

Committee: Port Health and Environmental Services	Date(s): 13 November 2012	
Subject: Port Health and Environmental Services: Public Relations update	Public	
Report of: Director of Public Relations	For Information	
<p style="text-align: center;"><u>Summary</u></p> <p>This report updates Members on Public Relations activities in support of the services for which the Port Health and Environmental Services Committee is responsible during the period October 2011 to September 2012.</p> <p>Highlights of the support for the services of the Committee include:</p> <ul style="list-style-type: none"> ▪ Media ▪ Events ▪ Website ▪ E-communications and social media ▪ Literature and related activities ▪ Member and internal communications ▪ Filming <p>The activities in this report are also in support of the '<i>Communications Strategy 2012-2015</i>', the three strands of which are:</p> <ul style="list-style-type: none"> ▪ to support and promote "The City" as the world leader in international financial and business services; ▪ to promote the success of the City of London Corporation as the provider of modern, efficient and high quality local and policing services within the Square Mile for workers, residents and visitors; and ▪ to promote the role of the City of London Corporation as a provider of valued services to London and the nation as a whole. <p style="text-align: center;"><u>Recommendation</u></p> <p>The Committee is recommended to:</p> <ul style="list-style-type: none"> ▪ Receive this report on Public Relations activities during the period October 2011 to September 2012 in support of the services for which the Committee is responsible. 		

1. Introduction

- 1.1 This report highlights the Public Relations activities, in the period October 2011 to September 2012, in support of the services for which this Committee is responsible.
- 1.2 As part of the revised communications strategy there are two new communications priorities, running alongside the promotion of financial and business services:
- Supporting London's communities – the work the City Corporation does to support educational and cultural opportunities and economic development, thereby helping to provide jobs and growth and improve the quality of life throughout London.
 - Helping to look after London's heritage and green spaces – the work the City Corporation does to look after London and the nation's heritage and to provide green spaces across the capital and beyond.

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

- 1.3 In addition to the work described below, a major focus for the Public Relations Office over the course of the period October 2011 to September 2012 was the Occupy LSX encampment at St Paul's. The Public Relations Office worked with Members and Departments across the City Corporation throughout the period of the encampment to ensure that communications were effectively managed throughout. In addition, Quiller Consultants provided high level strategic PR advice. The communications plan for the removal of tents and equipment operated as intended on the night. Media officers were present at the site and were able to provide 'eyes and ears' for the team located at Guildhall. Members were kept informed of developments via email and all staff were updated via the intranet. Twitter was successfully used during the removal to monitor the situation and to broadcast official statements. All major broadcasters and national press covered the removal overnight. BBC were broadcasting live during the removal. The City Corporation statement was included in the coverage.

The Public Relations Office emergency communications plan has been reviewed following the lessons from St Paul's. The City Corporation also has in place effective social media monitoring arrangements which have been implemented across various areas of work, including the one year anniversary of the OccupyLSX encampment in early October.

- 1.4 The Public Relations Office worked closely with the various services for which this Committee is responsible to communicate important information relating to the Diamond Jubilee celebrations and the Olympic and Paralympic Games including changes or disruptions to services.

Colleagues across the Public Relations Office assisted with delivering the public event held on Tower Bridge on Sunday which was organised with the assistance of Dominic Reid.

There was a large amount of involvement by the Film Team in a number of high-profile events including major filming at Tower Bridge (including the helicopter sequence used in the opening ceremony and featuring Daniel Craig and The Queen), the spectacular pyrotechnic effects for the delivery of the Olympic Torch by David Beckham on opening night and a similar pyrotechnic display arranged for the closing ceremony of the Paralympic Games. A photo-shoot on the River using a Port Health Authority boat was arranged to launch Celebrate the City.

In addition, the Public Relations Office worked closely with colleagues to ensure successful events for the Olympic Men and Women and Paralympic Marathons were delivered.

2. Media

2.1 Throughout the year, October 2011 - September 2012, the Media Team obtained 78 Port Health and Environmental Services stories in print online, television and radio. According to Durrants (independent media monitoring agency), the total advertising value of the coverage achieved in print amounted to £125,766.

2.2 Highlights of stories initiated by the Media Team in the Public Relations Office throughout the year, October 2011 – September 2012, include:

- **City of London Thames Fishery Research Experiment**

The *Evening Standard*, the *Daily Mail* and the *Gravesend Reporter* ran articles on the Experiment which took place on 27 October along the foreshore at Denton, Gravesend.

- **Idling engines**

The Evening Standard (11 January) ran an article on London's green policies – referencing the City's introduction of fixed penalty notices for drivers who leave their engines running unnecessarily.

- **Public toilets**

City AM (3 January) published a diary article reporting that the City Corporation's won the 'National Innovation Award' at the Loo of the Year Awards.

- **Residential bins**

The Times (25 May) 'City Diary' section reported on the City Corporation's deal with waste and recycling provider Taylor, which provides the City's residential areas with a range of state-of-the-art bins.

- **Animal Reception Centre**

The Daily Mail (9 June) carried a large feature on the Animal Reception Centre at Heathrow.

BBC London Radio (9 May) interviewed Stuart King – Animal Handler at the HARC – on the process that animals go through in order to get to their destination.

- **CityAir campaign**

The New York Times (21 June) ran an article on how London's businesses were rising to the challenge of air pollution. The City's 'CityAir' programme is mentioned and Environmental Health Officer Ruth Calderwood is quoted.

- **City of London Corporation/Salvation Army recycling deal**

The Times (25 May) 'City Diary' section reported the City of London Corporation's deal with the Salvation Army which would recycle unwanted clothing from City workers and residents.

2.3 In addition to the work outlined above by the Media Team, assistance has also been provided on highly sensitive issues such as the Coq D'Argent suicides which were reported in the media.

3. Events

3.1 The Public Relations Office provides an event management service for Departments across the organisation. This has included:

- **Clean City Awards**

The annual awards scheme was this year held at Mansion House on 10 February in the presence of Sheriff Wendy Mead. The Chief Commoner assisted the Chairman of Environmental Services Committee to hand winners awards in the categories of Waste Operative Awards; Special Recognition Award; Street Sweeper of the Year Award.

3.2 In addition, the Team facilitates all staff events which engage with staff from across the organisation, including the Learning and Development Week including the Managers' Forum and Ashridge Lunch, Staff Annual Lunches and Master classes.

4. Website

4.1 The Public Relations Office is responsible for the City of London Corporation's external website. During the past year the majority of this work has been focussed on re-launching the website. The Office organised and supervised the analysis of all the pages on the old site in order to migrate the correct content. A lot of work has been done on the quality of this content to make it as easy as possible to find via search engines and for it to be relevant, current and user-friendly. The Office has organised a number of workshops and facilitated regular meetings to address these issues and to help empower cluster users to whom responsibility for content has now been devolved. So far this new structure is working well and the Public Relations Office continues to support and mentor users as the development of the website continues.

5. E-communications including social media

- 5.1 The Public Relations Office is responsible for the creation and development of e-communications. It has met with environmental health officers to discuss how social media can be used to get their messages across to the public and dispel commonly-held myths about health and safety. The City Corporation now has 12 Facebook pages and 30 Twitter feeds a YouTube channel and Flickr account which cover the wide range of services we provide (full list at www.cityoflondon.gov.uk/social)
- 5.2 With the launch of the City Corporation's new *Visit the City* app, the Public Relations Office has also been working with colleagues responsible for the *Love the Square Mile* app to co-ordinate the City Corporation's app portfolio and share learnings.

6. Literature and related activities

- 6.1 The Public Relations Office is also responsible for the corporate publications strategy and its implementation. In addition, the Public Relations Office is also responsible for the City Corporation's brand identity and assists Departments with branding guidelines. Earlier this year the City Corporation's logo was formally registered as a Trade Mark in the UK.

7. Member and internal communications

- 7.1 The Public Relations Office, working closely with the Member Services Team, has responsibility for communications with Members. The Members' Briefing, which has recently been reviewed by Members, will be revised over the coming months. The Public Relations Office also provides updates and Briefings to Members on topical issues.
- 7.2 The Public Relations Office provides internal communications for the City Corporation as a whole, as part of the work of the Corporate Affairs Team, and gives support to individual Departments as and when required. Port Health and Environmental Services are regularly supported and assisted in improving communications through a number of channels and in a variety of ways including intranet, bulletins, online polls, copywriting, image manipulation and content publishing. This year specifically included promoting staff involvement during the Olympic and Paralympic Games, including a staff ballot for Olympic and Paralympic tickets and related photographs for the City Corporation's Flickr account.
- 7.3 The Team ensure that story coverage in the e-magazine the Leader, the intranet, the Town Clerk's Bulletin and the eLeader bulletin is regular, timely and in particular celebrates the successes of the Port Health and Environmental Services and showcases achievements to the rest of the organisation.

8. Filming

- 8.1 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 our property. This has included several small scale film shoots in the City of London Cemetery and Crematorium.

Background Papers:

Members will find it useful to refer to the '*Communications Strategy 2012-2015*'

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