

Committee(s): Communications and Corporate Affairs Sub Committee (Policy & Resources)	Dated: 19 April 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: Philip Saunders, Interim Executive Director of Communications and External Affairs	For Discussion
Report author: Kay Abdilahi, 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 presented to the Communications and Corporate Affairs Sub Committee on 14 February 2023.

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 Supplementary Planning Document on lighting, and its associated Considerate Lighting Charter, and the launch of the joint initiative on boosting financial services competitiveness - Finance for Growth.

There was also significant coverage of the City Corporation's Loyal Address to His Majesty King Charles III, its donation to the Turkey-Syria Earthquake Appeal, and the refurbishment of Blackfriars Bridge.

Recommendation(s)

Members are asked to note the contents of this report.

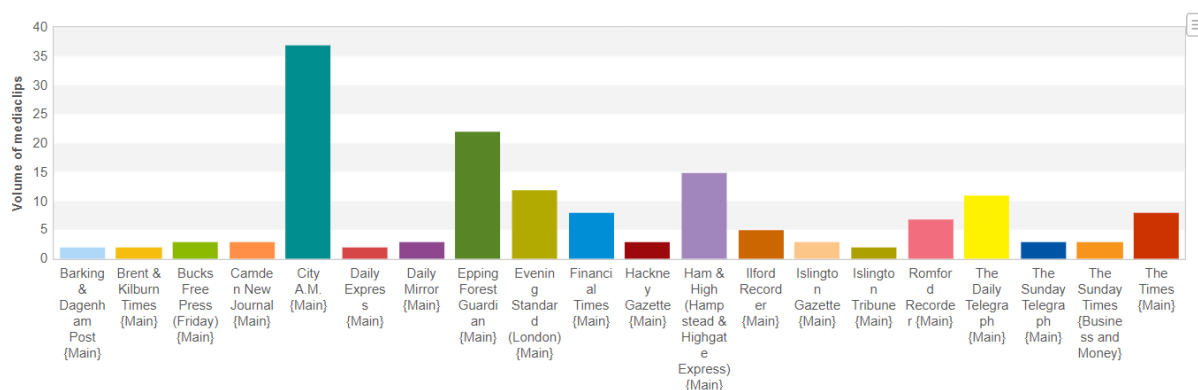
Main Report

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. The figures below relate to the period 01-February to 04 April 2023.

Print

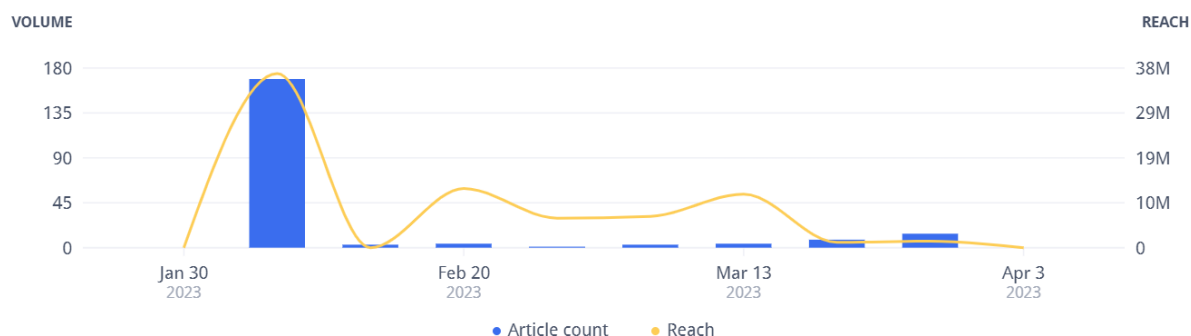
3. There have been more than 175 articles relating to the City Corporation in national, regional, and local newspapers. This compares to 143 in the previous reporting period between 29 November 2022-01 February 2023.



4. Advertising Value Equivalent (equivalent if we paid for coverage) is £1,261,226 (this excludes radio, on-line, TV broadcasting and international print coverage). By comparison, the AVE for the previous reporting period was £1,634,137.
5. Additionally, there have been at least 102 articles in international media which are not collated by the cuttings agency, and which are not included in the AVE figure. This compares to 100 in the previous reporting period.

Broadcast

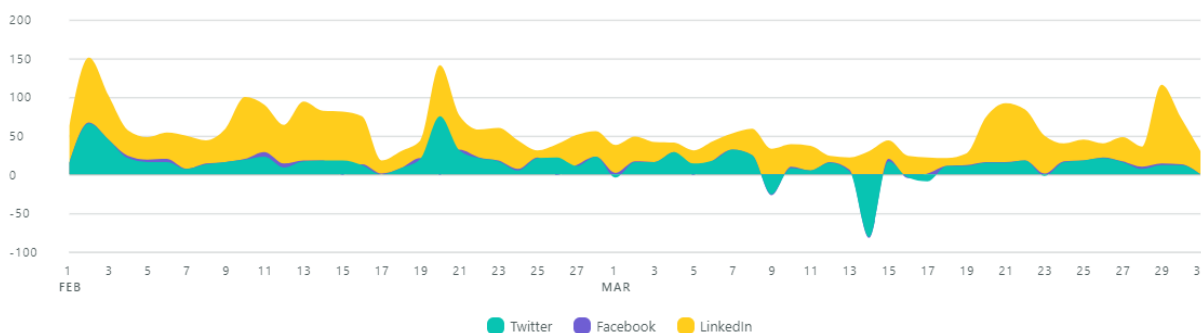
6. There have been at least 206 pieces of broadcast media coverage including BBC Radio 4, BBC Radio 6, Sky News, LBC, Times Radio, BBC London News (TV), BBC Radio London, and BBC Radio Essex. This compares to 101 pieces in the previous reporting period. These are also not included in the AVE figure.



Digital

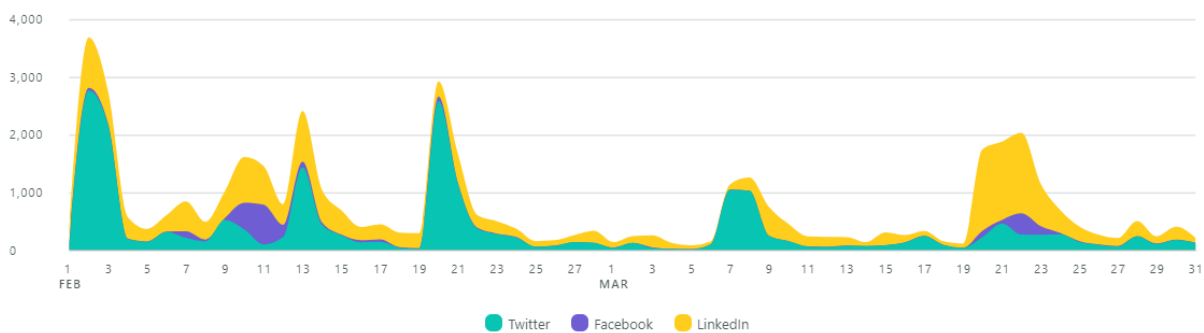
- Our main corporate feeds on Twitter, LinkedIn and Facebook gained 3,136 followers bringing the total to 122,194.

Net Audience Growth, by Day



- The corporate Twitter feed now has 65,564 followers, up by 830 despite losing 100 when Twitter removed more spam accounts from its platform. The feed has more followers than any London borough.
- Our corporate LinkedIn account is up by 2,253 followers, bringing the total to 44,971. It remains our fastest growing feed and has already surpassed all London boroughs.
- Our corporate Facebook page has 11,659 followers, up by 53. It now has more followers than any of our neighbouring boroughs.
- We generated 43,321 engagements with most being on Twitter (20,691) and LinkedIn (19,785)

Engagements, by Day



12. February's biggest peaks in engagement included strong positive reactions to changes at Bank Junction (952 engagements with a reach of 549,327) and Chancery Lane (4,974 engagements with a reach of 477,819). March peaks were generated by the Earl of Wessex visiting City of London Academy Shoreditch Park (1,528 engagements with a reach of 347,088), Finance for Growth (1,159 engagements with a reach of 590,376), the 85 Gracechurch development at Leadenhall Market (2,545 engagements with a reach of 143,001) and posts about the final section of the Thames Path Walkway being completed (1,544 engagements with a reach of 105,600).

13. Engagement is the number of ways people interacted with a post – shares, likes, clicks on links and pictures. Reach is the potential number of people who saw your post or could have seen it based on follower numbers.

14. The most visited page on the corporate website is Things To Do with 8,760 page views.

Subject Details and Qualitative Analysis of Media Coverage

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

City Corporation reveals plans to cut light pollution

- a. The Financial Times carried a front-page story on City Corporation plans to encourage new developments in the City to switch off or dim their lights at night. Also in The Times, The Guardian, Evening Standard, Metro, BBC News, Mail Online, Daily Mirror, BBC Radio 4, BBC Radio London and over 140 other local, national, and international outlets.

Qualitative analysis:

- a. Widespread positive coverage, with factual reporting. Covered extensively by national, regional, and international press.

Loyal address to His Majesty King Charles III

- a. The City Corporation was referenced as one of the Privileged Bodies invited to present a loyal address to His Majesty King Charles III at Buckingham Palace. Coverage appeared in over 180 media titles including Sky News, Evening Standard, and the Daily Mail. The Lord Mayor and Policy Chairman attended to represent the City of London.

Qualitative analysis:

- a. Positive and factual reporting positioned the City Corporation as a nationally significant organisation with strong links to the monarchy.

Supporting City competitiveness

- a. The Lord Mayor was interviewed on Sky News, about the Budget, where he discussed a proposal for a Future Growth Fund. Further coverage in City A.M. and Financial Times. The coverage follows City Corporation calls for defined contribution funds to be better used to support high-growth industries to start, stay, and scale in the UK. The Policy Chairman was quoted on the proposals in the Guardian and Reuters, with further coverage in City A.M. and The Irish Times.
- b. Ahead of the launch of the Finance for Growth initiative, the Policy Chairman wrote in City A.M. about the need for a long-term plan to ensure the competitiveness of the financial and professional services sector. The Policy Chairman was also interviewed on Sky News and Bloomberg Radio. Further coverage in the Sunday Telegraph, Reuters, Independent, the Evening Standard, and over 100 outlets across the UK. The Policy Chairman had an oped published in Politics Home.
- c. The Sunday Times reported on calls from the Lord Mayor on a Future Growth Fund, with further coverage in The Sun. City A.M. reported that the Lord Mayor convened a meeting with top tech and fintech industry chiefs on proposals for the fund.
- d. The Lord Mayor was interviewed by Times Radio on how more companies can be encouraged to list in the UK market. There was further coverage in The Times.
- e. City A.M.'s front page covered the City Corporation's benchmarking report which revealed London and New York jointly rank first as the top global financial centres. The Policy Chairman was interviewed by Times Radio, and quoted widely in the Daily Telegraph, BBC News, LBC News, Evening Standard, Financial Times, Daily Telegraph, The Times, Bloomberg, Irish Times, Reuters, and 100 other outlets.
- f. The Lord Mayor wrote in City A.M. on the first Tech and Innovation dinner at the Mansion House. He launched a report with EY and Innovate Finance which urged the Treasury to plug the funding gap facing high-growth firms via pension reforms. The Lord Mayor was quoted in the Daily Telegraph, City

A.M, Pensions&Investment, TechToday, Yahoo Finance, MSN, and Yahoo Finance.

Qualitative analysis

- a. Positive coverage on the City Corporation's role in supporting financial services competitiveness.

Lord Mayor visit to Australia

- a. The Australian Financial Review published an interview with the Lord Mayor where he called on British banks, fund managers and bureaucrats to take risks again ahead of his keynote address at ASFA, an international asset-management conference in Brisbane. Further coverage of the Lord Mayor's visit appeared in the Sydney Morning Herald, City A.M., WA Today, Bloomberg, the West Australian, and Politico.

Qualitative analysis:

- a. Positive coverage that championed the City's attractiveness to international investor audiences.

Lord Mayor visit to India

- a. The Lord Mayor was in India championing bilateral investment opportunities ahead of the next round of free trade agreement talks. Coverage featured in Telegraph India, Orissa Post, BQ Prime, Press Trust of India, The Hindu Business Line, and Dispatchist.

Qualitative analysis:

- a. Positive coverage showcasing the strength of UK-India ties and advocating for further deepening of our trading relationship.

Lord Mayor and Policy Chairman visit Dublin

- a. The Irish Times carried an interview with the Lord Mayor on his visit to Ireland and the effects of Brexit on the City.
- b. The Irish Independent carried an interview with the Policy Chairman on his visit to Ireland in which he said UK finance firms' access to the EU market hinged on a deal being struck on the Northern Ireland Protocol. Further coverage in MSN and six other outlets.

Qualitative analysis:

- a. Neutral interview against a backdrop of ongoing political discussions for greater cooperation between the EU and the UK.

Policy and Resources Dinner

- a. Financial Times, Financial News, OnLondon, The Insurer, and Law 360 reported that the City Corporation has embarked on a review of regulations for UK financial services, as it seeks to boost the sector's competitiveness. The Policy Chairman's speech at the Policy and Resources Committee Dinner was quoted.

Qualitative analysis:

- a. Positive coverage outlining City Corporation priorities for the year ahead.

City Corporation welcomes Windsor Framework Agreement

- a. The Policy Chairman was quoted in the Sunday Times about the recent EU deal "unshackling" the City. Further coverage in the Evening Standard, and City A.M.
- b. The Policy Chairman was quoted in the Financial Times, The Times, Financial News, and Politico, welcoming the Brexit deal as a pragmatic solution to the Northern Ireland protocol issue. His remarks also featured on the front page of City A.M.

Qualitative analysis:

- a. Positive coverage welcoming cooperation between UK-EU government to resolve the Northern Ireland protocol.

City Corporation reacts to Chancellor's Green Finance Strategy

- a. The Policy Chairman was quoted in the Financial Times, Financial News, and six other outlets.

Qualitative analysis

- a. Positive coverage showing engagement from the City Corporation in championing sustainable finance.

Planning

- a. The Policy Chairman was quoted in City A.M. and Bloomberg on new data released by the City Corporation showing planning applications in the Square Mile during the pandemic had risen by 30%, demonstrating that investor confidence has returned to the Square Mile. Also reported by My London and London Loves Business.
- b. Further coverage of the City Corporation's new planning guidance to encourage greener alternatives to demolition appeared in property trade publication Prime Resi, and Building magazine. The Chairman of the Planning

and Transportation Committee was quoted.

- c. City A.M. reported on new planning guidance for developers in the City which will encourage the refurbishment of existing buildings rather than demolition. The Chairman of the Planning and Transportation Committee was quoted. Further coverage appeared in Architects Journal, Demolition and Recycling, and Demolition News.
- d. The Daily Telegraph reported that plans to build a 32-storey skyscraper in the City's Leadenhall Market Conservation Area have been approved, despite warnings from The Victorian Society that it would cause "irreversible harm", but the City Corporation has said it would create jobs and boost the local economy. The Chairman of the City Corporation's Planning Applications Sub-committee was quoted. Further coverage appeared in Evening Standard, City A.M., and Architects Journal amongst others.

Qualitative analysis

- a. Positive coverage highlighting the approval of significant developments within the Square Mile and the adoption of new climate friendly planning processes.

Destination City

- a. The Times, ITV London, BBC London TV, BBC London Radio, City AM, and Brit Events reported on The Big City exhibition at Guildhall Art Gallery. It features the most extensive collection of large-scale London paintings in the world.
- b. The Lord Mayor was mentioned in an Evening Standard article about a plan to move the Migration Museum to a new site in the City. The Planning Applications Sub-Committee Chairman was quoted in BBC London News, Evening Standard, City A.M., Londonist, MyLondon, and Yahoo! on the story.

Qualitative analysis:

- a. Significant positive coverage reached an audience of millions through national and London reporting.

Climate Action Strategy

- a. The Deputy Policy Chairman was interviewed on BBC Radio 4's Costing the Earth programme, to discuss the City Corporation's Climate Action Strategy, and the green finance industry.

Qualitative analysis:

- a. There was criticism of the UK financial and professional services industry for investing in fossil fuels. But the Deputy Policy Chairman gave a strong performance to represent the City Corporation's Climate Action Strategy and provide a balanced view of the UK's transition to net zero.

Launch of Centre for Finance, Innovation and Technology

- a. The Financial Times and Bloomberg reported on the launch of the Centre for Finance, Innovation and Technology, a national hub – jointly funded by the Treasury and the City Corporation – to support fintech companies across the UK. Also featured in Politico, Yorkshire Post and seven other media outlets. Further coverage in UK Tech News

Qualitative analysis:

- a. Positive coverage displaying City Corporation support for the UK tech ecosystem.

City Corporation donates to Turkey-Syria Earthquake Appeal

- a. BBC London News TV and BBC Radio London reported that the City Corporation had donated £50,000 to the Disasters Emergency Committee's Turkey-Syria Earthquake Appeal and was encouraging other organisations to do the same.

Qualitative analysis:

- a. Factual and balanced news reporting reached a large London audience as the City Corporation reacted quickly to donate.

London Metropolitan Archives

- a. The Evening Standard and BBC London News TV reported on an LMA collection of 100 interviews about the HIV/AIDS pandemic of the 1980s/1990s. Its Head of Digital Services was interviewed. More in Pink News, London Live, and City Matters

Qualitative analysis:

- a. Positive and sensitive reporting on deeply personal testimonies reached a key London and LGBTQ+ audience.

Bridge House Estates

- a. BBC London TV and BBC London online reported on the refurbishment of Blackfriars Bridge. The Chairman of the Bridge House Estates Board was interviewed.

Qualitative analysis:

- a. Positive and factual reporting celebrated the history of the bridge and its role as a major artery into the City of London, supporting jobs and growth.

Natural Environment

- a. In its woodland episode, Sir David Attenborough's BBC1 Wild Isles documentary series featured wood ants at the City Corporation-managed Burnham Beeches in Buckinghamshire. Further coverage on BBC Radio Berkshire (twice), Slough and South Bucks Observer, Horticulture Week, Buckinghamshire Live, Bucks Free Press, Countryfile Magazine, Windsor, Ascot and Eton Express, Slough and South Bucks Express, and the Maidenhead Advertiser, where the Chairman of the Epping Forest and Commons Committee was quoted.
- b. The Ham&High reported on plans for a £2 million refurbishment of Parliament Hill Athletics Track. The Chair of the Hampstead Heath Management Committee was quoted.
- c. Coverage in the Newham Recorder referred to a giant redwood tree planted in memory of Her Late Majesty The Queen in West Ham Park. The Chair of the West Ham Park Committee was quoted.
- d. The Chairman of the Epping Forest and Commons Committee was interviewed on BBC Radio Essex urging visitors to Epping Forest to protect its rare native English bluebells. Further coverage in MSN, Daily Express, Horticulture Week, and the Epping Forest Guardian.
- e. The Ham&High reported that "jobs could be at risk" under a restructuring of the City Corporation's open spaces operations. A City Corporation spokesperson was quoted saying the plans will help to continually improve on the current high-quality service for visitors. Also in This is Local London.

Qualitative analysis:

- a. Major positive national, international, regional, local, and trade coverage of City Corporation habitat conservation work which has led to the proliferation of wood ants at Burnham Beeches.
- b. Positive local coverage on significant capital investment plans at Hampstead Heath, the City Corporation's participation in the national Queen's Green Canopy campaign at West Ham Park, and on protecting rare bluebells in Epping Forest.
- c. Negative but factual reporting on the proposed changes to the Natural Environment division and a City Corporation spokesperson provided balance to the piece.

Major programmes

- a. Construction, BE News, UK Construction Media, and FMBusinessDaily reported on Mace's appointment to deliver the Salisbury Square Development. The Policy Chairman and the Chairman of the Capital

Buildings Board were quoted.

Qualitative analysis:

- a. Reporting was neutral and factual in tone.

Markets

- a. BBC News covered Havering Council's objection to the City Corporation's Private Bill to relocate its wholesale markets. A City Corporation spokesperson was quoted. Further coverage in The Times, BBC London, Evening Standard, Daily Express, Local Government Lawyer, Romford Recorder, and the Barking and Dagenham Post.

Qualitative analysis:

- a. Reporting was neutral and factual in tone on the opposition of Havering council on the City Corporation's markets move.

City of London Academies Trust

- a. The City of London Academies Trust was referenced in a Daily Mirror report about pupils at Newham Collegiate receiving better A-Level results than those in fee-paying schools. Also reported by Metro, and Daily Express. The school is part of the City of London Academies Trust.

Qualitative analysis:

- a. Positive national coverage reached a large national and commuter audience.

Transport

- a. The Policy Chairman was quoted in Rail Advent and Wired about Bank Underground station being upgraded. Further coverage in Rail Business Daily.
- b. The Evening Standard and Forbes said cyclists are now the single largest vehicular mode counted during peak times on City streets. Further coverage in Knowledia and Road CC.

Qualitative analysis:

- a. Reporting was positive and factual.

Police Authority Board

- a. Police Professional reported on the Chair of the City of London Police Authority Board's call for the Government to reform the disclosure of evidence system to deliver faster and more effective justice for victims. Further

coverage in tech news website EM360.

Qualitative analysis:

- a. Strong positive trade coverage but no interest from national outlets.

Freedom of the City of London

- a. City A.M. reported that Børge Brende, the President of the World Economic Forum, became a Freeman of the City of London. The Lord Mayor was quoted.

Qualitative analysis:

- a. Positive and factual reporting reached a key London business audience with strong pick-up on social media.

Trading Standards

- a. City Matters, Asian Trader, and Chartered Trading Standards Institute reported that £40,000 worth of illegal vapes have been seized by the City Corporation's Trading Standards team. The Chairman of the Port Health and Environmental Services Committee was quoted. Further coverage in Convenience Store, WiredGov, North West Londoner, South West Londoner, South East Londoner and North East Londoner.

Qualitative analysis:

- a. Positive and factual reporting showed the City Corporation's Trading Standards team clamping down on illegal goods.

Golden Lane flat fire fatality

- a. The Evening Standard, My London, and Islington Gazette reported that one person died, following a fire on the Golden Lane Estate.

Qualitative analysis:

- a. Factual and balanced reporting on this tragic case.

Fire safety at Blake Tower

- a. My London reported on fire safety issues at Blake Tower. A City Corporation spokesperson was quoted. Also reported by MSN.

Qualitative analysis:

- a. Negative but factual reporting and the piece carried a full City Corporation quote.

Former Government communications chief to join City Corporation

- a. PR Week reported that Emily Tofield will join the City Corporation as its new Executive Director of Corporate Communications and External Affairs.

Qualitative analysis:

- a. Positive and factual coverage carrying a quote from the Policy Chairman.

Options

14. None.

Proposals

15. None.

Key Data

16. See current position.

Conclusion

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

Appendices

None

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