

Committee: Policy and Resources	Date: 16 July 2015
Subject: Public Relations Office Activities Report, April - June 2015	Public
Report of: Director of Public Relations	For Information

Summary

This report updates Members on Public Relations Office activities since the report submitted to your Committee in April 2015. Activities in this report relate to the *Communications Strategy 2015-2018* and *Public Relations Office Business Plan 2015-16*; it covers the period April to June 2015.

Recommendation

The Committee is recommended to receive this report on Public Relations Office activities during the period April to June, 2015.

OVERVIEW

1. This report highlights the activities undertaken by the Public Relations Office in the period April to June 2015, in support of the organisation's medium-term communications objectives, as detailed respectively in the *Communications Strategy 2015-18* and the *Public Relations Office Business Plan 2015-16*, and new or enhanced areas of work not necessarily covered by the *Strategy/Plan*. The highlights of the quarter and the forthcoming plans are set out below. Fuller details are contained in the attached annex.

Media coverage

2. During this quarter, media coverage was exceptionally good with both principals reported in depth, both globally and locally, on issues relating to the City competitiveness (such as in Asia), our research, tall buildings, Europe, regulation and infrastructure. The speeches delivered by the Governor of the Bank of England and the Chancellor of the Exchequer at the Dinner to Bankers and Merchants at Mansion House in June (and can be seen on YouTube) were a key moment in

determining future City direction. There was substantial coverage also of the Lord Mayor that evening.

3. Among non-financial areas in which we are involved, our air-quality work was reported on the front page of the *London Evening Standard* and the Policy Chairman was reported throughout a *Times* feature on the importance of recruiting to City jobs from those outside the usual 'elite' pool.
4. Another key area of work has been on retraining all PRO teams on handling an extraordinary risk event and more work is due to be undertaken around this in the next quarter.

Work on new/social media

5. In respect of new media, we have migrated on the main @cityoflondon feed to a highly visual approach to reflect the changes in communication trends. Anyone now learning of the City of London Corporation will find plenty of authentic images of activity as we support business, residents, Londoners and the wider UK. Finally, we are now exploring ways in which we can talk to different segments of stakeholders using new media.

Political Contact Programme

6. Activity associated with the political contact programme was curtailed during the General Election campaign. Since the election, the City Corporation has engaged with relevant politicians on issues including financial services, London Government, the UK's relationship with the European Union, planning and education.
7. The City Corporation has had meetings or hosted roundtable discussions with the Trade Minister Lord Maude, the Communities and Local Government Secretary Greg Clark, the Planning Minister Brandon Lewis, the Shadow Chancellor Chris Leslie and the Shadow Europe Minister Pat McFadden.
8. Future activity in the current quarter is planned with the Chief Secretary to the Treasury Greg Hands, City Minister Harriet Baldwin, the Skills Minister Nick Boles, the Enterprise Minister Anna Soubry and the Shadow Business Secretary Chukka Umunna.

Publishing

9. The latest edition of Cityview magazine is due in July, with a spread on the specialist role of the City Police and the continuing issue of broadband coverage. The latest City Resident was published in June, including the City Police Talkback, with a new design and a new focus on local community activities. Discussions have begun on a new look for the annual performance summaries, covering City Fund, City's Cash and Bridge House Estates, with a view to making them more focused. Work has begun on the promotional material for this year's Lord Mayor's Show.
10. The web team will shortly be assisting new staff in Visitor Services in implementing changes to the Things To Do section of the website that will improve its use. A meeting has also been held with the Housing team in Community and Children's Services to plan significant improvements to their section of the site, which will involve a significant amount of work by the web team.

Public Relations Office working environment

11. The PR Office continues to work closely with the Economic Development Office, the Remembrancer's Department and Mansion House, as well as other Departments across the organisation, to ensure successful improved coordination of work. In addition, the PR Office works closely with EDO and Remembrancer's Department on political developments in the UK and EU, and their impact on the City.

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**PUBLIC RELATIONS OFFICE ACTIVITIES
APRIL – JUNE 2015**

- 1. Promoting and supporting London as the world’s leading international financial and business centre and attracting new business to the capital and the whole UK.**
- 1.1 Future activity with this communications priority includes events with the Chief Secretary to the Treasury Greg Hands, the City Minister Harriet Baldwin, the Enterprise Minister Anna Soubry and the Shadow Chancellor Chris Leslie.
- 1.2 The Lord Mayor/Policy Chairman’s CityAM Monday columns are posted on the corporate Facebook page along with other issues of relevance to a City audience such as the latest Economic Research reports. The City of London infographics fact card has now been updated using a ‘Changing face of the City’ graphic supplied by Economic Development.
- 1.3 Media coverage in this area:
 - [*The Telegraph*](#) published a letter from the Lord Mayor Alan Yarrow, on anti-capitalist sentiment and the valuable contributions of the financial services industry.
 - Extensive media coverage of Lord Mayor Alan Yarrow’s City of London business delegation visit to south-east Asia can be seen on the [*Adaderana News*](#) website, [*Lanka Business Online*](#), [*Daily Mirror*](#), [*Business Café*](#) website, [*Daily News*](#), [*Digatha News*](#), [*MetroTV News*](#), [*Okezone.com*](#), [*Detik Finance*](#), [*InfoBankNews.com*](#), [*Liputan6*](#), [*Inilah.com*](#), [*Metrobali.com*](#), [*Indonesia Stock Exchange news website*](#), [*Ministry of Finance \(Republic of Indonesia\) website*](#), [*OJK website*](#) and *New Straits Times* ([page 1](#) / [page 2](#)) [viewable internally], [*The Sunday Leader*](#), [*News LK*](#), [*Colomopage*](#), [*The Sunday Times*](#), [*Sri Lanka Ministry of Defence website*](#), [*Asian Tribune*](#), [*Education Times*](#), [*Sri Lanka Broadcasting Corporation*](#), [*Daily FT*](#), [*Lanka Business Online*](#), [*TNLRN News Radio*](#) and [*Ceylon Business Reporter*](#).

- Lord Mayor Alan Yarrow was quoted in [The Spectator](#) on the issue of the Hounslow trader, the City's reputation and CSR in the City.
- [The Diplomat](#) magazine featured an interview with Lord Mayor Alan Yarrow about the international role of the Lord Mayor. (Viewable internally only).
- The Bankers' Dinner at the Mansion House was covered on a range of broadcast media, including *Sky News*. Lord Mayor Alan Yarrow's speech was featured on the City of London's [YouTube](#) channel and it was also previewed by [CityAM](#). Images of the Bankers' Dinner could be found, amongst others, in the [New York Times](#), the [Independent](#) and the [Daily Telegraph](#). Widespread mention of the speeches at The Mansion House can also be found using [Google News](#) search.
- The Lord Mayor had letters published in the [Financial Times](#) on whistleblowing, and the *London Evening Standard* on banking reform.
- Policy Chairman Mark Boleat was interviewed in [The Times](#) about the social mobility report and the need for top firms to hire outside a narrow academic bracket. (Viewable internally or [online](#) via subscription). This story was trailed in [CityAM](#). The Policy Chairman was also interviewed about the report on [BBC London 94.9](#) drive time show (segment starts around 20 minutes in) and he was quoted in the [Daily Mail Online](#), [Sky News](#), [Evening Standard](#), [Reuters](#), [ITV news](#), [LBC](#), [EuroNews](#), [Economia](#), [Belfast Telegraph](#) and various local and regional papers, about the new report that shows working class young people are being systemically 'locked out of top jobs'.
- Policy Chairman Mark Boleat was quoted in [People's Daily](#), [China Central Television](#) [skip to 0:22-0:42 and 1:46-2:02], [Economic Information China Business News](#), [Xinhua](#), [Mirror Evening](#) and [21st Century Business Herald](#) on the UK's plan of joining, as a founding member, of China-led Asian Infrastructure Investment Bank.
- The City of London Corporation's new report "The Future of the City's Economy" was covered by [Reuters](#), [The Times](#) [internal only],

[Bloomberg](#), [CityAM \[front page\]](#), [the Daily Telegraph](#), [Yahoo Finance](#), [The West Australian](#), [The Irish Times](#), [the Shropshire Star](#), [Die Welt](#), [The Fiscal Times](#), [City AM](#), [Relocate](#) magazine, [Western Daily Press](#), [Bdaily](#), [Business Reporter](#), [Hospodarske Noviny](#) and the [Straits Times](#). Policy Chairman Mark Boleat is quoted.

- Jon Averts, the City of London Corporation's Public Protection Director, and Detective Inspector Teresa Russell, from the City of London Police, were interviewed by [Bloomberg News](#) about London 'boiler room' investment fraud. The interview also featured in the [Sydney Morning Herald](#).

2. Working in partnerships with local communities to increase skills and opportunities for all Londoners, including through the City Bridge Trust

2.1 The Communities and Local Government Secretary Greg Clark attended a dinner marking the 50th anniversary of the London Boroughs. Future activity in this area is planned with the Skills Minister Nick Boles and the Employment Minister Priti Patel.

2.2 The *Working Together* publication, bringing together case studies from the website, has now been published. It will be available at specific and appropriate events to inform audiences of the organisation's work in this area. A marketing programme has also been developed to raise awareness of the online case studies for the young people in similar circumstances to those featured. A new fact card using infographics to illustrate this area of work is due to be published in the coming months.

2.3 Media coverage for this communications priority included:

- Lord Mayor Alan Yarrow's visit to New Spitalfields Market was featured in [Fresh Produce Journal](#) and [Waltham Forest Guardian](#). The Lord Mayor is quoted and pictured in the articles.

- [City AM](#) published a letter from Policy Chairman Mark Boleat on London's broadband [viewable internally only].

- [The Evening Standard](#) featured a letter from Policy Chairman Mark Boleat on providing jobs for young people in the Square Mile and the rise of graduates using private tuition to secure these jobs.
- Catherine McGuinness, Chair of the Education Board at the City of London Corporation, wrote for [Telegraph Education Online](#) about how increased collaboration will help address the shortage of primary school places.
- Mark Emmerson, principal of the City Academy, Hackney was interviewed for the [Guardian](#) about the School's recent success in the league tables. City of London Corporation was mentioned as a sponsor.
- A City Bridge Trust grant to Action for Stammering Children was featured in disability magazine, [Education for Everybody](#). City Bridge Trust Chairman, Jeremy Mayhew was quoted and the City of London Corporation was mentioned.
- [Crimewatch Roadshow](#) (BBC One) was broadcast 'live' on Tuesday, 16 June from Heathrow Animal Reception Centre to highlight the work of the Centre's team of animal handlers and the UK Border Force.
- The City of London Corporation's City 'Toilet Finder' app was reported in the [London Evening Standard](#) on 10 June.

3. Enhancing the capital as a hub of culture, history and green spaces for Londoners – residents, workers and visitors

- 3.1 A number of activities associated with the 800th anniversary of the sealing of Magna Carta have occurred in this period including major events at the Temple and Runnymede.
- 3.2 A 'fact card' is now available using infographics based around statistics of the organisation's involvement in the areas of culture, heritage and green spaces. The summer edition of *Cityview* magazine will include the usual features on the Barbican and Museum of London bus also on the wider work of the Barbican and Guildhall School in reaching audiences outside the City, especially in East London.

3.3 Media coverage for this communications priority included:

- Grayson Perry, the Turner Prize-winning artist and broadcaster, was pictured in *The Independent*, shortly after receiving the Freedom of the City of London for his outstanding contribution to contemporary art. The story was also reported by *the Guardian* and *Metro* on 23 April. [links not available]
- City of London Corporation Public Protection Director Jon Averns was interviewed in the [Financial Times](#) on London's fight against air pollution. The story also ran in [London Loves Business](#). City Corporation Environmental Health Policy Officer Ruth Calderwood was also interviewed by [BBC London News \[skip to 03:40\]](#) in a wider piece on the same issue. The item featured a demonstration of the City Corporation's City Air app by King's College air quality expert Andrew Grieve.
- Geoff Pick, Director of London Metropolitan Archives, was interviewed and photographed by *The Times* ('[King John's desperate bribe to City](#)', 15 May) in Guildhall Art Gallery, with the 1215 King John Mayoral Charter, ahead of a commemorative 800th anniversary event at Middle Temple. [viewable via subscription].
- John Tomlinson, Deputy Chairman of the City of London's Port Health and Environmental Services Committee, wrote to the *London Evening Standard* about the City of London's efforts to improve air quality, including banning idling engines and introducing a 20mph speed limit.
- On 16 June, [The Times](#) and [Evening Standard](#) speculated on possible locations for the proposed new Centre for Music in London. On 11 June, Jack Malvern from *The Times* reported that a new "[world-class concert hall](#)" (but more precisely, a Centre for Music) in the Square Mile is expected to be built on the current site of the Museum of London, and that the Museum of London wants to move to the site of the derelict Smithfield General Market buildings. The piece references the City's cultural hub, Barbican Centre, London Symphony Orchestra and Guildhall School of Music and Drama. [viewable via subscription]

- The [Daily Telegraph](#) included a major feature about the City's green spaces on 9 June. The City of London Corporation is mentioned. [viewable internally]
- Reports of a fatality at Hampstead Heath's Men's Pond appeared in the [Guardian](#), [Evening Standard](#), [BBC London News](#), [ITV London News](#), [Ham&High](#), [Camden New Journal](#), [Jewish Chronicle](#). Bob Warnock, Superintendent at Hampstead Heath, was interviewed on [BBC London News](#) [skip to 17:40] and [London Live](#) [link not available] on the dangers of swimming unsupervised in open water. Further coverage appeared in the London [Evening Standard](#), [Ham&High](#), [Camden New Journal](#), [The Times](#) [subscription only] and the [Daily Telegraph](#).
- On 2 June, the [London Evening Standard](#) ran a piece about the City of London's 1297 Magna Carta, following a private view with Geoff Pick, Director of the London Metropolitan Archives, Lord Igor Judge, former Lord Chief Justice of England and Wales and the Rt Revd and Rt Hon Richard Chartres, Bishop of London. [link unavailable]
- On 1 June, the [Guardian](#) reviewed 'Left-Handed Liberty', a 1960s [City of London Corporation](#) commissioned play on the Magna Carta. BBC Radio 3's [Sunday Feature](#) took a more in-depth look at the play. The City of London Corporation was mentioned in a [Guardian](#) review of the play 'Temple', about Occupy London's 2011 encampment at St Paul's Cathedral, at the Donmar Warehouse and starring award-winning actor and Guildhall School graduate, Simon Russell Beale.

4. Other PRO activities/updates

4.1 'Embedding Communications'

Director of Public Relations has organised individual meetings, from May to July, with Chief Officers across the City Corporation to discuss how to extend and enhance the embedding of communications across the organisation in order to improve the implementation of the *Communications Strategy*.

4.2 Online

The results of the Customer Carewords project, to focus website content and effort in those areas most wanted by users, are due for review at Board level. ‘Quick wins’ in terms of content provision and better signposting will be carried out as part of ongoing work this year. In addition to the work carried out to meet SOCITM standards, the results of the Shaw Trust audit are being addressed to ensure the website complies with accessibility legislation. A series of workshops have been held with social media users to share best practice and encourage communication across feeds. An Insight Lunch has been held to help people take better pictures using smartphones and upload them to social media platforms.

4.3 Events

Redriff school welcome – April 13

On 13 April, the teachers and governors of the Redriff School were hosted at the City of London. The event marked the establishment of the multi academy trust and welcomed Redriff into the City Schools family as part of the City of London Academy Southwark. Governors and staff were given a tour of the Guildhall and Amphitheatre and were provided with a networking opportunity hosted by the Policy Chairman.

The City also hosted a thank you reception on 12 May for the staff, teachers and governors at the City of London School for Girls to mark their recent ‘outstanding’ Ofsted results.

Magna Carta events at Temple – May 14

On Thursday 14 May 2015, the Treasurers of Inner and Middle Temple, The Rt Hon Lord Justice Moore-Bick and Stephen Hockman QC, and the Rt Hon The Lord Mayor, Alderman Alan Yarrow, jointly hosted a special celebration to mark the 800th anniversary of the City Charter. Members and Officers attended a choral Evensong followed by an evening reception and dinner to celebrate the 1215 issue of the London Charter from Temple Church.

Seminar, reception and dinner to mark the 50th anniversary of the London Boroughs – May 20

On 20 May, the City of London hosted a seminar, reception and dinner to mark the 50th anniversary of the formation of the London Boroughs. Over 300 guests from London boroughs, London Councils, politicians and academics attended to hear Professor Tony Travers from the London

School of Economics give a keynote speech on the significance of the anniversary in shaping London today. The lecture was accompanied by an associated publication which was given to all attending guests. Dame Tessa Jowell, the Mayor of London and the new Communities and Local Government Secretary attended the reception and the latter joined the Policy Chairman for a private dinner jointly hosted by London Councils Chair Mayor Jules Pipe.

4.4 **Filming**

Filming activity in the months April – June has been largely dominated by the next James Bond film, which has carried out large scale driving scenes in the City and is still continuing to come back to reshoot several times over. The Bond production has spent large sums of money hiring out parking bays and closing roads after working hours. Over the last two or three months requests for drones for the purposes of filming has increased greatly throughout central London and the Film Team have been attending frequent demonstrations and debates on the issue with the aim, as with other central London authorities, of putting a proposal to Members soon regarding their use in the City for filming. Impending large productions looking to come to the City include the next Bridget Jones Film and the next Bourne film, both looking to film extensively this autumn.

4.5 **Internal communications**

PRO continues to coordinate internal communications activities across the City Corporation. This has included continuing communications around the Service Based Reviews, the Prevent/Channel (radicalisation intervention), the Wellbeing initiative and the Diversity networks. The Town Clerk's bulletin has been refreshed and an 'opportunity outline' for possible improvements to the intranet is being written.

4.6 **Database**

A systematic mapping exercise examining current and potential needs from the CRM database for user departments is currently being undertaken. The annual ward surveys for the City Occupiers' Database are progressing with nineteen wards being completed thus far.

4.7 **Think tank engagement**

The City Corporation has engaged with a wide range of think tanks in this period. These have included the Centre for London, Policy Exchange (via Capital City Foundation), CentreForum, Reform, the IPPR, Policy Network, the Centre for Policy Studies and the Institute of Economic Affairs.