

**IBP AWARDS 2016  
PR CONSULTANCY TEAM CATEGORY**

**PR Consultancy Team:** London Communications Agency  
**Team involved:** Jonny Popper, MD on behalf of the entire 37-strong agency  
**Case studies highlighted:** Old Oak Park, King's Cross and Camden Markets.

**LCA Success & Innovation in 2015**

We firmly believe that London Communications Agency is the pre-eminent agency working in the built environment.

We were proud to have won this award in 2014 and get a 'Highly Commended' in 2015. LCA is applying again on the back of an exceptional 28% income growth – £700,000 extra in one year – demonstrable client success and real innovation within the business.

	<b>Total LCA Fee Income</b>	<b>Fee Income from Built Environment Clients</b>	<b>% of Total LCA Fee Income</b>	<b>No of Built Environment clients</b>
<b>2015</b>	£3,533,046	<b>£3,104,861</b>	88%	76
<b>2014</b>	£3,443,674	<b>£2,416,897</b>	70%	58
<b>Growth</b>	3%	<b>28%</b>	25%	31%

No other agency can boast the sheer scale, range and complexity of our projects and in 2015 we:

- Invested in major marketing around the 2015 General Election – with 25 presentations to clients and associates, pre-election predictions for every London seat, a results night document and detailed analysis.
- Enhanced our research capabilities – nearly 10% of our overhead is invested in intelligence functions and a dedicated three person research team.
- Doubled the circulation of our monthly news magazine – written, designed, produced and distributed entirely in-house to 5,000 people.
- Made a major new appointment to our Management Team – with Sarah Baranowski, former Head of Corporate Affairs at Gatwick, joining to lead our transport and infrastructure work.
- Promoted from within, with seven internal promotions – of our eight Account Directors only one joined us in that role.
- Secured a major consent every two weeks – unlocking over 12,000 new homes for the capital.
- Won significant new business and some major contracts – with a 71% success rate.
- Took the whole team to a French Châteaux for our business planning weekend – in addition to funding monthly social activities and providing an exceptional office environment.



## **Case Studies**

### **1. King's Cross for King's Cross Central Limited Partnership**



**Budgets:** Over £180,000

**Objective/brief from client:** A client since 1999, in 2015 our brief was to widen awareness of the area to a bigger and more diverse audience right across traditional PR and social media.

#### **Methods Deployed:**

- LCA prepared a 12 month campaign and event plan, with a calendar of stories, focussed around social media, to reach our loyal audience but also to dramatically expand our audience reach.
- We managed all media and event PR, ran their social media channels and produce their newsletter.

#### **Outcomes:**

- The opening of the King's Cross Pond Club achieved over 100 pieces of coverage adding 3,000 new subscribers to our social media channels.
- The launch of Granary Squirt App, used to control the fountains in Granary Square into a giant game of Snake, secured 80 pieces of coverage.
- The plans for Gasholder Park, was carefully packaged and secured 40 pieces of coverage.
- The results of the Street Naming Competition, allowed us to successfully target a consumer audience.
- Our promotion of Lumeire London's arrival at King's Cross was a huge success, with crowds so large at one point the site had to be closed to new visitors.
- Across the year, we secured nearly 2,000 pieces of coverage – 30% more than target – with coverage in every UK national title in addition to, 60 international titles and major consumer publications.
- Over 200,000 people visited King's Cross for the events programme; website visits increased by 26% from 2014 and social media followers increased by 8,351 people across twitter, facebook, instagram and Destination KX.



## 2. Camden Markets for Market Tech Holdings



**Budgets:** Over £120,000

**Objectives/brief from client:** Following Market Tech's acquisition of all of Camden's famous markets, LCA was tasked with promoting the company's overall vision for Camden, managing construction communications and helping securing difficult planning consents.

### **Methods Deployed:**

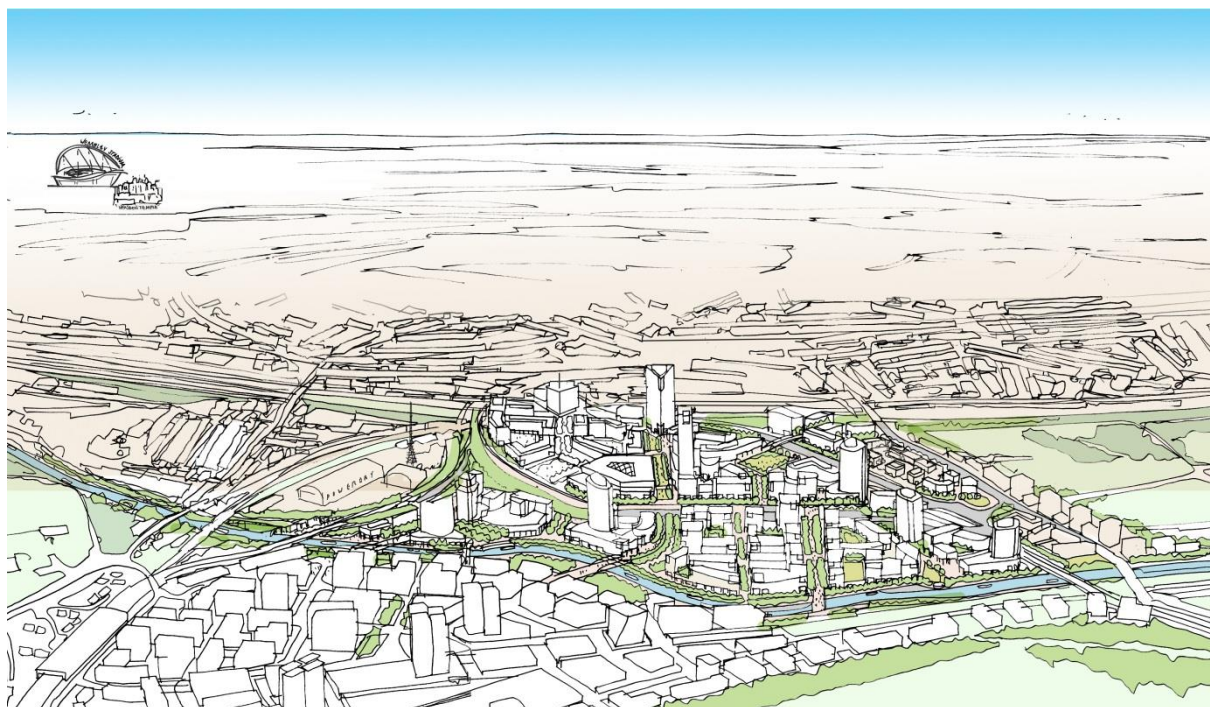
- Developed and communicated an overarching long-term vision for all of Camden's iconic Markets – Camden Lock, Stables, Hawley Wharf and Buck Street – based around a 'Made in Camden' ethos.
- Engaged young people by working with the local school to promote its move to Hawley Wharf, including designing site hoardings and construction team talks.
- Worked with local people through a series of community meetings and public exhibitions on the sensitive redevelopment and refurbishment of the historic Camden Lock Market.
- Ran a Construction Liaison Group for the Hawley Wharf site and worked closely with the community and businesses to minimise disruption.

### **Outcomes:**

- The markets now have a joined up vision to be a global brand, with buy-in secured from traders, the local communities and politicians.
- Planning consent secured for Camden Lock Market proposals through a unanimous vote at Camden's planning committee.
- Supported the delivery of the Hawley Wharf project with little public concern, ensuring that the new school will open in September 2016.



### 3. Old Oak Park



**Budgets:** Over £140,000

**Objective/brief from client:** Cargiant is redeveloping their 46 acre site at Old Oak Common into a nine million sq ft development. However QPR had publicised plans for a new stadium, despite not owning the land, causing confusion locally with a real danger their plans would be enshrined in policy.

**Methods Deployed:**

- LCA handles community consultation, national public affairs and media relations.
- We prepared clear messaging based around 'homes for Londoners' and created a thorough stakeholder database.
- We wrote to everyone frequently to directly challenge the notion of a stadium here, explaining why it's the wrong location, not supported by policy, that QPR have no land ownership and why there are no legal grounds for a CPO.
- We pro-actively briefed and secured stories in the Evening Standard, sports journalists across the National Press, trade press and the local press.
- We consulted widely and secured strong support from local people who do not want a stadium on their doorstep, with detailed materials and two videos including key GLA and OPDC officials.
- When QPR confirmed in a 'fan forum' that they still plan a stadium on Cargiant land, we wrote an open letter to all supporter blogs to communicate directly with fans.

**Outcomes:**

- Cargiant has strong political support.
- The OPDC's local plan does not identify a stadium on Cargiant land, QPR's own fan base are questioning the Club owners on how they can deliver a stadium on land they don't control.

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