

Committee: Policy and Resources	Date: 10 October, 2013
Subject: Public Relations Office Activities Report: July-September, 2013	Public
Report of: Director of Public Relations	For Information
<u>Summary</u>	
<p>This report updates Members on Public Relations Office activities since the report submitted to your Committee in July 2013.</p> <p>Activities in this report relate to the <i>Communications Strategy 2013- 2016</i> and <i>Public Relations Office Business Plan 2013- 2016</i>; it covers the period July to September 2013.</p>	
<u>Recommendation</u>	
<p>The Committee is recommended to receive this report on Public Relations Office activities during the period July to September, 2013.</p>	

1.0 INTRODUCTION

- 1.1 This report highlights the activities undertaken by the Public Relations Office in the period July-September 2013, in support of the organisation's medium-term communications objectives, as detailed respectively in the *Communications Strategy 2013-2016* and the *Public Relations Office Business Plan*, and new or enhanced areas of work not necessarily covered by the Strategy/Plan.
- 1.2 **Work on new/social media**
During this quarter, PRO has continued to produce a number of short videos focusing on front-line staff and services. More than 100 videos have been produced so far; they can be seen at <http://www.youtube.com/user/CityofLondonvideos>. The corporate Twitter feed continues to grow and promote our work across the board, with over 7,200 followers.

1.3 **Media coverage**

Throughout this quarter, there were 794 City Corporation stories in the UK print media. 202 (25%) of these stories were related to financial services, with the remaining 592 (75%) related to services.

By comparison, from 1 April-30 June 2013, there were 893 City Corporation stories in the UK print media – 376 (42%) of these stories were related to financial services, with the remaining 517 (58%) related to Services. In the last equivalent quarter, July-September 2012, there were 962 City Corporation stories in the UK print media – 263 (27%) of these stories were related to financial services, with the remaining 699 (73%) related to Services.

1.4 **Political Contact Programme**

The period since the last report has seen considerable activity on the political contact programme. We have engaged with relevant politicians on issues including financial services, business visas, the UK's relationship with The European Union, infrastructure, arts and culture, and education.

The Policy Chairman has had meetings, or hosted roundtable discussions, with the City Minister Greg Clark MP, the Europe Minister David Lidington MP, the Employment Minister Mark Hoban MP, the Mayor of London, the Shadow City Minister Chris Leslie MP, the Shadow Europe Minister Emma Reynolds MP and the Shadow Infrastructure Minister Lord Adonis.

The Party Conference programme has again formed a key aspect of the political contact programme. This year's programme featured fringe meetings on growth at Liberal Democrat and Conservative Conferences and a fringe on youth unemployment at Labour plus dinners with a London focus at the three conferences with the Labour dinner giving particular attention to youth unemployment. Politicians involved in the programme have included the Leader of the Liberal Democrats in the House of Lords Lord McNally, the Chair of the London Liberal Democrat's Mike Tuffrey, the Shadow Infrastructure Minister Lord Adonis, the Shadow Employment Minister Stephen Timms MP, the Chair of London Councils Jules Pipe, the City Minister Greg Clark MP, the Europe Minister David Lidington MP, the Treasury Select Committee Chair Andrew Tyrie MP, and the Mayor of London's Chief Economic Adviser Gerard Lyons.

1.5 Voter communication

The first mailout to City businesses has taken place following a review of electoral registration materials. A new design and content was devised for letters, leaflets, forms, the campaign logo and posters. Two more mailings will take place before the deadline for registration at the end of November. The structure of the website content has also been reviewed by both PRO and Electoral Services to make things easier to find, more attractive and more intuitive. The resident voting leaflet has been updated and is due for mailout by the end of September.

2.0 SUPPORTING AND PROMOTING THE CITY AS THE WORLD LEADER IN INTERNATIONAL FINANCE AND BUSINESS SERVICES

- 2.1 Work is almost complete on updating the ‘An Indispensable Industry’ – the very well received guide on the importance of financial services to the UK; it is due for publication in the autumn.
- 2.2 The Corporate Twitter feed continues to promote our work in this area. Research reports are still very popular, generating new followers and re-tweets and the rate of new followers continues to accelerate. The feed currently has over 7,200 followers.
- 2.3 A number of videos have been uploaded to the corporate YouTube channel and tweeted to appropriate channels, depending on the subject matter and end users.
- 2.4 Media coverage of the Lord Mayor included an interview with [BBC News](#) on ‘rebuilding the City’s reputation’. He was also interviewed by the [Evening Standard](#) about Europe. The Lord Mayor’s speech at the Judges’ Dinner is quoted in [The Guardian](#). He was also quoted in the [FT](#) about a story on Islamic Finance. [BBC Radio 4](#) also produced a documentary on [What’s the Point of... the Lord Mayor?](#), while Sir David Wootton and other City Corporation services were filmed during the time of his mayoralty for [Stephen Fry’s Key to the City, an ITV documentary](#) on the Square Mile. [The Independent](#) ran a letter from the Lord Mayor on City Corporation’s arts funding, while his visit to Latin America secured widespread coverage in each of the countries involved.
- 2.5 Media coverage of the Policy Chairman included an op-ed in the [Evening Standard](#) focusing on the relationship between the UK and Europe. There was also widespread coverage of his visit to China, including [China](#)

[Daily](#), [Xinhua](#), [Caixin](#), and [People's Daily](#). Letters from the Policy Chairman also appeared in [The Times](#) on offshore RMB trading, [Financial Times](#) on UK infrastructure delivery, and [The Daily Telegraph](#) on the EU bankers' bonus cap.

3.0 PROMOTING THE CITY OF LONDON CORPORATION AS THE PROVIDER OF MODERN, EFFICIENT AND HIGH QUALITY LOCAL AND POLICING SERVICES WITHIN THE SQUARE MILE FOR RESIDENTS, WORKERS, BUSINESSES AND VISITORS

- 3.1 The latest edition of Cityview Online went live in September. Articles included electoral registration, the new City Health website and the Victoriana exhibition at Guildhall Art Gallery.

The next print edition of Cityview is due in December and is likely to include an article on the City Corporation's new health responsibilities, an introduction to the new Lord Mayor, the opening of Milton Court at the Guildhall School of Music and Drama, and developments relating to Crossrail.

- 3.2 The latest issue of City Resident will be published in October with the next due in February 2014.
- 3.3 A design refresh for the ward newsletters is currently underway, in consultation for editors, so that it is ready for the next issues planned for distribution in early December.
- 3.4 Continuing coverage on both *The Leader*/Intranet around City of London Festival, Lord Mayor's Appeal (a major push for staff to participate in events and even volunteer); story in summer staff magazine *Leader* relating to shared insights into CLPS development – lessons learned, next steps, the numbers involved. Comments and ratings are being trialled on a limited number of pages and the comments are currently being monitored by PRO. Further improvement and integration to the backend is being worked on by IS and once ready the pilot will be rolled out further and the Contact Centre will take over the monitoring function.
- 3.5 Media coverage of City Corporation services has included:
- The City of London Corporation's response to the 'Renew bins' story was covered in the national and international media, including the [FT](#), [BBC](#), [Guardian](#), and [Times](#).

- A fatality at Hampstead Heath's Ladies' Pond was covered in [*The Independent*](#), [*The Daily Telegraph*](#), [*Evening Standard*](#), [*Ham&High*](#) and the [*Camden New Journal*](#).
- The [*Evening Standard*](#) reported on the opening of the first social housing in the Square Mile since the 1960s.
- The Secretary of State's decision to call in the planned redevelopment of Smithfield General Market was reported by [*Property Week*](#), [*Co Star*](#) and [*Architect's Journal*](#) among others.

4.0 COMMUNICATIONS PRIORITY: SUPPORTING LONDON'S COMMUNITIES

4.1 In the previous quarter, events associated with the *Supporting London's Communities* communications priority have included a roundtable discussion on youth unemployment with the Employment Minister Mark Hoban MP, as well as a fringe and dinner on the same theme at the Labour Party Conference with Lord Adonis and the Shadow Employment Minister Stephen Timms MP, plus a conference on local growth organised by the New Local Government Network and a major speech on education also with Lord Adonis.

Future activity includes a dinner on skills with the Shadow Education Secretary Stephen Twigg MP.

4.2 The City Corporation's website provides links to Facebook sites set up by departments to help them better communicate with their individual communities. Work continues to focus on better joined-up working between those creating content for the website and those doing the same through social media. PRO continues to offer advice on a communications 'strategy' for each of the website's 'clusters'.

4.3 July's Cityview included a feature on the City Corporation's Youth Offer.

4.4 An interview was published in *The Leader* with Ade Adetosoye, Director of Community and Children's Services, focusing on staff communications and the challenges facing the department/service, as well as the 'listening into practice' work he is conducting with staff

4.5 There has been continued coverage of activities of colleagues in employee volunteering, as well as corporate and social responsibility activities on the intranet and via *The Leader*.

4.6 Media coverage for supporting London's communities included:

- The [*Evening Standard*](#) reported on the opening of the first social housing in the Square Mile since the 1960s.
- Coverage of the City of London Academy Islington's much improved GCSE results appeared in the [*Islington Gazette*](#), [*Islington Tribune*](#) and [*BBC London Radio*](#).
- A fire at Epping Forest was reported by the [*BBC*](#), [*ITV*](#) and [*Metro*](#) among others.

5.0 COMMUNICATIONS PRIORITY: HELPING TO LOOK AFTER LONDON'S HERITAGE AND GREEN SPACES

5.1 PRO has been assisting and advising Open Spaces on potential 'family branding' approaches to help provide more consistent, eye catching and appropriate material across all spaces.

5.2 Future activity in this area will include private dinners with the Secretary of State Maria Miller MP and the Arts Minister Ed Vaizey MP.

5.2 Work continues on the Enjoy the City app; final changes to the name are being made with Apple, while IS are setting up access to statistics and will supply them on a monthly basis. A survey will go out with October's eShot (pending successful name change implementation) targeting predominantly City workers on their feedback on the app. The survey results will provide a list of recommendations against which a quote for additional work can be sought and a decision on whether to proceed can be considered.

5.3 Media coverage for helping to look after London's heritage and green spaces included:

- The Lord Mayor wrote to [*The Independent*](#) highlighting the value of the City's art and culture cluster.
- The award of Green Flag status to City Corporation open spaces was reported by the [*Kilburn Times*](#), [*Epping Forest Guardian*](#) and [*Live Croydon*](#).
- The Lady Mayoress' visit to West Ham Park was reported by the [*East London Advertiser*](#).

6.0 OTHER PRO ACTIVITIES/UPDATES

6.1 Online

Major editorial changes for About the City have been made and will continue until year end. The intention is to improve the user's journey making the information easier to find, easier to understand and remove repetitive or unnecessary material.

Pilot user journeys are currently being reviewed internally and obvious problems corrected. The final list will be confirmed on 30 September giving a month for targeted testing and editing before the review period starts at the end of October.

The accessibility improvements to the website are still being worked on and will be implemented in two deployments in October. They will then be re-tested and evaluated after this.

Broken links on the website are proving the hardest to address because many of them are within legacy PDFs where the departments no longer have the originals to edit but still require the information to be published. The aim is to identify the problem PDFs (as opposed to individual links) and then troubleshoot the whole document.

September's Eshot was sent to more than 12,000 subscribers. Following a review of the email distribution and hosting provision, a new supplier has been selected that is more efficient, creative and cost effective. The design of Eshot has also been refreshed to be more eye-catching and interesting.

The six month trial of social media analytics with *Social Bakers* is coming to an end. All trial users are being sent a questionnaire which will form the basis of a summary report to how or if we take this forward or use another analytics tool.

6.2 Events

The Corporate Affairs team have delivered a wide and varied programme of events and political contact since July 2013. This includes a key note speech on education with Lord Adonis (former Minister of State for Education); a small business dinner with the Rt Hon Greg Clark MP, Financial Secretary to the Treasury; a City dinner with Digital Shoreditch bringing together the growing cluster of high-tech enterprise in Tech City with politicians and members of the City business community.

The City of London Corporation has also hosted a high profile debate on the UK's position in the EU in association with the London Evening Standard which saw the BBC's Jon Sopel, chairing the debate. The panel comprised of the Rt Hon Vince Cable MP (Secretary of State for Business, Innovation and Skills), Vicky Pryce (economist and business consultant), Sir Martin Sorrell (CEO of WPP plc), Luke Johnson (Chairman of Risk Capital Partners), Jesse Norman MP (member of the Treasury Select Committee) and Gisela Stuart MP.

The Chairman has also hosted his quarterly dinner with the London Councils Executive Committee which served to strengthen cross borough communication and engagement.

6.3 **Filming**

The film team has recently completed working with two major feature films ('Prone Gun Man' and 'Guardians of the Galaxy') which filmed in August and September at Millennium Bridge and Tower Bridge. A number of Bollywood feature films are starting to shoot in London over the next few months and have been making enquiries about filming on City of London streets and at Leadenhall Market.

6.4 **Internal communications**

A website event, *Making the Difference*, is scheduled for mid-October celebrating website delivery and success. A short film is being put together to be shown at the event showing how website editors are a good example of City Corporation teams coming together to work on a given project.

Research is underway around how a staff survey might be run in 2014 if approval is given.

Visits arranged for the Town Clerk in recent months have included a Q&A for Children and Community Services staff at the Barbican; behind the scenes and meeting curatorial staff at the Guildhall Art Gallery; one scheduled for the environmental and port health team, and attendance/speech at Chamberlain's staff session in October.

Internal communications continues to offer local and corporate communications advice and support, particularly IS under the new partnership with Agilisys.

6.5 **Database**

The Database Team have now completed the annual ward survey to update the City Occupiers Database and are now supporting the electoral services team in the annual business registration process.

6.6 **Think tank engagement**

The City Corporation has engaged with a wide range of think tanks during this period. These have included the Centre for Policy Studies, the Social Market Foundation, the Henry Jackson Initiative, Institute for Public Policy Research, the Institute of Economic Affairs, the New Local Government Network, Politieia, the Foreign Policy Centre, Policy Network and CentreForum.

6.7 **Polling**

A report detailing the results of the key audience surveys of Senior Executives, City Businesses, City Residents and City Businesses has been tabled at the October Policy and Resources Committee. The pollsters TNS will also be giving a presentation on the results after the December meeting of the Court of Common Council.

Ipsos Mori have been to commissioned to undertake polling of senior business opinion on European Union issues. The fieldwork will take place in October and the first half of November, with the results being available in the second half of November.

7.0 PUBLIC RELATIONS OFFICE WORKING ENVIRONMENT AND BUDGET

7.1 The Public Relations 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, PRO is working closely with EDO and Remembrancer's Department on political developments in the UK and EU and their impact on the City.

7.2 The table below shows a comparison of revenue budget for the Public Relations Office (Local Risk) with actual income and expenditure for the period July to September 2013.

Town Clerk	Approved Budget 2013/14 (£)	Budget for Period (£)	Actual (£)	Variance (£)
Total Net Income and expenditure	2,393,000	598,250	538,500	59,750

Background Papers:

Members will find it useful to refer to the '*Communications Strategy 2013-2016*' and '*Public Relations Office Business Plan 2013-2016*'.

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