

Committee:	Date:
Port Health and Environmental Services	18 November 2014
Subject: Port Health and Environmental Services: Annual Public Relations Update	Public
Report of: Director of Public Relations	For Information

Summary

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 2013 to October 2014. The activities in this report are also in support of the *Communications Strategy 2014- 2017*. Highlights of the support for the services of the Committee include:

- Media
- Public Affairs
- Events
- Polling
- Publishing
- Website
- Digital communications and social media
- Member and internal communications
- Filming

Recommendation

The Committee is recommended to receive this report on Public Relations activities during the period October 2013 to October 2014 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 2013 to October 2014, in support of the services for which this Committee is responsible.
- 1.2 As part of the current *Communications Strategy* there are two specific communications priorities at present which are relevant to Port Health and Environmental Services:

- Working in partnership with London's communities – the work the City Corporation does to support education, as well as social and cultural opportunities, for all Londoners to help to improve their quality of life, through promoting employability and encouraging greater aspiration and diversity, and to provide jobs and growth across the capital; and
- Contributing to London's culture, heritage and green spaces – the work the City Corporation does across London and the UK to help preserve the nation's heritage, contribute to its cultural life and provide green spaces across the capital and beyond.

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

2. Media

2.1 Throughout the year, October 2013 – October 2014, the Media Team achieved 71 Port Health and Environmental Services stories in print online, television and radio – including one documentary. According to Gorkana (the independent media monitoring agency), the total advertising value of the coverage achieved in print amounted to £136,307.

2.2 Highlights of stories initiated by the Media Team in the PR Office throughout the year include:

- **Illegal puppy trading**

ITV Tonight interviewed health inspector Sharon Edwards and animal handler Stuart King on the illegal puppy trade.

- **Air quality**

BBC London TV News interviewed Chairman John Tomlinson on London's Air pollution, how the capital is fighting back and the City Air app.

- **Smuggled iguanas**

Heathrow Animal Reception Centre deputy manager Susie Pritchard was pictured in the *Daily Telegraph*, and *ITV News* as 12 critically endangered iguanas seized from Romanian smugglers at Heathrow were returned to their native Bahamas.

- **Smoking related litter**

ITV News London covered the City Corporation's clampdown on cigarette butt litter.

- **Pasquale Favale**

The Independent and the *Evening Standard* ran a story on the dowry, quoting Deputy Chairman John Tomlinson.

3. Public Affairs

3.1 The PR Office provides Public Affairs advice to Departments across the organisation on specific issues that may affect their work as and when required.

4. Events

4.1 The PR Office provides an event management service for Departments across the organisation. This has included:

- **Clean City Awards**

The annual awards scheme was held at Mansion House on 31 January 2014 in the presence of the Lord Mayor. The Lord Mayor announced the winners of the Waste Operative Awards; Special Recognition Award; and Street Sweeper of the Year Award. Chairman John Tomlinson presented the Chairman's cup awards.

- **City wide annual residents' meetings**

The City hosts an annual event for residents in the Square Mile where they engage with key officers and Members. Air quality was included as an agenda item at the meeting on 23 June 2014. Representatives from the Department for the Built Environment hosted a stall with further information on the City's work in this area.

4.2 In addition, the Corporate Affairs Team has working on a series of events around the issue of air quality, including the pan-London conference on Air Quality which took place on 4 November, 2014. The objective of the events is to formulate common policy positions on air quality; local events with residents are planned in the near future.

5. Polling

- 5.1 The 2013 triennial survey of the City Corporation's key audiences identified dissatisfaction with public conveniences in the Square Mile. In light of this result, it was decided to undertake further polling to determine the reasons for this dissatisfaction. The Public Relations Office assisted in this process including the recruitment of the pollster TNS and the drafting of the questionnaires. The survey found that people who had actually used the public conveniences were broadly happy with the service but that the dissatisfaction was due to a lack of awareness of the public convenience provision. As a result, a publicity campaign for the Community Toilet Scheme was undertaken.

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 responsible for the City Corporation's brand identity and assists Departments with branding guidelines and other general publishing advice (such as campaigns) as well as helping to communicate to audiences through existing communication vehicles.

7. Website

- 7.1 The PR Office is responsible for the City of London Corporation's external website. 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 Port Health and Environmental Services and alerts editors when content is out of date, needs rewriting for clarity or is missing information. It is currently working on a 'customer carewords' project which seeks to identify customers' top tasks to make the website as responsive as possible to users.

8. Digital communications including social media

- 8.1 The PR Office is responsible for the creation and development of digital communications. It also gives advice to departments on how to communicate across various social media platforms. The City Corporation now has 23 Facebook pages (including HARC and London Port Health Authority pages) and just over 50 Twitter feeds (including trading standards and safety, health and wellbeing including

@Safesquaremile which helps debunk some of the myths that surround this theme), a YouTube channel and Flickr account which cover the wide range of services we provide (a full list is available at www.cityoflondon.gov.uk/social).

- 8.2 The PR Office liaised with the Contact Centre and an external supplier on adapting an existing local council app platform for its own local authority services, providing information and encouraging feedback and monitoring. The app went live earlier this year.

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 ad hoc 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. The staff handling Port Health and Environmental Services matters 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.
- 9.3 PRO also produces the e-magazine 'the Leader', which celebrates the successes of staff in the area of Port Health and Environmental Services and showcases the achievements to the rest of the organisation. The Spring edition included a full page on the new London Gateway container port. The PR Office also provides regular updates for the intranet home page.

10 Filming

- 10.1 The PR 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.

Background Papers:

Members will find it useful to refer to the *Communications Strategy 2014-2017*

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