

Committee: Culture, Heritage and Libraries	Date(s): 27 January 2014
Subject: Culture, Heritage and Libraries: Public Relations Update	Public
Report of: Director of Public Relations	For Information
<p><u>Summary</u></p> <p>This report updates Members on Public Relations activities in support of the Culture, Heritage and Libraries Committee during the period October 2012 to December 2013.</p> <p>Highlights of the support for the services of the Committee include:</p> <ul style="list-style-type: none"> ▪ Media ▪ Polling ▪ Website ▪ E-communications and social media ▪ Literature and related activities ▪ Public Affairs ▪ Events ▪ Member and internal Communications ▪ Filming <p>The activities in this report are also in support of the '<i>Communications Strategy 2013-2016</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>Recommendations</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 2012 to December 2013 in support of the services for which the Committee is responsible. 	

1. Introduction

- 1.1 This report highlights the activities of the Public Relations (PR) Office, in the period October 2012 to December 2013, in support of the services for which this Committee is responsible.

1.2 As part of the current communications strategy there are two communications priorities at present, in addition to the promotion of financial and business services:

- Supporting London's communities – that is, 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 – that is, 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 PR 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 these priorities, the PR Office has over the past 12 months implemented a comprehensive survey of the City Corporation's key audiences. Conducted by the leading international market research agency TNS (part of the WPP Group) between April and June 2013, the polling is used to ascertain attitudes and perceptions amongst a cross-section of the City Corporation's key audiences and stakeholders as identified in the *Communications Strategy*. As in previous surveys, four separate extensive polls were undertaken of senior City executives; City businesses; City workers; and, City residents. The results, once analysed, inform the City Corporation's strategic planning, communications strategy, and service delivery.

2. Media

2.1 Throughout the year, October 2012 to December 2013, the Media Team in the City'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 these cuttings is over 8,230,138, while the total advertising value of the coverage was over £237,379.

2.2 Highlights of publicity opportunities and new stories initiated by the Media Team in the Public Relations Office include:

- **Guildhall Library**

The cast of the Donmar Warehouse's current production of *Coriolanus* was offered a private view of the City of London's 1623 First Folio, which is held at Guildhall Library. Actors Tom Hiddleston, Mark Gatiss, Deborah Findlay and Birgitte Hjort Sørensen were interviewed by Jasper Rees for a major feature in *The Daily Telegraph* (22 November 2013) about being allowed to handle the iconic book and study the play's original text. Dr Peter Ross, Principal Librarian at Guildhall Library, supervised the private view.

Guildhall Library and a selection of items from its most valuable collections were mentioned in a recent major article by business writer Roger Baird in the *Daily Mail* (7 October 2013), following his attendance on a journalists' whistle-stop tour of the City's services, organised by the Media Team.

- **Guildhall Art Gallery and Roman Amphitheatre**

Medea, the first theatrical production to be staged in the Roman Amphitheatre in nearly 2,000 years, was reported on by Louise Jury, Chief Arts Correspondent at the *Evening Standard*, in February.

In March, Guildhall Art Gallery was used by Damian Lewis, the award-winning *Homeland* and *Band of Brothers* actor and former Guildhall School student, for a media photo call after receiving the Freedom of the City of London for services to acting. The photographs appeared in several media, including BBC News online and *The Daily Telegraph*.

Aneela Rose PR, a leading agency recruited to assist Guildhall Art Gallery in securing positive coverage for its exhibitions, was successful in promoting ***Victoriana: The Art of Revival***, to a wide range of media, including *The Times*, *Metro*, *The Sunday Telegraph*, *The Mail on Sunday*, *The Independent* and BBC Radio 4's 'The Front Row'.

- **Museum of London**

Ahead of the 2012 Lord Mayor's Show on 10 November, Matthew Bell from *The Independent on Sunday* was invited to ride in the Lord Mayor's State Coach during its short ride from Museum of London to Guildhall, where it was installed in the glass display outside the West Wing reception. The major feature, *My Day as Lord Mayor of London*, appeared in October 2012 and included quotes from Dominic Reid, the Show's Pageantmaster.

This year, Maev Kennedy, Special Writer at *the Guardian*, was offered the same opportunity: a ride in the State Coach and an interview with Dominic Reid. Her article appeared on *the Guardian's* website on 28 October 2013 and included a comment from Julian Kverndal, Senior Heritage Estate Officer at the City of London Corporation.

- **London Metropolitan Archives**

A major article appeared in *The Daily Telegraph's* 'Property' supplement about ***Shakespeare and London***, an exhibition at the Archives, which included, as its highlight, the chance to view (on limited days), a property deed, dated 1613 and signed by William Shakespeare. The *Daily Express's* website also reported positively on the exhibition.

- **City AM advertisements**

In addition to the above media coverage, promotion for Culture, Heritage and Libraries-related events has been included regularly in the City of London's paid-for advertisement in City A.M., the free daily newspaper which is distributed in the Square Mile and Canary Wharf. The advert is displayed prominently in the newspaper, which has an estimated readership of 300,000.

Examples of mentions include the ***Victoriana: The Art of Revival*** exhibition at Guildhall Art Gallery; ***The Cheapside Hoard: London's Lost Jewels*** exhibition at the Museum of London; the grand opening of Milton Court; the ***Shakespeare and London*** exhibition at London Metropolitan Archives; the ***Rock Family Trees*** exhibition at Barbican Music Library; half-term children's events at Museum of London; Guildhall Library's Open Day; the cart-marking ceremony in Guildhall Yard; Sculpture in the City 2013; the City of London Festival; the September to December 2013 events programme at Keats House; and the Barbican Library's Christmas Fayre.

- 2.3. While not specifically about the work of the Culture, Heritage and Libraries Committee, Members may be interested to note that a major feature about the City of London Corporation appeared in the *FT Weekend* magazine (22/23 November 2013). The feature spanned five pages and included interviews with Lord Mayor Fiona Woolf; Mark Boleat, Chairman of Policy & Resources; Sir John Stuttard, former Lord Mayor; Deputy Catherine McGuinness; and Dominic Reid, Pageantmaster of The Lord Mayor's Show, as well as several photographs. An equivalent advertisement in the magazine would have cost approximately £200,000.

3. Polling

- 3.1 The PR Office, on behalf of the City Corporation, undertakes a triennial survey of its key audiences – City residents, City businesses, City workers, and senior executives. The latest survey series was due to take place in 2012, but it was decided to delay the fieldwork for a year to avoid a clash with the Queen's Diamond Jubilee and the Olympic and Paralympic Games. This survey includes questions pertaining to the satisfaction with services that are overseen by this Committee.

- 3.2 In general, the results are positive; there is net satisfaction for the provision of all such services. Key results include:

- The City Corporation's general support for the Arts had a net satisfaction of +75% among residents, +64% among businesses, +55% among workers and +78% among senior executives.
- Net satisfaction for libraries was +68% among residents, +28% among businesses, +29% among workers and +24% among senior executives (although a number of respondents in the latter three did not express an opinion). Although there has been a fall in the levels of satisfaction with libraries since 2009, the figures remain very high especially when compared to other local authorities and only 1% of residents, 6% of businesses, 6% of workers and 3% of senior executives were actually dissatisfied with the libraries.

4. Website

- 4.1 The PR Office is responsible for the City Corporation's external website. During the past year the majority of this work 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. It 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. It also hosted a conference in October to thank content providers, share knowledge and discuss how the site might develop in future.

- 4.2 The [Shaw Trust](#), an expert in the field of accessibility which works with organisations to ensure that they make their digital products accessible to the widest possible audience, was commissioned by the PR Office to audit the City Corporation website; the Shaw Trust awarded the City Corporation an A and AA accreditation for existing accessibility. The PR Office will continue to draw up templates in collaboration with all departments – including those covering Culture, Heritage and Libraries – that will help staff to create pdfs documents which are more accessible in future.
- 4.2 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. This has included promotion of the Christmas in the City initiative in the highlighted Don't Miss section.

5. E-communications and social media

- 5.1 The PR Office is responsible for the creation and development of e-communications. It also gives advice to departments on how to communicate across social platforms. The City Corporation now has 22 Facebook pages and almost 50 Twitter feeds (including all of the City libraries, the LMA, Guildhall Art Gallery), 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 After the success of the social media week workshop, the PR Office is working to explore follow-up events next year. It also regularly promotes cultural output within the City through its monthly e-shots – the most recent being an exclusive view from the Monument of the Lord Mayor's Show fireworks and a special offer to accompany the Christmas in the City initiative of a weekend for two people at a five-star hotel and tickets to a West End show or concert/event in a box at the O2 Arena.

6. Publishing and related activities

- 6.1 The PR Office is also 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. In the last year it gave advice to the City Business Library on a new look to its materials – leaflets, posters, signage and other output.
- 6.2 Cityview, both online and hard copy, regularly promotes this area of work with dedicated pages to Barbican, Museum of London, Guildhall Art Gallery and a variety of visitor service-related material such as the City Visitor Trail. City

Resident also has a regular culture section including an events listing page at the back of each issue.

7. Public Affairs

- 7.1 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 second communications priority.

There are aspects of the Corporate political contact programme for the Policy Chairman that is relevant to this committee's work, including meetings with the Arts and Shadow Arts Ministers and forthcoming dinners with the Culture Secretary and Arts Minister.

8. Events

- 8.1 The Team also facilitates events which engage staff from across the organisation, including:
- The contribution of all relevant departments to the London Councils Summit, which took place on 17 November 2012 – each department submitted publicity material to promote the services and activities of the City of London Corporation to an audience of over 250 pan-London councillors and chief officers
 - The annual City Wide Residents' Meeting which took place on June 25, provided City residents with an opportunity to meet City of London officers from across the organisation and through stalls at the event learn more about the wide range of services offered by the City Corporation.
 - The PR Office also facilitates arrangements for the Open House London, allowing buildings owned by the City of London Corporation to be opened to the public during the weekend of 21-22 September. Over 6,000 visitors attended both the Guildhall and Mansion House over the course of the weekend.

In addition to the above the Team runs all staff only events which includes Staff Annual Lunches, Master classes and Strategic Briefings.

9. Member and internal communications

- 9.1 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. The PR Office also provides updates and Briefings to Members on topical issues.
- 9.2 The PR Office provides internal communications for the City Corporation as a whole and gives support to individual Departments as and when required. Culture, Heritage and Libraries are 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.

- 9.3 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 Culture, Heritage and Libraries and showcases latest initiatives and service developments. The latest edition of *The Leader* included articles on the London Metropolitan Archives, the *Kick it out* initiative, the success of the summer's Open House weekend, and the Rock Family Tree at Barbican Library.

10. Filming

- 10.1 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.
- 10.2 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 2013-2016*'

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