

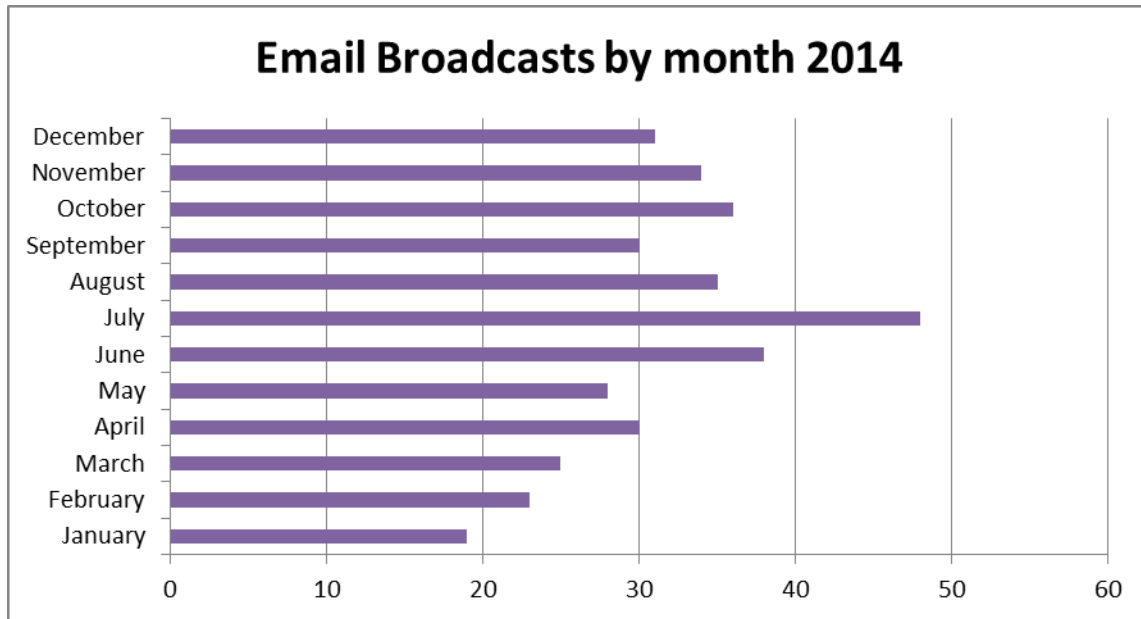
## Appendix 2

### Review of Communications

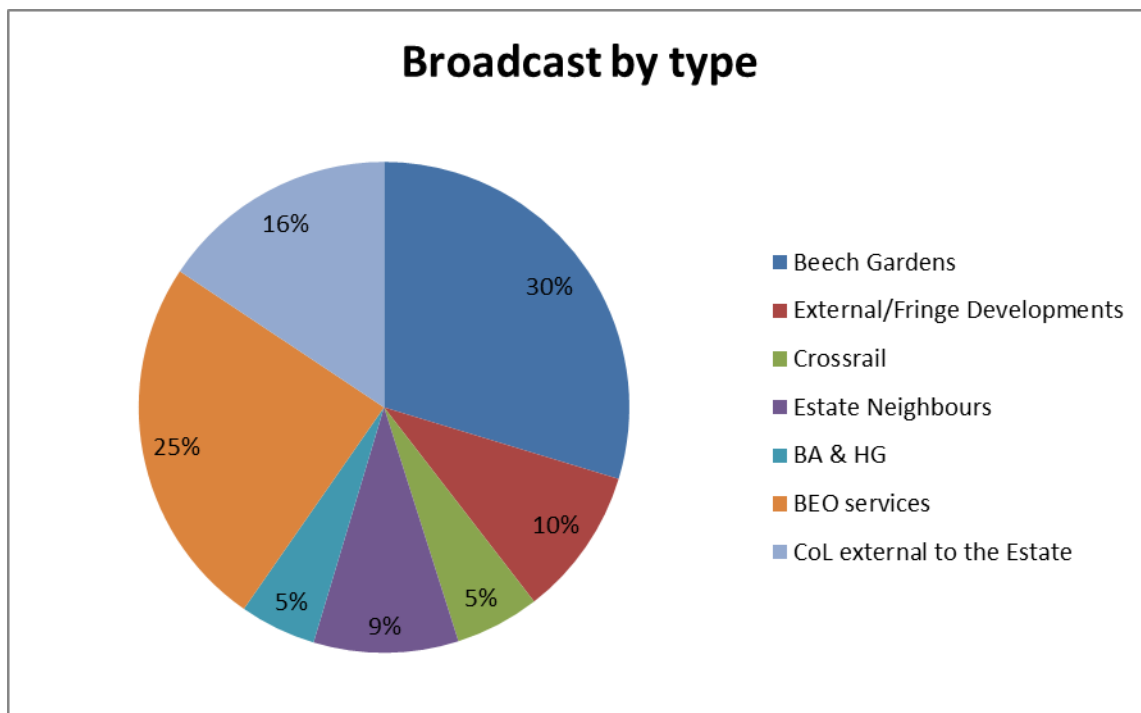
#### Barbican Email Broadcast Analysis

In 2014 the Barbican Estate Office distributed **377** email broadcasts.

Of those 377, **181** were sent estatewide and **196** were sent to a part of the estate.



Analysis by type.



- 112. Beech Gardens including future landscaping information
- 37. External Developments including, 2 Fann Street, London Film School, London Wall Place and 160 Aldersgate Street
- 21. Crossrail
- 36. Estate neighbours. Barbican Centre, Girls' School, Museum of London, Roman Wall and St Giles Church
- 19. Barbican Association and Block House Groups
- 93. BEO Services including outages, staffing information, pricing and television
- 59. City of London external to the Estate. Including Streetscene information, DCSS Services (health and wellbeing), Police, Planning Dept information

## Communications by type

### Beech Gardens

#### Weekly bulletin residential and commercial

- Email broadcast estatewide
- Noticeboard of local blocks

#### Update letters from BEO

- Email broadcast estatewide
- Individual letters to all local blocks

#### Q&A of resident meetings

- Email broadcast estatewide
- Noticeboards of local blocks
- CoL BE website

#### Weekend works information

- Email broadcast estatewide
- Individual letter to all local blocks

### External/Fringe developments and Crossrail

- Regular bulletins sent via email broadcast to local blocks
- HG volunteers often add these to block noticeboards
- Extra works information sent via email broadcast to local blocks

### Estate Neighbours

#### Barbican Centre

- *Podium* delivered by own team (who live here)
- Information sent out by broadcast and on occasions, noticeboards regarding outages and events that affect the estate
- Mostly local blocks but on occasion estatewide

#### GSMD

- Leaflet and brochures delivered estatewide but charged to GSMD

#### Girls School

- Information about works sent out by broadcast and noticeboards to local blocks
- Information about events sent out by broadcast

### BA & HG

- Email broadcast and noticeboards (estatewide and by block)
- Covering social events, meetings organised by BA, membership information

### BEO Services

- Window cleaning schedule sent out 6 monthly by broadcast
- Outages to service sent out via email broadcast and where possible noticeboard
- Invites to surveys sent out via email broadcast and noticeboard

### CoL External to Estate

- Notices posted on all boards. Recent examples include DCCS Healthwatch, School Enrolment and Fire Safety. These will be occasionally broadcasted
- Information sent out via broadcast with backup in lobbies and car parks. Examples include Landscaping specification for Beech Gardens. LBMG vol IV Landscaping