

Committee: Culture, Heritage and Libraries	Date: 25 November 2014	Item no.
Subject: Culture, Heritage and Libraries: Annual Public Relations Update		Public
Report of: Director of Public Relations		For Information
<u>Summary</u>		
<p>This report updates Members on Public Relations activities in support of the Culture, Heritage and Libraries Committee during the period December 2013 to October 2014. The activities in this report are also in support of the <i>Communications Strategy 2014- 2017</i>. Highlights of the support for the services of the Committee include:</p> <ul style="list-style-type: none"> ▪ Media ▪ Public Affairs ▪ Events ▪ Website ▪ Digital communications and social media ▪ Literature and related activities ▪ Member and internal communications ▪ Filming 		
<u>Recommendations</u>		
<p>The Committee is recommended to receive this report on Public Relations activities during the period December 2013 to October 2014 in support of the services for which the Committee is responsible.</p>		

Main Report

1. Introduction

- 1.1 This report highlights the activities of the Public Relations Office, in the period December 2013 to October 2014, in support of the services for which this Committee is responsible.
- 1.2 As part of the current *Communications Strategy* there are two specific communications priorities at present while are relevant to Port Health and Environmental Services:

- Working in partnership with London's communities – the work the City Corporation does to support education, as well as social and cultural opportunities, for all Londoners to help to improve their quality of life, through promoting employability and encouraging greater aspiration and diversity, and to provide jobs and growth across the capital; and
- Contributing to London's culture, heritage and green spaces – the work the City Corporation does across London and the UK to help preserve the nation's heritage, contribute to its cultural life and provide green spaces across the capital and beyond.

The PR Office is working with Departments across the organisation to deliver these two new priorities across the full range of PR activities.

2. Media

2.1 Throughout the period, December 2013 to October 2014, the Media Team in the City of London's Public Relations Office has been successful in placing a wide range of Culture, Heritage and Libraries-related stories in the London, national and international print, broadcast and online media. According to Gorkana, the independent media monitoring agency, the total circulation for print cuttings is 10,681,414, while the total advertising value of print media coverage was £298,827.

2.2 Highlights of publicity opportunities and news stories include:

- **Guildhall Library**
BBC News, Sky News, *City A.M.* and the *Daily Mail* reported on *Homeland* and *Band of Brothers* actor and the Guildhall School graduate, Damian Lewis, who was to read Shakespeare sonnets at Guildhall Library, as part of 'Shakespeare Week' in April. Lewis opened the hugely successful event by reading the first five sonnets; and Alan Hollinghurst, the best-selling novelist, was also invited to take part in the event.
- **Guildhall Art Gallery and Roman Amphitheatre / City of London Heritage Gallery**
Metro, *The Times*, *Country Life*, *BBC London Inside Out* and *BBC Radio London 94.9* reported on the opening of the City of London Heritage Gallery on 11 September. The Media Team at Guildhall supported Aneela Rose PR, which was hired to secure media coverage for the Heritage Gallery.

- **Keats House**

Events at Keats House were featured in the City of London's regular advertisement in *City A.M.* A member of the Media Team suggested inviting the actor, Simon Russell Beale (who, at the time, was performing the title role in *King Lear* at the National Theatre) to join Dame Janet Suzman to read a selection of Keats' poetry at the Keats Festival. The event sold out and covered the costs of the Festival. *The Daily Telegraph* published a diary story about Simon Russell Beale's involvement in the event.

- **Museum of London**

The Media Team promoted the Museum of London's new Sherlock Holmes exhibition in the City's paid-for advert in *City A.M.*, and the Museum of London's media team generated coverage in *Radio Times*, *the Guardian*, *Huffington Post*, *The Daily Telegraph*, *The Spectator*, *Londonist* and *The Scotsman*.

- **London Metropolitan Archives**

The Archives' 'Emergency: 1914' exhibition about the Great War was featured in an article in *The Times* in May, following a proposal from the Media Team to one of the feature writers.

- **City A.M. advertisements**

The City of London's paid-for advertisements in *City A.M.* are compiled and designed by two members of the Public Relations Office (bringing together the Media and Publishing Teams), and featured mentions about a wide range of Culture, Heritage and Libraries-related events. They have included the opening of the City of London Heritage Gallery; a photographic exhibition at Barbican Library; *Sculpture in the City 2014*; a John Hegley poetry reading at Keats House; free lunchtime music concerts at the City's churches; and the *Sherlock* exhibition at the Museum of London. *City A.M.* is distributed free of charge mainly in the City and Canary Wharf, and has an estimated readership of 300,000.

- **Audioboom recordings**

The Media Team set up a page on the Audioboom (formerly Audioboo) site, featuring a series of interviews with City employees and short guided tours around City gardens, recorded and edited by a member of the Team. Interviewees include Julia Dudkiewicz, Principal Curator of Guildhall Art Gallery and Roman Amphitheatre; Dr Peter Ross, Principal Librarian of Guildhall Library; Lesley Smith,

Manager of City Business Library; Stella Ioannou, co-director of *Sculpture in the City 2014*, and sculptors and gallery representatives involved in *Sculpture in the City 2014*. See <https://audioboom.com/cityoflondon>

- **Freedoms**

Although not directly related to the work of the Committee, Members may be interested to know that a handful of media, culture- and arts-related Freedoms took place between December 2013 and October 2014. They have included the musician, Mark Oliver Everett, from the band Eels on 28 July (who performed a concert at the Barbican Centre after his ceremony); John Pienaar, the BBC Radio 5 broadcaster; Fiona Bruce, the BBC news and *Antiques Roadshow* presenter; and most recently, the celebrated veteran actor, Sir Ian McKellen, on 30 October.

3. Public Affairs

3.1 The PR Office provides public affairs advice to Departments across the organisation on specific issues that may affect their work as and when required. This includes initial planning relating to public affairs activities under the relevant communications priority. Moreover, there are aspects of the Policy Chairman's political contact programme that are relevant to this committee's work, including dinners with the then Culture Secretary Maria Miller MP and Arts Minister Ed Vaizey MP.

4. Events

4.1 The PR Office also facilitates events which engage staff from across the organisation, including:

- **Launch of the Crossrail Art Programme (13 January)**

The City of London is closely involved in the Crossrail project and the arts programme associated with it. To this end, the City Corporation hosted a reception to encourage support for the new Culture Line, an initiative looking to bring ground-breaking, permanent art installations into the central Crossrail stations. Over 150 guests attended and the reception concluded with a high level private dinner.

- **Barbican Sponsors' breakfast (4 June)**

Hosted by the Lord Mayor and the Managing Director of the Barbican Centre, this year's annual event drew an exclusive audience of senior

City and cultural representatives to discuss how the City of London's emerging cultural hub can better connect to London's communities.

- **Commonwealth Games Baton reception (7 June)**

Prior to this summer's Commonwealth Games in Glasgow, the Queen's Commonwealth Baton toured parts of the United Kingdom. To celebrate the Baton's arrival into the City, the City of London Corporation hosted a small reception at the Grange Hotel at St Paul's with students from local schools, members of the media and representatives from Commonwealth Games England.

- **NLGN conference (8 September)**

The City Corporation hosted a conference on 8 September at Guildhall in partnership with the New Local Government Network, entitled 'Local Government Supporting the Arts'. Drawing a national audience, the conference assessed the importance of maintaining the Arts at a local level; innovative approaches used by councils to sustain support for the arts and culture, and considered 'what next' for the future of the sector. Speakers included Ada Burns, Chief Executive, Darlington Borough Council; Cllr Peter Box, Leader, Wakefield Council; and Leonora Thomson, Director of Audiences and Development, Barbican Centre.

Forthcoming events include a Magna Carta lecture with Princeton Professor Linda Colley; the Policy Chairman's hospitality at the Lord Mayor's Show; and the annual London Councils Summit which will include materials showcasing the Guildhall, the Culture, Heritage and Library's department and the City of London's version of Magna Carta .

In addition to the above the PR Office runs various staff only events which include Staff Annual Lunches, Masterclasses and Strategic Briefings.

5. Publishing and related activities

- 5.1 The PR Office is responsible for the corporate publications strategy and its implementation. In addition, the PR Office is also responsible for the City Corporation's brand identity and assists Departments with branding guidelines, which in the past year has included design development for Keats House.

5.2 Cityview regularly promotes this area of work with dedicated pages to the Barbican Centre, Museum of London, Guildhall Art Gallery and a variety of visitor service-related material such as the City Visitor Trail. This year Cityview has also promoted the new Heritage Gallery and its copy of Magna Carta. City Resident also has a regular culture section including an events listing page at the back of each issue.

6. Website

6.1 The PR Office is responsible for the City Corporation's external website. Events and activities from Culture, Heritage and Libraries are regularly featured on the home page – both the New This Week rolling news feed and the Don't Miss feature boxes.

6.2 During the past year work on the website has been focussed on the quality of its content – across the four main clusters – to make it as easy as possible to find via search engines and for it to be relevant, current and user-friendly. The PR Office has organised a number of workshops and facilitates regular weekly meetings with content providers across the organisation to share best practice and discuss any issues. The PR Office regularly reviews pages relating to Culture, Heritage and Libraries and alerts editors when content is out of date, needs rewriting for clarity or is missing information. The PR Office is also currently working on a 'customer carewords' project that will help identify customers' top tasks to make the site as responsive to visitors' needs as possible.

7. Digital communications and social media

7.1 The PR Office is responsible for the creation and development of digital communications, and also gives advice to departments on how to communicate across social platforms. The City Corporation now has 23 Facebook pages and just over 50 Twitter feeds (including Guildhall Art Gallery, Keats House and London Metropolitan Archives), a YouTube channel and Flickr account which cover the wide range of services we provide (full list at www.cityoflondon.gov.uk/social).

7.2 The PR Office regularly promotes cultural output within the City through its monthly eshots – the most recent being an exclusive view from the Monument of the Lord Mayor's Show fireworks – to around 12,000 regular subscribers.

8. Member and internal communications

- 8.1 The PR Office, working closely with the Member Services Team, has responsibility for communications with Members. This includes the Members' Briefing, which has been reviewed in recent months, and includes a dedicated section for culture and heritage related items. The PR Office also provides updates and Briefings to Members on topical issues.
- 8.2 The PR Office provides internal communications for the City Corporation as a whole and gives support to individual Departments as necessary. The Culture, Heritage and Libraries Department is regularly supported and assisted in improving communications through a number of channels and in a variety of ways from communication advice and practical assistance where required (for example, design and editing issues) for news and feature publicity via the corporate channels, and in some cases local communications activity.
- 8.3 The PR Office ensures that story coverage in the e-magazine *The Leader*, the intranet, and the eLeader bulletin is regular, timely and in particular celebrates the successes of the Culture, Heritage and Libraries Department and showcases latest initiatives and service developments.

9. Filming

- 9.1 The Public Relations Office has a dedicated Film Team responsible for liaising with film crews and City Corporation departments to facilitate shoots within the Square Mile and on City Corporation property.
- 9.2 The Film Team regularly deals with requests to film on City Corporation property – Tower Bridge, the Monument, libraries, Guildhall Art Gallery and Guildhall itself. Tower Bridge remains the most popular with almost daily requests to film there.

Background Papers:

Members will find it useful to refer to the *Communications Strategy 2014-2017*

Contact:

Tony Halmos

Director of Public Relations

020 7332 1450

tony.halmos@cityoflondon.gov.uk