

Committee: Policy and Resources	Dated: 19 October 2015
Subject: Public Relations Office Activities Report, July - September 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 July 2015. Activities in this report relate to the *Communications Strategy 2015-2018* and *Public Relations Office Business Plan 2015-16*; it covers the period July to September 2015.

Recommendation

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

OVERVIEW

1. This report highlights the activities undertaken by the Public Relations Office in the period July to September 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 extremely positive with senior City Corporation figures reported in depth, both internationally and domestically. Major coverage achieved relates to City competitiveness (such as in Latin America and China), the UK Budget, the Airports Commission report, our research on RMB, and joint working between the

City Corporation and the City of London Police on Operation Broadway, which appeared on the front page of the *Financial Times*.

3. Among the non-financial areas in which we are involved, education featured prominently, with London-wide coverage of our academies' GCSE and A-level results, and major national coverage on the skills and employability agenda - including a full page feature in *The Times*. The culture and heritage side also received substantial national coverage, including a two-page spread in the *Sunday Times*. Our work on air quality also achieved national and London-wide coverage.

Work on new/social media

4. In respect of new media, we are developing the Lord Mayor's Show social media strategy and conducting a review of each website cluster's social media offer, with a view to consolidating/merging feeds, removing redundant ones, launching new feeds and encouraging better cross-promotion across platforms. We have also held a number of 'insight lunches' to help improve the skills of social media editors in terms of taking better pictures (events and services), and improving marketing and cross-promotion of core messaging.

Political Contact Programme

5. The City Corporation remains engaged with relevant politicians on key issues including financial services, social mobility, transatlantic trade, the European Union and education.
6. The City Corporation has hosted events in the last quarter with the Secretary of State for Education, Nicky Morgan MP; City Minister Harriet Baldwin MP; and Chief Secretary to the Treasury Greg Hands MP.
7. The City's participation and engagement in the Party Conferences is currently underway. Future activity includes breakfast with Lord Ahmad (Under Secretary for Transport); breakfast with Business, Innovation and Skills Minister Anna Soubry MP; and the London Councils Summit with the Secretary of State for Communities and Local Government, Rt Hon Greg Clark MP.

Publishing

8. The latest edition of Cityview magazine is due in December, with contents to include an update on superfast broadband coverage; the City

Corporation's position on Heathrow expansion and the role of the organisation in increasing the supply of homes. The latest City Resident is due for publication in mid-October, including the City Police Talkback. Lord Mayor's Show promotional material was published at the end of September and the associated marketing campaign has begun including posters on London Underground sites from the end of October.

9. The web team continue to assist the Housing team in Community and Children's Services with restructuring their section of the site, following similar work on Visit the City which is now complete. They have also assisted with a review of the Parking content, specifically to make this more mobile-friendly as most of this content is now accessed via a mobile device.

Public Relations Office working environment and future arrangement

10. The PR Office has continued 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 has worked closely with EDO and the Remembrancer's Department on political developments in the UK and EU, and their impact on the City.
11. On 1 November, coinciding with the retirement of Tony Halmos as Director of Public Relations, a reconfiguration of the Town Clerk's Department comes into effect. This will entail a Communications Team in the Town Clerk's office (including the current media team, as well as social media and film location work), to be headed by the newly appointed Communications Director Bob Roberts; the transfer of the corporate affairs team (including related events management) to the Economic Development Office (with the database section being transferred to the Town Clerk's office), and the transfer of the publishing team (including the website and internal communications) to the Customer Services function in the Town Clerk's office. From this date, the public Relations Office in its current form will cease to exist.

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**PUBLIC RELATIONS OFFICE ACTIVITIES
JULY – SEPTEMBER 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 The City Corporation has interacted with a number of key relevant politicians in this period including the City Minister Harriet Baldwin, the European Commissioner Lord Hill, the then Shadow Chancellor Chris Leslie, the Shadow Europe Minister Pat McFadden and the Chair of EU sub Committee A Baroness Falkner. Future activity is already planned with the Chief Secretary Greg Hands, the Europe Minister David Lidington and Enterprise Minister Anna Soubry.
- 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. This remains the most ‘Liked’ City Corporation Facebook page.
- 1.3 Media coverage in this area:
 - The Lord Mayor’s visit to South America was covered in EL Financiero, [Terra](#), [La Jornada en línea](#), [Azteca Noticias](#), [El Universal](#), [AlianzaTex](#), [Proyecto 40](#), and [Escrito por Redacción](#), [La Republica](#), [Entorno Inteligente](#), [El Tiempo](#), [AlcalorPolitico](#), [IP News](#), [Economia](#), [Segs](#) and [El Tiempo](#), [Portal Fator Brasil](#), [Conteúdo Empresarial](#), [DCI](#), [Segs](#), [Globo TV](#), [Pulzo](#), [DCI](#), [Evento](#) and an interview was published in [Portafolio](#).
 - Lord Mayor Alan Yarrow was interviewed on [Radio 4’s Today](#) programme ahead of his business delegation visit to China.
 - Lord Mayor Alan Yarrow talked to Bloomberg TV’s [The Pulse](#) programme on the recent Chinese market turbulence and Jeremy Corbyn’s election as Leader of the Labour Party.
 - Coverage of the Lord Mayor’s China visit appeared in [21st century business herald](#), [Xinhua News](#) ([i](#) and [ii](#)), [People’s Daily TV](#), [China News](#),

[China News TV](#) , [Shanghai Securities Journal](#), [China Business News](#), [Shenzhen News](#), [South China Daily](#), [Shenzhen Daily](#), [China Radio International](#), [CRI English](#), [Global RMB](#), [Global Capital](#), [Hong Kong China News](#), [Treasurers](#), [Apple Daily](#), [China Business News](#), [Singtao Daily](#), [ET Net](#), [Hong Kong Commercial Daily](#) and [Guangming Daily](#).

- The Policy Chairman's China visit and his view on the RMB, Chinese stock market swing, Greece, Brexit and the UK economy, was covered by media including [BBC World Service](#), [Sky News](#), [Global Times](#), [Economic Daily and Shanghai Daily](#).
- The Lord Mayor featured in a full-page interview in the business section of the [Daily Mail](#) about his role as Lord Mayor, the City's reputation, UK banking, and the global economy.
- The Lord Mayor and Policy Chairman were quoted in the [Daily Telegraph](#) in reaction to the Budget.
- The Lord Mayor and Policy Chairman were quoted extensively in the [Evening Standard](#) following the publication of the Airports Commission.
- The Policy Chairman was quoted in [The Daily Telegraph](#), [Reuters](#), [South China Morning Post](#), [Bloomberg's 'Countdown'](#) on the City's two RMB reports.
- The [Financial Times](#) ran a front page and page 3 story on Operation Broadway, the joint City Corporation/City of London Police crackdown on investment fraud in the Square Mile. Jon Averbs, City Corporation Public Protection Director, and Detective Inspector Teresa Russell, City of London Police's Economic Crime Directorate, were interviewed.
- The [Guardian](#)'s Patrick Collinson wrote a piece on Operation Broadway after accompanying the City Police and Trading Standards on investment fraud disruption raids. The article followed an [earlier piece](#) on the same issue. Articles also appeared in the [Daily Telegraph](#) and [Financial Times](#).

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

- 2.1 The City Corporation has interacted with the Labour and Liberal Democrat candidates for Mayor, namely Sadiq Khan and Caroline Pidgeon. Similar activity with the Conservative candidate will be conducted once they are selected. The annual Party Conference activity has allowed for interaction with a range of London politicians including over 10 London MPs and a dozen Borough Leaders. 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 been published. Libraries and communities centres in the City's surrounding boroughs have been contacted to see if their users would be interested in them stocking the publication. Response has been positive with over 1,000 copies being distributed. A new fact card using infographics to illustrate the organisation's work with local communities is also now available. It joins the City financial and culture, history and green spaces infographic cards to cover the organisation's three priorities. Copies of all three were made available at the party conferences and, together with the Working Together publication, will also be available at the London Councils event in November.
- 2.3 Media coverage for this communications priority included:
- The Policy Chairman wrote for [Telegraph Education](#) on the need to start building employability skills from primary school age.
 - Coverage of our academies' GCSE and A-level results included full page [Evening Standard](#) feature and stories in [Southwark News](#), [Islington Gazette](#), [Hackney Gazette](#), [Guardian Online](#) x 2, [BBC News Online](#), [Islington Tribune](#).
 - [The Times](#) ran a full page feature on the City of London Corporation's butchery apprenticeship programme at Smithfield Meat Market.

- The *Financial Times* included a story about the Corporation's City Business Traineeship programme.
- Wendy Mead, Chairman of the Port Health & Environmental Services Committee, was quoted in the *Financial Times* and [BBC](#) in a story on a report from the Mayor of London, which stated that up to 9,400 people died prematurely in 2010 due to air pollution.
- Port Health & Environmental Services Chairman Wendy Mead was quoted in an *Evening Standard* article as the City Corporation signs a deal with Addison Lee to go 'electric only' in four City zones.
- The Heathrow Animal Reception Centre was featured on *ITVI's Britain's Busiest Airport*.

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

- 3.1 A dinner discussion on archives in London is being planned.
- 3.2 A Rugby World Cup fixture card was produced in September, similar to the one produced for the Football World Cup. It included text on the City Corporation's main work and priorities including culture and green spaces and was given out at key City stations and bridges with takeup being brisk.
- 3.3 Media coverage for this communications priority included:
 - Sir Peter Blake's exclusive artwork, which commemorates 800 years of The Lord Mayor's Show, featured in a large double-page spread in the [Sunday Times](#).
 - Caroline de Stefani and Philippa Smith, conservation studio manager and principal archivist at London Metropolitan Archives, were quoted in major [Observer](#) feature on conserving old newspapers and documents.

- The [Times Educational Supplement](#) reported on a visit by children and teachers from Barham Primary School in Wembley to Guildhall to view the City of London's 1623 First Folio.
- Richard Brooks wrote in *The Sunday Times* 'Culture' supplement on the City of London Heritage Gallery's display of 7/7 tribute notes, poems and a Book of Condolence.
- *Time Out* ran a whole page feature on an Epping Forest arborist as part of its 'Quit your job and become an...' series.
- The [Evening Standard](#) interviewed Sue Ireland, Director of Open Spaces and Epping Forest arborist Thomas Izod, in an article on Love Park's Week.

4. Other PRO activities/updates

4.1 'Embedding Communications'

Director of Public Relations has continued, through August and the first half of September, to hold a series of meetings 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*. The *Embedding Communications Progress Report* will be submitted to the October Chief Officers' Group Meeting.

4.2. Online

Implementing outcomes from the Customer Carewords project continues. All fixes recommended by this year's SOCITM Better Connected have now been made. Accessibility compliance is now complete for content and we await technical compliance prior to re-test. Additionally, we are about to run a pilot on the use of Google AdWords and are starting to investigate best practice around Google business listings. The corporate Twitter feed has passed 20,000 followers and the Cleansing feed has combined with @SquareHighways to provide a one-stop 'shop' for getting core messaging out and dealing with comments and complaints. We are auditing and taking ownership of the listings information with which Google, Apple and Microsoft presents users when searching for

City Corporation property or services (which can remove the need for users to go to our website).

4.3 Events

Annual City wide residents' meetings, July 6th

The annual City wide residents' meetings took place at Guildhall on 6 July with two sessions (repeated at lunch and evening), offering residents an opportunity to meet Corporation officers and members. Guests had the opportunity to visit Corporation stalls offering advice and information on libraries, air quality, mental health, adult social care, recycling and personal safety. The Chairman of Policy summarised issues of concern from last year's meeting, the Town Clerk briefed the guests on forthcoming City challenges, the Commissioner updated with the latest crime statistics and areas of focus for the City of London Police in the coming year, and Jon Avern presented on air quality in the City. Residents had the opportunity to question members of the panel on more specific areas of concern.

Women's Business Council 'Two Years On' conference and lunch, 9th July

The Government established the Women's Business Council (WBC) in 2012 to look at ways to maximise women's contribution to the UK economy. The Council published its original report in June 2013 and two years on, the WBC and the City of London hosted a conference to share thinking on progress so far and set out the strong economic case for reform, as well as celebrate the efforts of companies and individuals who have been supporting the advancement of women over the last two years. Catherine McGuinness welcomed guests to the event, Ruby McGregor-Smith, Chair of the Women's Business Council, delivered a speech setting out the work being driven forward by the WBC over the last two years, and The Rt Hon Nicky Morgan MP, Secretary for Education and Minister for Women and Equalities set out the Government's priorities for women and the critical role they have to play in the UK's economic growth. The event concluded with a lunch reception.

AIMA pre conference dinner and annual conference, 23/24 September

The City of London again hosted the annual Alternative Investment Management Association's (AIMA) conference and pre conference dinner at Guildhall on 23 and 24 September. The Policy Chairman was a guest at the 25th anniversary dinner and then welcomed guests to the conference. The conference offered over 300 hedge fund managers, prime brokers, legal and accounting firms, investors, fund administrators and independent fund directors an opportunity to hear from the Chief Secretary to the Treasury Greg Hands MP, and from speakers discussing diverse topics such as global regulation, institutional investment in hedge funds, and sound practices in relation to cyber security.

4.4 Filming

The City Film Team has been contributing, as part of a working party of central boroughs and agencies, to guidelines and an application process for film-makers wishing to film with drones, requests for which are increasing weekly. After a hectic Spring, filming activity in the months July – September has been quieter than the same period last year but still busy and many interesting productions have come in. Jamie Oliver has filmed at Billingsgate, as has BBC Breakfast; the Royal Academy of Dance carried out a photo shoot on Tower Bridge and TV dramas 'Guilt' and 'Lucky Man' have both filmed at road level on Tower Bridge; Billingsgate Market has provided large scale parking for several productions, and St Dunstan's-in-the-East Gardens has hosted several fashion shoots. Impending productions include 'War Machine', starring Brad Pitt which is filming in the City in October and the Film Team are currently working on the next Bourne Film, Jackie Chan Film, and Bridget Jones – all due to film later this year or early next year.

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, City Learning Live, assisting the Cheapside Business Alliance and promoting Magna Carta-related events. The team is also working with IT on a campaign to help resolve ongoing performance issues called 'Making IT right together' to get staff to play their part. The design of the e-Leader has also been refreshed.

4.6 **Database**

The annual ward survey for the City Occupiers Database has been completed and the worker voter registration process is underway, with the first mailing of City businesses going out in August.

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, Bright Blue, Chatham House, CentreForum, Reform, the IPPR, Policy Network, the Centre for Policy Studies and the Institute of Economic Affairs.