



# August 2023, Westside BID external media analysis

The collage features several mobile device screens displaying news articles. The primary article shown is from Express & Star, titled "Birmingham's landmark Black Sabbath bench is renovated". A secondary article from Opera News is titled "BBC Radio WM legend Paul Franks reveals favourite-ever guest as he hangs up mic". A red circular logo with the text "Express & Star" is positioned in the lower-left area. A white circular logo with the text "Reach" is positioned in the upper-right area. The background consists of a light grey gradient with a faint city skyline and a grid of dots.

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# Metrics Summary

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**17**

**Pieces of Coverage**

Total number of online, offline and social clips in this book



**656K**

**Estimated Views**

Prediction of lifetime views of coverage, based on audience reach & engagement rate on social



**15.8M**

**Audience**

Combined total of publication-wide audience figures for all outlets featuring coverage



**329**

**Engagements**

Combined total of likes, comments and shares on social media platforms



**64**

**Avg. Domain Authority**

A 0-100 measure of the authority of the site coverage appears on.  
Provided by Moz

# Coverage

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17 pieces



## Home | Express & Star

The latest news and sport from across the West Midlands and Staffordshire | Find out what's happening in your are...

73

Domain Authority

Provided by



1.6M

Unique Visits

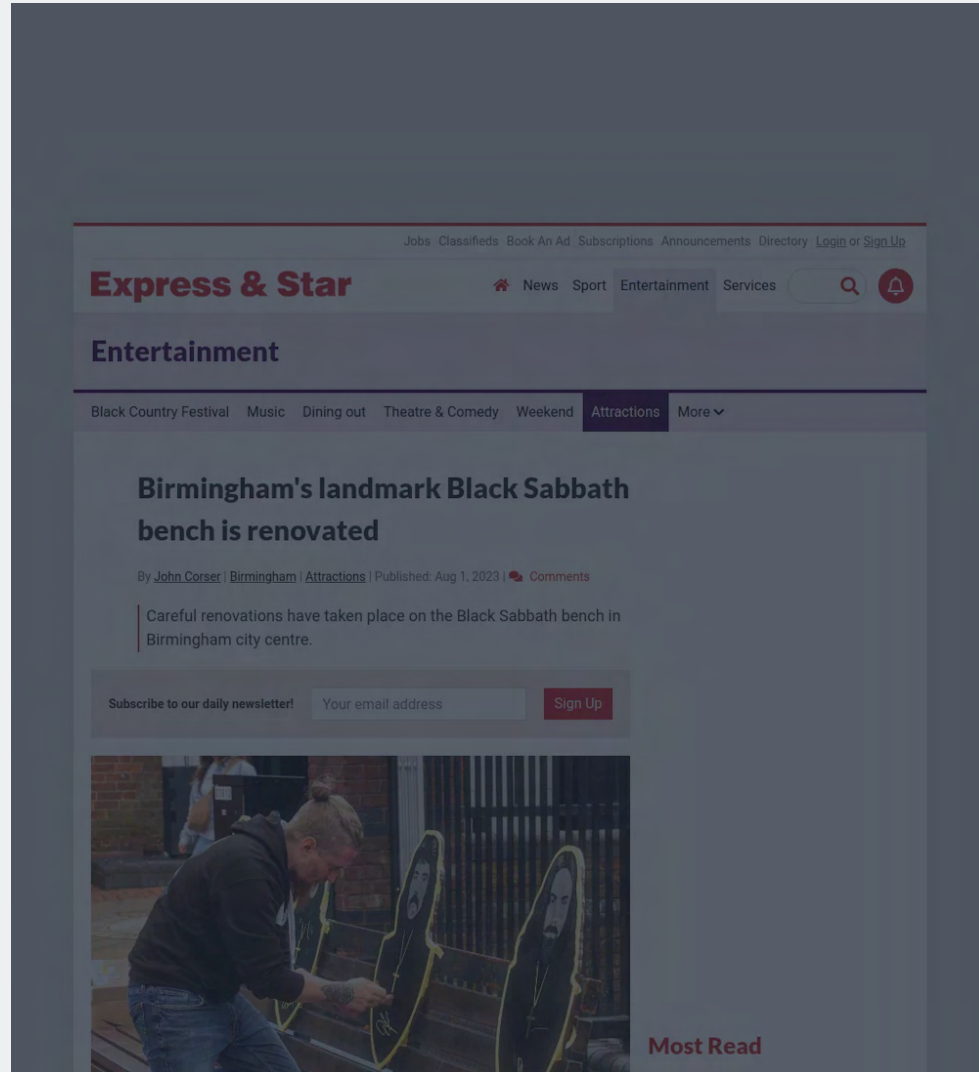
Provided by



August 01, 2023 • ONLINE

# Birmingham's landmark Black Sabbath bench is renovated

[expressandstar.com/entertainment/attract...](https://www.expressandstar.com/entertainment/attractions/black-sabbath-bench-is-renovated)



Estimated Views

18K ✓

Estimated views calculated based on audience size and social media activity

Engagements

136 ✓

Total number of social engagements

## Opera News: United States News, Latest Breaking News, Headline Today

Find the latest United States news stories, photos on Opera News | Read breaking headlines covering politics news, economics news,...

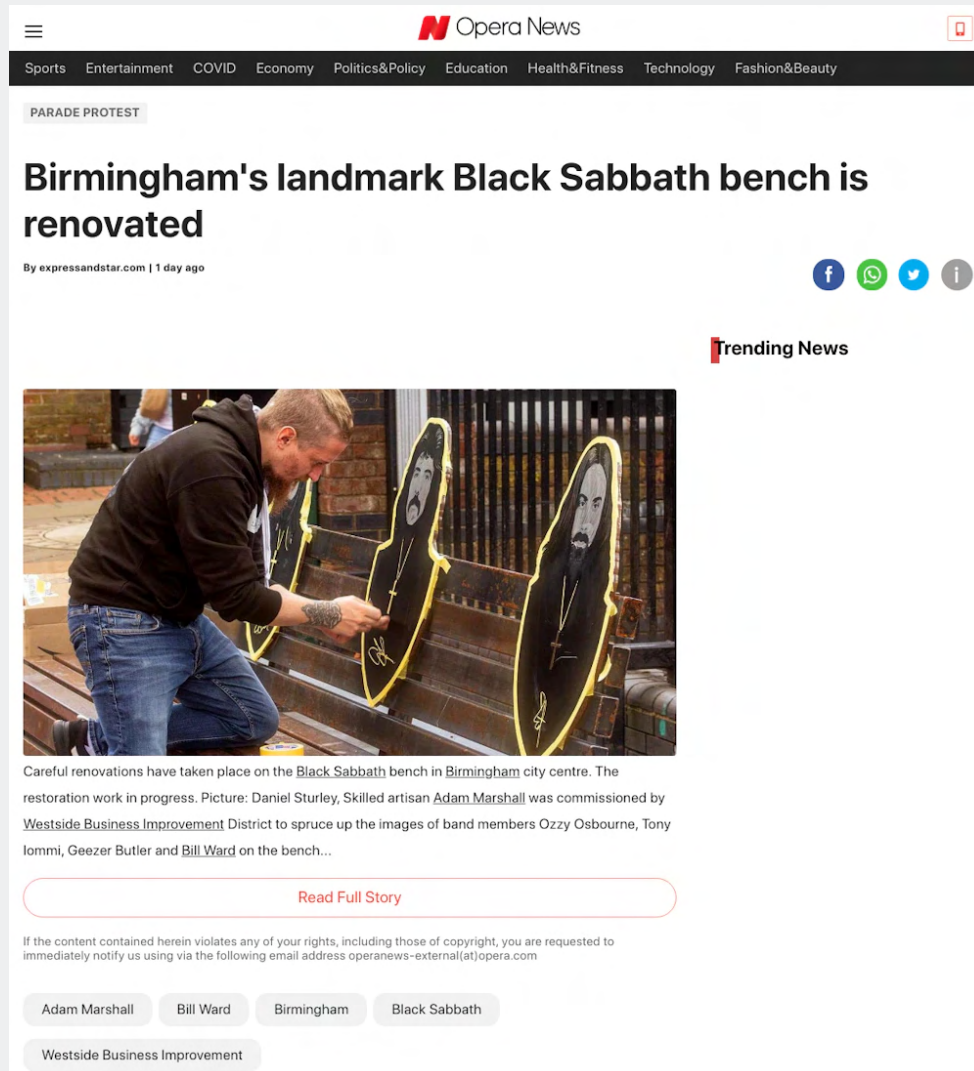
**53**  
Domain Authority  
Provided by  
**MOZ**

**215K**  
Unique Visits  
Provided by  
**SimilarWeb**


August 01, 2023 •  ONLINE


## Birmingham's landmark Black Sabbath bench is renovated - Opera News

[dailyadvent.com/gb/news/a7ec30a8a8d1...](https://dailyadvent.com/gb/news/a7ec30a8a8d1...)



The screenshot shows the Opera News website interface. At the top, there's a navigation bar with categories like Sports, Entertainment, COVID, Economy, Politics&Policy, Education, Health&Fitness, Technology, and Fashion&Beauty. The main article is titled "Birmingham's landmark Black Sabbath bench is renovated" by expressandstar.com, published 1 day ago. It features a "PARADE PROTEST" tag and social media sharing icons for Facebook, WhatsApp, Twitter, and Email. Below the article title is a "Trending News" section with a "Read Full Story" button. The article text describes the renovation of the Black Sabbath bench in Birmingham, mentioning artist Adam Marshall and the Westside Business Improvement District. At the bottom, there are tags for Adam Marshall, Bill Ward, Birmingham, Black Sabbath, and Westside Business Improvement.

Estimated Views **2.56K**   
Estimated views calculated based on audience size and socia...

Engagements **0**   
Total number of social engagements



## birminghammail

Updated around the clock with Birmingham news, information, what's on, comment and in-depth coverage ...

89

Domain Authority

Provided by  
**MOZ**

9.15M

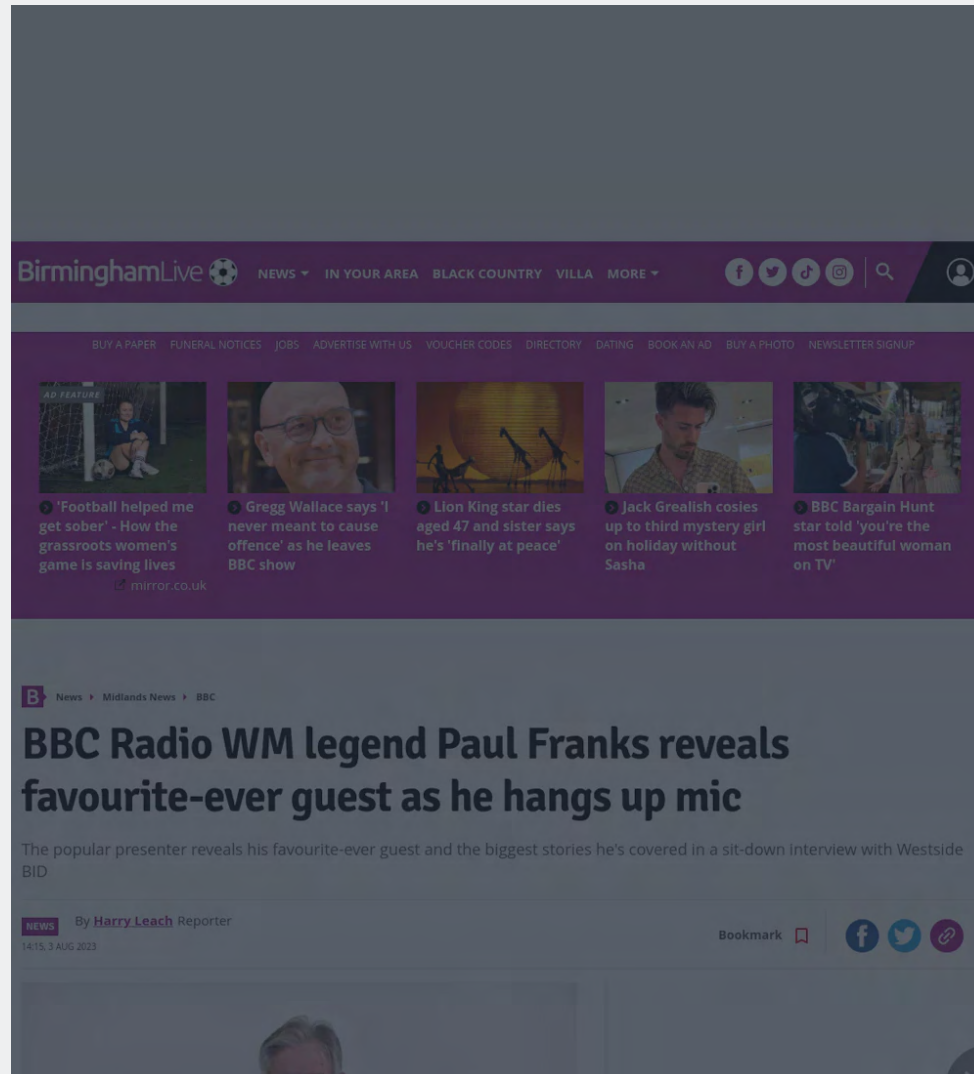
Unique Visits

Provided by  
**SimilarWeb**

August 03, 2023 • ONLINE

# BBC WM legend Franksy reveals favourite-ever guest as he hangs up mic

[birminghammail.co.uk/news/midlands-ne...](https://birminghammail.co.uk/news/midlands-ne...)



Estimated Views

**44.2K** ✓

Estimated views calculated based on audience size and socia...

Engagements

**150** ✓

Total number of social engagements



## Opera News: United States News, Latest Breaking News, Headline Today

Find the latest United States news stories, photos on Opera News | Read breaking headlines covering politics news, economics news,...

**53**  
Domain Authority  
Provided by  
**MOZ**

**215K**  
Unique Visits  
Provided by  
**SimilarWeb**

August 03, 2023 ·  ONLINE

## BBC Radio WM legend Paul Franks reveals favourite-ever guest as he hangs u...

[dailyadvent.com/gb/news/bf63bb7ee3d4...](https://dailyadvent.com/gb/news/bf63bb7ee3d4...)



Opera News

Sports Entertainment COVID Economy Politics&Policy Education Health&Fitness Technology Fashion&Beauty

GOSSIP CELEBRITY

### BBC Radio WM legend Paul Franks reveals favourite-ever guest as he hangs up mic

By birminghammail.co.uk | 3 days ago

[f](#) [wa](#) [tw](#) [i](#)

**Trending News**




The popular presenter reveals his favourite-ever guest and the biggest stories he's covered in a sit-down interview with Westside BID Thank you for subscribing! BBC Radio WM legend Paul Franks BBC Radio WM legend Paul Franks is set to leave the station today after 44 years on-air. The popular broadcaster, known for his football...

[Read Full Story](#)

If the content contained herein violates any of your rights, including those of copyright, you are requested to immediately notify us using via the following email address operanews-external(at)opera.com

BBC Radio WM BBC WM Paul Franks

Estimated Views **2.56K**   
Estimated views calculated based on audience size and socia...

Engagements **0**   
Total number of social engagements



## birminghammail

Updated around the clock with Birmingham news, information, what's on, comment and in-depth coverage ...

89

Domain Authority

Provided by  
**MOZ**

9.15M

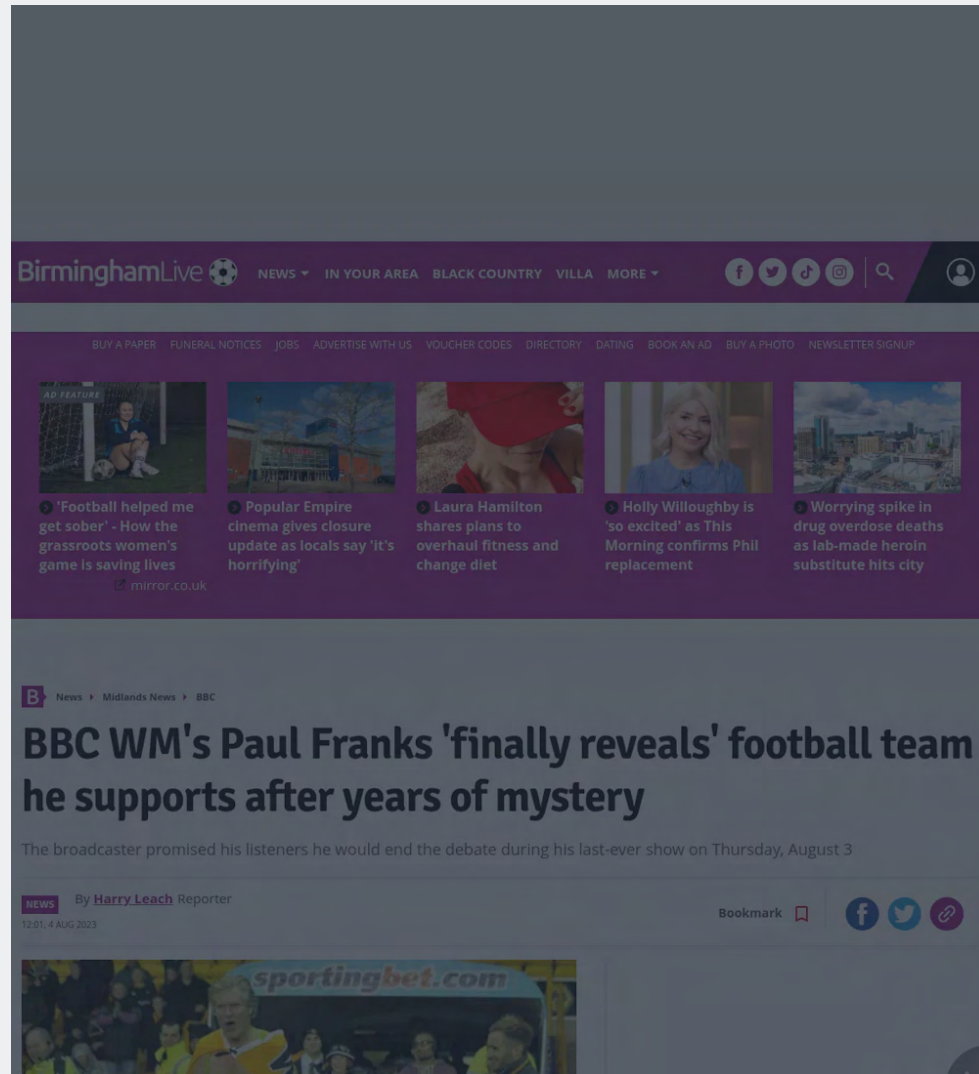
Unique Visits

Provided by  
**SimilarWeb**

August 04, 2023 • ONLINE

# BBC WM's Franksy 'finally reveals' footy team he supports after mystery

[birminghammail.co.uk/news/midlands-ne...](https://birminghammail.co.uk/news/midlands-ne...)



Estimated Views

**44K**

Estimated views calculated based on audience size and socia...

Engagements

**43**

Total number of social engagements

# Birmingham Business

**25**  
Domain Authority  
Provided by  
**MOZ**

**1.74K**  
Unique Visits  
Provided by  
**SimilarWeb**

The screenshot shows the Birmingham Business website. The header includes the logo, a search bar, and social media icons. The main article is titled "Documentary focuses on Centenary Square" and includes a sub-headline: "A new TV documentary-style video has explored the proud history of Centenary Square at the end of Birmingham's 'golden mile' of Broad Street." The article text describes a six-minute documentary by Westside Business Improvement District (BID) and Local TV Birmingham, focusing on the wide-open space of Centenary Square, flanked by Baskerville House, the Library of Birmingham, the Repertory Theatre, Symphony Hall, and the International Conference Centre (ICC). It also mentions the Hall of Memory, the gilded bronze statue of Boulton, Watt and Murdoch, and the fountains. A "most popular" sidebar lists other articles like "New chairman at the helm" and "Multi-million pound fund set to launch".

🌐 ONLINE

## Documentary focuses on Centenary Square

[birminghambiz.co.uk/news/Documentary-...](https://birminghambiz.co.uk/news/Documentary-...)

Estimated Views **724** ✓

Estimated views calculated based on audience size and social...

Engagements **0** ✓

Total number of social engagements



# BirminghamWorld

Latest breaking news and analysis from BirminghamWorld

39

Domain Authority

Provided by



885K

Unique Visits

Provided by



ONLINE

## Just a moment...

[birminghamworld.uk/news/summer-love-i...](https://birminghamworld.uk/news/summer-love-i...)

The screenshot shows the BirminghamWorld website interface. At the top, there is a navigation bar with the site logo, search, and sign-in options. A prominent notification box in the center reads: "We see you have an adblocker enabled. Advertising revenue helps us keep quality news sustainable, and continue keeping you in the know about the issues that matter. Please consider disabling your ad blocker before browsing our website. or Continue with ad blocker Log in here". Below the notification, the "News" section is visible, featuring a headline: "Summer love in Solihull: A newly married couple share their first dance with thousands of festival goers!". The article is by Fionnuala Bourke, published on 11th Aug 2023. A newsletter sign-up form is also present at the bottom right of the article, with the text "Sign up to our BirminghamWorld Today newsletter" and a "Sign up" button.

Estimated Views

167K ✓

Estimated views calculated based on audience size and socia...

Engagements

0 ✓

Total number of social engagements



## Latest news and today's top stories | Yahoo News UK

Keep up-to-date with what's going on in the UK and around the world with the top headlines and breaking...

94

Domain Authority

Provided by MOZ

3.04M

Unique Visits

Provided by SimilarWeb

August 11, 2023 • ONLINE

# Summer love in Solihull: A newly married couple share their first dance with...

[uk.news.yahoo.com/summer-love-solihull...](https://uk.news.yahoo.com/summer-love-solihull...)

**Summer love in Solihull: A newly married couple share their first dance with thousands of festival goers!**

**Fionnuala Bourke**  
Fri, 11 August 2023 at 2:05 am GMT-7 · 3-min read

Gerald and Sareena's first dance watched by thousands of Solihull Festival goers

When Midlands business leader Gerald Manton finally tied the knot with Sareena Jones after more than two decades of partnership, they celebrated in style ... in front of thousands.

The romantic couple from Sheldon, Birmingham got married at the Crowne Plaza Hotel

**Top-Rated Crossovers**

**TRENDING**

- London death crash driver who 'showed off' at 110mph has sentence increased
- Dr Michael Mosley unveils why these 4 'healthy' foods do 'more harm than good'
- Trump has already disqualified himself from White House return - say two conservative law...
- Police arrest autistic teenager 'who said officer looked like her lesbian nana'
- Letters: The Tories should listen to voters and take Britain out of

Estimated Views **7.09K** ✓

Estimated views calculated based on audience size and socia...

Engagements **0** ✓

Total number of social engagements





## Yahoo Sports

Sport news, scores, fantasy games

92

Domain Authority

Provided by



862K

Unique Visits

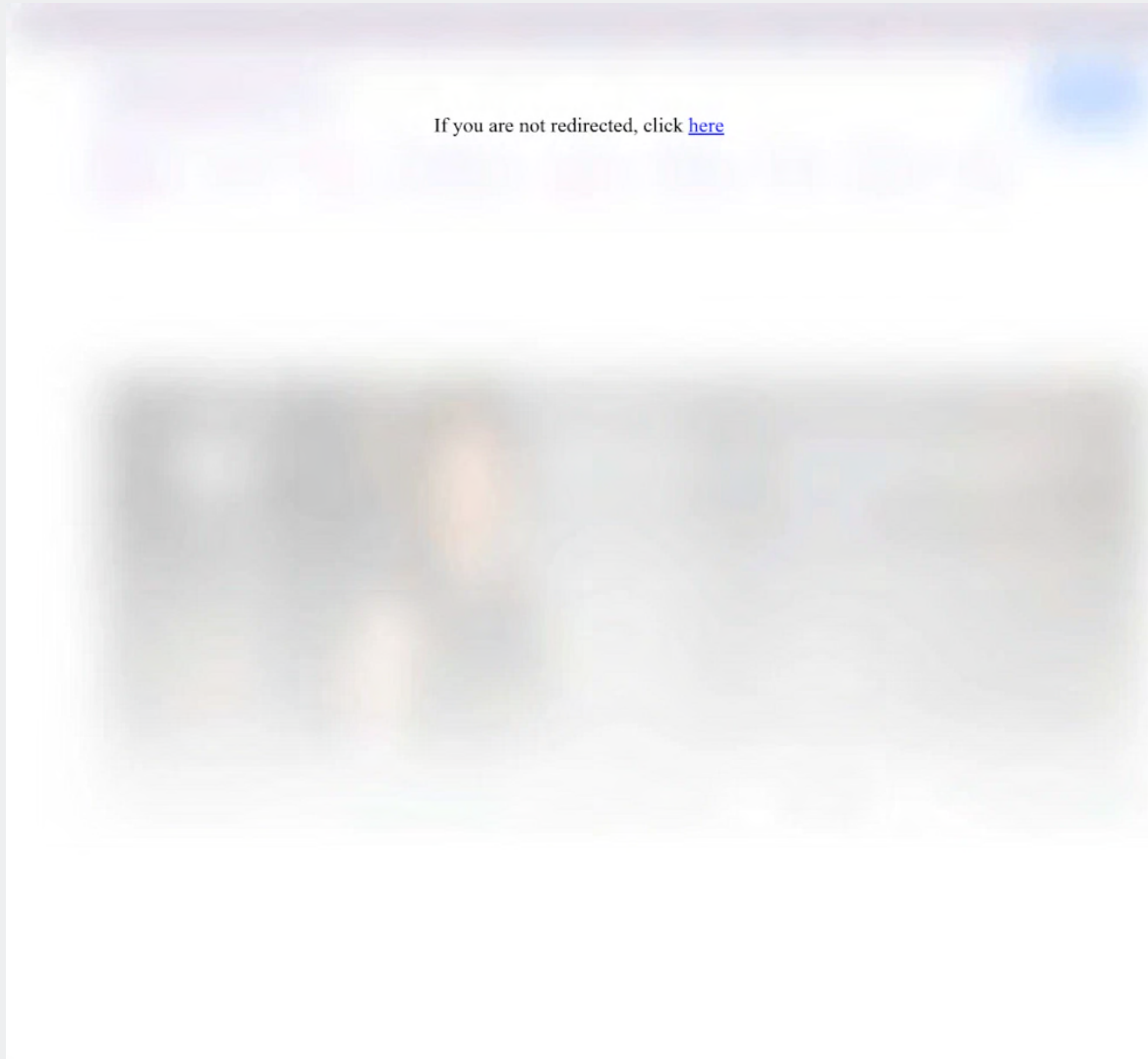
Provided by



August 11, 2023 • ONLINE

# Summer love in Solihull: A newly married couple share their first dance with...

[uk.sports.yahoo.com/news/summer-love-...](https://uk.sports.yahoo.com/news/summer-love-...)



Estimated Views

**2.34K**

Estimated views calculated based on audience size and social media...

Engagements

**0**

Total number of social engagements



# BirminghamWorld

Latest breaking news and analysis from BirminghamWorld

39

Domain Authority

Provided by  
**MOZ**

885K

Unique Visits

Provided by  
**SimilarWeb**

🌐 ONLINE

## Just a moment...

[birminghamworld.uk/news/birmingham-b...](https://birminghamworld.uk/news/birmingham-b...)

The screenshot shows the BirminghamWorld website interface. At the top, there is a navigation bar with the logo, search, and sign-in options. A prominent notification box in the center reads: "We see you have an adblocker enabled. Advertising revenue helps us keep quality news sustainable, and continue keeping you in the know about the issues that matter. Please consider disabling your ad blocker before browsing our website. or Continue with ad blocker Log in here". Below the notification, the "News" section is visible, featuring a "BREAKING" banner and a headline: "29 year-old T-shirts for iconic Ronnie Scott's night club on Broad Street in Birmingham up for sale". The article text states: "T-shirts promoting a rhythm and blues night at former Birmingham Broad Street jazz club Ronnie Scott's". The author is identified as Fionnuala Bourke, published on 15th Aug 2023. A social media sharing bar is present. At the bottom right of the article, there is a newsletter sign-up box: "Sign up to our BirminghamWorld Today newsletter" with an input field for an email and a "Sign up" button. A small disclaimer at the bottom of the sign-up box reads: "This site is protected by reCAPTCHA and the Google Privacy Notice and Terms of Service apply."

Estimated Views

**167K** ✓

Estimated views calculated based on audience size and socia...

Engagements

**0** ✓

Total number of social engagements



# Latest news and today's top stories | Yahoo News UK

Keep up-to-date with what's going on in the UK and around the world with the top headlines and breaking...

**94**  
Domain Authority  
Provided by **MOZ**

**3.04M**  
Unique Visits  
Provided by **SimilarWeb**

**29 year-old T-shirts for iconic Ronnie Scott's nightclub on Broad Street in Birmingham up for sale**

Fionnuala Bourke  
Tue, 15 August 2023 at 1:58 am GMT-7 · 2-min read

**ronnie scott's**  
PROUDLY PRESENTS  
**RHYTHM & BLUES**  
SHOWCASE  
September 12th to 17th 1994

T-shirts promoting former Birmingham Broad Street nightclub Ronnie Scott's

Do you remember Ronnie Scott's nightclub on Broad Street in [Birmingham](#)?

It was an iconic venue in the 1990s and was replaced by the Basket Club. These days

**yahoo!finance**  
Customise and track your portfolio  
Keep up to date with your investments.  
Log in now

**TRENDING**

- Tesco: Supermarket issues urgent warning as it recalls popular snack - all you need to know  
NationalWorld - 1-min read
- Game of Thrones and EastEnders actor Darren Kent dies aged 36  
The Independent - 2-min read
- Ukraine hits out at giving Putin land in return for Nato membership  
The Telegraph - 5-min read
- Booing and walkouts after the Killers tell Georgia audience Russian is their 'brother'  
The Guardian - 2-min read
- Third of migrants quit asylum camp at former RAF base  
The Telegraph - 3-min read

August 15, 2023 · ONLINE

## 29 year-old T-shirts for iconic Ronnie Scott's nightclub on Broad Street...

[uk.news.yahoo.com/29-old-t-shirts-iconic-...](https://uk.news.yahoo.com/29-old-t-shirts-iconic-...)

Estimated Views **7.09K**

Estimated views calculated based on audience size and socia...

Engagements **0**

Total number of social engagements





## Home | Express & Star

The latest news and sport from across the West Midlands and Staffordshire | Find out what's happening in your are...

73

Domain Authority

Provided by



1.6M

Unique Visits

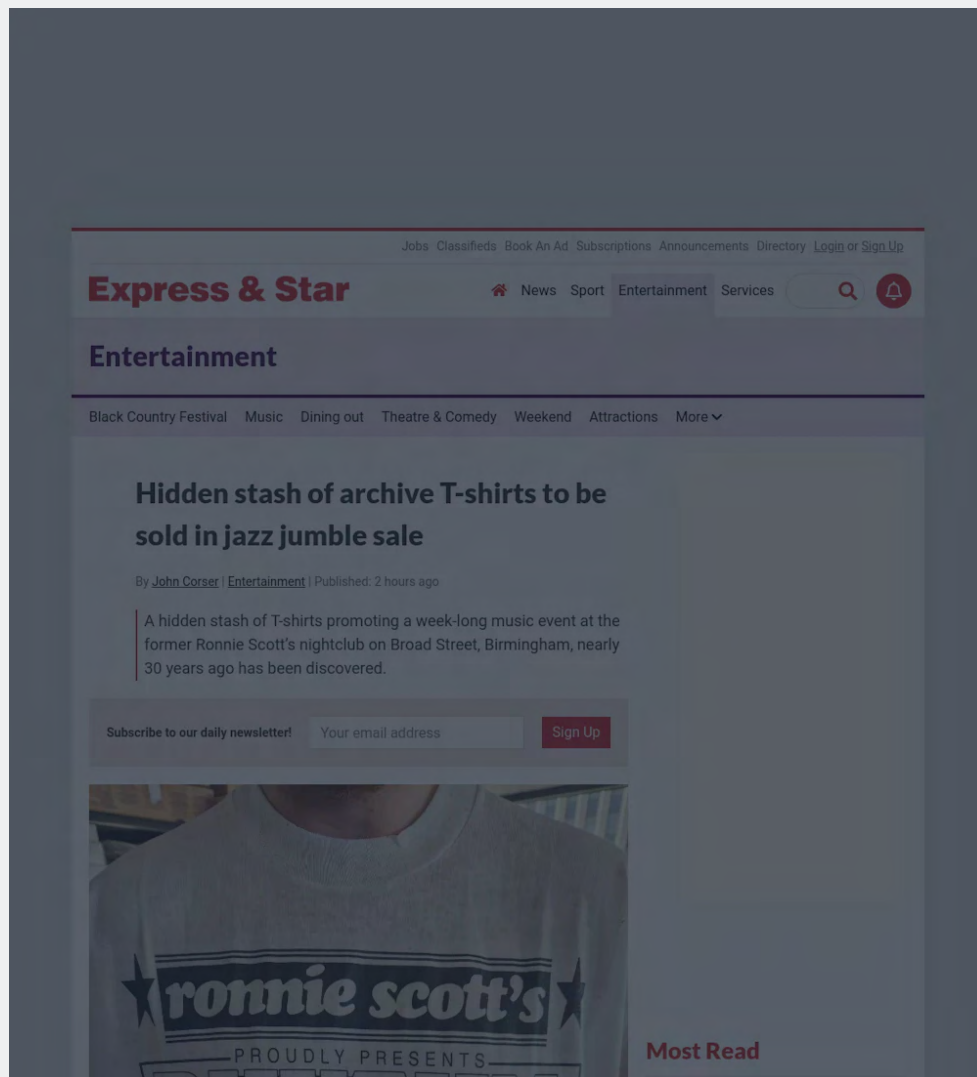
Provided by



August 16, 2023 • ONLINE

# Hidden stash of archive T-shirts to be sold in jazz jumble sale

[expressandstar.com/entertainment/2023/...](https://expressandstar.com/entertainment/2023/...)



Estimated Views

17.8K

Estimated views calculated based on audience size and socia...

Engagements

0

Total number of social engagements



Date: 18 August 2023  
Page: 12



### Hero's mum honoured for passing on principles

A LOVING mum was treated to a huge bouquet on behalf of her Birmingham street "hero" son. Every mum is proud of her son, but not many are prouder than 87-year-old Jane White, mother to Enoch White.

His most recent outstanding mission was helping police officers save a woman who had stumbled off a 12-foot high bridge into a deep part of the canal opposite the National Sea Life Centre earlier this month.

But this was by no means the first time he's put himself on the line, with other actions including catching shoplifters, helping police make arrests and always being first on the scene as a calming presence.

As a result, his employer, Westside Business Improvement District (BID) is celebrating Jane's wonderful motherhood by delivering her a huge bouquet from Ethos Flowers in Brindleyplace.

Elaine Weir, business liaison manager for Westside BID, said: "Enoch really has become one of our heroes and we wanted to thank his mum Jane, who brought him up with such valuable principles."



Enoch with his mum Jane and Elaine Weir

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# BirminghamWorld

Latest breaking news and analysis from BirminghamWorld

39

Domain Authority

Provided by  
**MOZ**

885K

Unique Visits

Provided by  
**SimilarWeb**

🌐 ONLINE

## Just a moment...

[birminghamworld.uk/news/birmingham-h...](https://birminghamworld.uk/news/birmingham-h...)

The screenshot shows the BirminghamWorld website interface. At the top, there is a navigation bar with the site logo, a search icon, a 'Sign In' button, and a 'WATCH Shots!' button. Below the navigation bar, there is a 'BREAKING' banner. A large white notification box is overlaid on the page, stating: 'We see you have an adblocker enabled. Advertising revenue helps us keep quality news sustainable, and continue keeping you in the know about the issues that matter. Please consider disabling your ad blocker before browsing our website. or Continue with ad blocker Log in here'. Below the notification, the main content area features a news article with the headline: 'I look after 150 stray hedgehogs at my home in Birmingham as well as working as a global investment banker'. The article is by Fionnuala Bourke, published on 24th Aug 2023. At the bottom right of the article, there is a sign-up form for the 'BirminghamWorld Today newsletter' with an 'Enter your email' field and a 'Sign up' button. A small disclaimer at the bottom of the form states: 'This site is protected by reCAPTCHA and the Google Privacy Notice and Terms of Service apply.'

Estimated Views

**167K** ✓

Estimated views calculated based on audience size and socia...

Engagements

**0** ✓

Total number of social engagements



# Yahoo Sports

Sport news, scores, fantasy games

92

Domain Authority

Provided by



862K

Unique Visits

Provided by



August 24, 2023 • ONLINE

## 'I look after 150 stray hedgehogs at my home in Birmingham as well as...

[uk.sports.yahoo.com/news/look-150-stray...](https://uk.sports.yahoo.com/news/look-150-stray...)

The screenshot shows the article's header with navigation links (HOME, MAIL, NEWS, FINANCE, SPORT, CELEBRITY, STYLE, WEATHER, MORE...), the Yahoo! Sport logo, a search bar, and a 'Sign in' button. Below the navigation is a banner for 'Get peak PC performance'. The article title is 'I look after 150 stray hedgehogs at my home in Birmingham as well as working as a global investment banker' by Flonnuala Bourke, dated Thu, 24 August 2023 at 8:17 am GMT-4. The main image shows a woman wearing a blue mask and gloves holding a hedgehog. A sidebar on the right features a 'TRENDING' list of sports-related topics and a 'FEOROOMS' advertisement.

Estimated Views **2.34K** ✓

Estimated views calculated based on audience size and socia...

Engagements **0** ✓

Total number of social engagements



## Latest news and today's top stories | Yahoo News UK

Keep up-to-date with what's going on in the UK and around the world with the top headlines and breaking...

**94**  
Domain Authority  
Provided by  
**MOZ**

**3.04M**  
Unique Visits  
Provided by  
**SimilarWeb**

**Home** MAIL NEWS FINANCE SPORT CELEBRITY STYLE WEATHER MORE...

**yahoo!news** [Search] [Sign in] [Mail]

News Cost of living crisis Yahoo Originals Quizzes TV + Celebrity Royals Crime Science & Tech Motoring ...

**The Latest Sedan Models** [Search now]

**Birmingham** World | BirminghamWorld

# 'I look after 150 stray hedgehogs at my home in Birmingham as well as working as a global investment banker'

**Fionnuala Bourke**  
Thu, 24 August 2023 at 5:17 am GMT-7 · 3-min read

[Twitter] [Email]

Sharon Baker from hedgehog rescue service Array4hogs in Birmingham

She's a bank manager at one of the biggest banks in the world operating from a base in [Birmingham city centre](#) by day.

**TRENDING**

- Lucy Letby appeal fund launched**  
The Telegraph · 2-min read
- The jet crash victims who died alongside Prigozhin**  
The Telegraph · 3-min read
- Man dies after being sprayed with ammonia when answering his front door**  
The Independent · 2-min read
- Putin's Latest Appearance Sparks Jokes He's Using Body Double After One Strange Moment**  
HuffPost UK · 3-min read
- Horror bodycam footage shows police rescuing woman chained to**

August 24, 2023 · ONLINE

## 'I look after 150 stray hedgehogs at my home in Birmingham as well as...

[uk.news.yahoo.com/look-150-stray-hedge...](https://uk.news.yahoo.com/look-150-stray-hedge...)

Estimated Views **7.09K**   
Estimated views calculated based on audience size and socia...

Engagements **0**   
Total number of social engagements





# Welcome to the Greater Birmingham Chambers of Commerce | GBCC

With a network of over 3200 local businesses, we are here to help connect, support and grow your business....

**50**  
Domain Authority  
Provided by  
**MOZ**

**6.18K**  
Unique Visits  
Provided by  
**SimilarWeb**

September 03, 2023 • ONLINE

## Bank manager offers home for hedgehogs | GBCC

[greaterbirminghamchambers.com/latest-news](https://greaterbirminghamchambers.com/latest-news)

The screenshot shows the homepage of the Greater Birmingham Chambers of Commerce website. At the top, there are social media icons for Twitter, Facebook, and LinkedIn, along with a search icon. Navigation links include 'ABOUT US', 'OUR DIVISIONS', and 'GET IN TOUCH'. The main header features the GBCC logo and a 'BECOME A MEMBER' button. Below this is a horizontal menu with categories: BUSINESS SUPPORT, CHAMBER SERVICES, INTERNATIONAL LATEST NEWS, MEMBERSHIP, NETWORKING & EVENTS, PATRONS & PARTNERS, PROMOTE YOUR BUSINESS, and RESEARCH & CAMPAIGNING. A 'Latest News' section is highlighted in a dark blue bar, with a breadcrumb trail: HOME: LATEST NEWS & MEDIA > NEWS > BLOGS > CHAMBERLINK MAGAZINE > PODCASTS > IMAGE GALLERIES. Below the breadcrumb trail are links for 'SUBSCRIBE TO OUR NEWSLETTER' and 'COMPETITIONS'. The main article, 'Bank manager offers home for hedgehogs', is dated 31 August 2023. It features a photo of Sharon Baker holding a hedgehog. The text describes how Sharon, a bank manager at Deutsche Bank, runs a hedgehog rescue service called Array4hogs from her home in south Birmingham. It mentions she currently takes up to 150 endangered hedgehogs and their young, known as hoglets, every year since converting her garden shed into an animal rescue centre at the end of 2019. A quote from Sharon is provided: "A friend of mine, who volunteered for a hedgehog rescue service that's now closed, thought I was a good person to foster hedgehogs over the winter period. Before I knew what happened I was setting up my own rescue service!". At the bottom of the article, it says Sharon, aged 55, said she has always been an "animal person", but wasn't especially interested in hedgehogs until her friend asked her to join her in fostering them. To the right of the article is a promotional banner for the 'Greater Birmingham Business Expo' at Edgbaston Stadium on Friday 6th October, with a 'BOOK YOUR FREE DELEGATE PLACE' button. Below the banner is a 'SEARCH NEWS ARTICLES' section with a search input field and a magnifying glass icon. Underneath is a 'SHARE THIS STORY' section with social media icons for Twitter, Facebook, and LinkedIn. At the bottom is an 'EVENT GALLERY' section with a row of small event photos.

Estimated Views **100**   
Estimated views calculated based on audience size and social media activity.

Engagements **0**   
Total number of social engagements