative. The Chair of the Hampstead Heath, Highgate Wood and Queen's Park Committee, and the Chair of the Open Spaces Committee were pictured and quoted. Also in Yahoo! News and MSN.
- b. In his Epping Forest Guardian column, the Chairman of the Epping Forest and Commons Committee highlighted the Duke of Gloucester's visit to the forest, and the planting of 70 Silver Birches on Wanstead Flats as part of the Queen's Green Canopy campaign. Further coverage in Epping Forest Guardian, Horticulture Week, City Matters, and BBC Essex.
- c. In his Ham & High column, the Hampstead Heath, Highgate Wood and Queen's Park Management Committee Chair looked back on a successful 2022 on the Heath, including sporting events, the Queen's Jubilee celebrations, and the work of the Heath Hands volunteer charity.
- d. In her column in the Newham Recorder, the West Ham Park Committee Chair looked ahead to events in 2023, including City Bridge Trust-funded cricket sessions for refugee groups.
- e. The City Corporation was featured in a Daily Mail article about dog walking restrictions on Hampstead Heath.

Qualitative Analysis:

- a. Authored articles by the Chairs/Chairman of the Committees were positive and resonated with active and engaged local audiences. The Daily Mail article on dog walking restrictions was negative.

City Bridge Trust

- a. The Deputy Chairman of City Bridge Trust was interviewed on London Live discussing a £84,500 grant awarded to a Lambeth-based social action charity to help run their community farm. The Chairman was quoted in London Post and Charity Today.
- b. UK Fundraising reported on the launch of 'Propel' – a major new £100 million fund to tackle inequality – with money from funders including City Bridge Trust, whose Chairman was quoted. Also in Civil Society and Charity Times.
- c. City Matters reported on City Bridge Trust's one-million-pound donation to the London Community Foundation to aid its cost-of-living emergency grants programme, Together for London.

Qualitative Analysis:

- a. Coverage was positive but did not reach beyond local and trade audiences. The Media Team continues to see challenges to achieving coverage on grant-based stories in an extremely competitive news environment.

Launch of City of London Chamber business network

- a. The Policy Chairman and Elected Member Prem Goyal were quoted in City Matters, which reported on the launch of the newly created City of London Chamber business network at Guildhall. The Deputy Policy Chairman was pictured.

Qualitative Analysis:

- a. Coverage was positive but there was no interest from London/national media.

Tower Bridge

- a. BBC London News and MyLondon reported that Tower Bridge made six times more money last year than during the pandemic thanks to tourists and couples getting married at the venue.

Qualitative Analysis:

- a. Coverage was positive and showcased Tower Bridge's commercial recovery from the pandemic.

Freedom of the City of London

- a. The Daily Mail, Evening Standard and 255 other media titles reported that internationally-renowned writer and broadcaster Lemn Sissay OBE – an official poet of the London 2012 Olympics – had been awarded the Freedom of the City of London. The Chair of the City of London Corporation's Culture, Heritage and Libraries Committee was quoted.
- b. Coverage appeared in Cricket World, City Matters, and The Kia Oval on former England cricketer and coach, Micky Stewart, receiving the Freedom of the City of London. The Lord Mayor and elected Member, Gregory Jones KC, who nominated Micky Stewart for the Freedom, were both quoted.

Qualitative Analysis:

- a. Coverage of Freedoms continues to be positive and get cut-through.

Public health

- a. The Chairman of the Community and Children's Services Committee was quoted in City Matters on the 'New Year, New You' campaign by the City Corporation, which has been launched to help City residents quit smoking.

Qualitative Analysis:

- a. Coverage was neutral and factual in tone and reached a target City resident audience.

Socio-economic Diversity Taskforce

- a. The Chair of the City Corporation-led socio-economic diversity taskforce was quoted in the Evening Standard on the body's recent report into socio-economic diversity in the UK financial and professional services sector. She was also pictured and quoted in The Observer on the same subject.

Qualitative Analysis:

- a. Reporting was neutral and factual in tone.

Staff strike ballot

- a. Ham & High and Morning Star reported that the results of a strike ballot of City Corporation staff are expected in early February. A City Corporation spokesperson was quoted. This story was also in 10 other local outlets.

Qualitative Analysis:

- a. Articles were speculative and negative.

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

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