

Name of Category

PR Consultancy Team

Title of Work

Growth and Diversification 2018/19

PR Agency Name

London Communications Agency

Name of Main Contact

Jonny Popper

People

Entire LCA team

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LCA is a proud previous winner of this award and we are applying again in 2019 because of what we believe is exceptional performance to broaden and expand the business, especially in light of a difficult and uncertain economic and political climate.

The results of this work have been immediately felt with a significant growth in both fee income and client numbers between 2017 and 2018 and laid the foundations for 2019 and what is already turning out to be the most successful start to any year in LCA's history.

	Total LCA Fee Income from Built Environment Clients	No of Built Environment projects
2019	£3,863,482	172
2018	£3,470,599	154
Growth	11%	12%

Specifically in 2018/19, we:

- Ran a **key messaging and narrative** exercise on ourselves, which resulted in a clearer descriptor ('An intelligence led PR company which gets it right') and four clear services (Consultation & Planning Permission; Placemaking & Media Relations; Corporate & Public Affairs; and Design for Print & Digital).
- Invested a significant sum (£20,000) in a **new company website**, new corporate materials and digital channels such as Instagram.
- Revamped our **agency newsletter**, LDN: London in Short, to a weekly email. Since then subscription has increased, with consistently positive feedback.
- Expanded our services **beyond London**, into the wider South East, led by a senior hire, Gabriel Abulafia, who joined us from Lexington.
- Expanded our services into direct **architecture communications support**, with major new clients and a senior hire in Sarah Rutt, who is steeped in architecture PR.
- Expanded our **graphic design function**, now delivering £250k a year of income from a standing start two years ago.
- Won major new clients for both **corporate and placemaking PR**.
- Won a total of £2.3m of **new business** across 87 new projects, an increase of 23% on 2017.
- **Grew the team** from 33 to 40 people, with major investment into our office support functions.
- A greater focus on the team's **wellbeing and mental health**, with new measures introduced, evidenced through a staff engagement programme.

We now provide some further evidence to demonstrate the success of our four services on the following pages.

Consultation and Planning Permission



- We are **trusted by the biggest names in property** on the most complex schemes across £billions of investment, spanning developers, occupiers, land owners, house builders, local authorities, registered providers, NHS organisations, transport bodies, education providers, cultural institutions, major businesses, sports clubs and charities.
- In December 2018 we were appointed through a competitive tender to work on the first phase of the huge restoration and renewal of the **Palace of Westminster** – the Northern Estate Programme - to cater for a temporary House of Commons and make improvements across the estate.
- This crowned a fantastic year of **new business success** with other wins including MSG London (Stratford), Maudsley Charity (Centre for Young People's Mental Health), Grosvenor (multiple projects across the Estate), City of Westminster (infill projects and Harrow Road), Land Sec (O2 Centre) and One Housing (estate regeneration in Tower Hamlets and Camden).
- In April 2018 we were joined by **Gabriel Abulafia**, with over 15 years' experience working in the built environment on projects in and outside of London. We are focussed on growing outside of London and we are already working on projects in Epping Forest, Tilehurst and Colchester.
- We have also enhanced the way we run consultations, increasingly making use of **new technology** to better engage with the local community and key stakeholders e.g. for MSG London, U+I's 8 Albert Embankment and HB Reavis' Elizabeth House.





- Whilst working on the most successful placemaking project in London - King's Cross, we have led on nearly 50 proactive announcements, including **Facebook's move to King's Cross** - the biggest commercial deal of the decade in London, supporting the opening of Coal Drops Yard and the reveal of a new 600 seat theatre, as well as promoting a year-round events programme.
- Extended our placemaking credentials, appointed to lead the **placemaking PR work for Argent Related's Tottenham Hale scheme**, to change outdated perceptions and promote the transformation of the area.
- **New focus on the architectural market**, building on our excellent contacts across the industry and securing global architectural practises HKS and KPF as clients, alongside an extended brief for VU.CITY.

2,000+

pieces of press coverage
secured for King's Cross
in 2018

Hosted and
spoken on panels for

6

placemaking events

- acting as thought
leaders in the field

Manage
and create
content for

8

client social media
channels



- Significantly expanded our corporate work, winning two major briefs from **HB Reavis** for their UK and International account, helping to bolster their reputation as not just as a Slovakian developer but a major player in the European market.
- Expanded into **Business Improvement Districts**, winning a tender to work for New West End Company and extending our work with Northbank BID to the Victoria and Victoria Westminster BIDs.
- Re-appointed by the **Metropolitan Police Service Property Services** account following a tender process, which has seen a continued relationship since 2004.
- Act corporately for **major development players**, including Quintain, Tideway, Thales, Stanhope, Londonewcastle and many others.

Co-ordinating
international
PR across

6

European
Countries

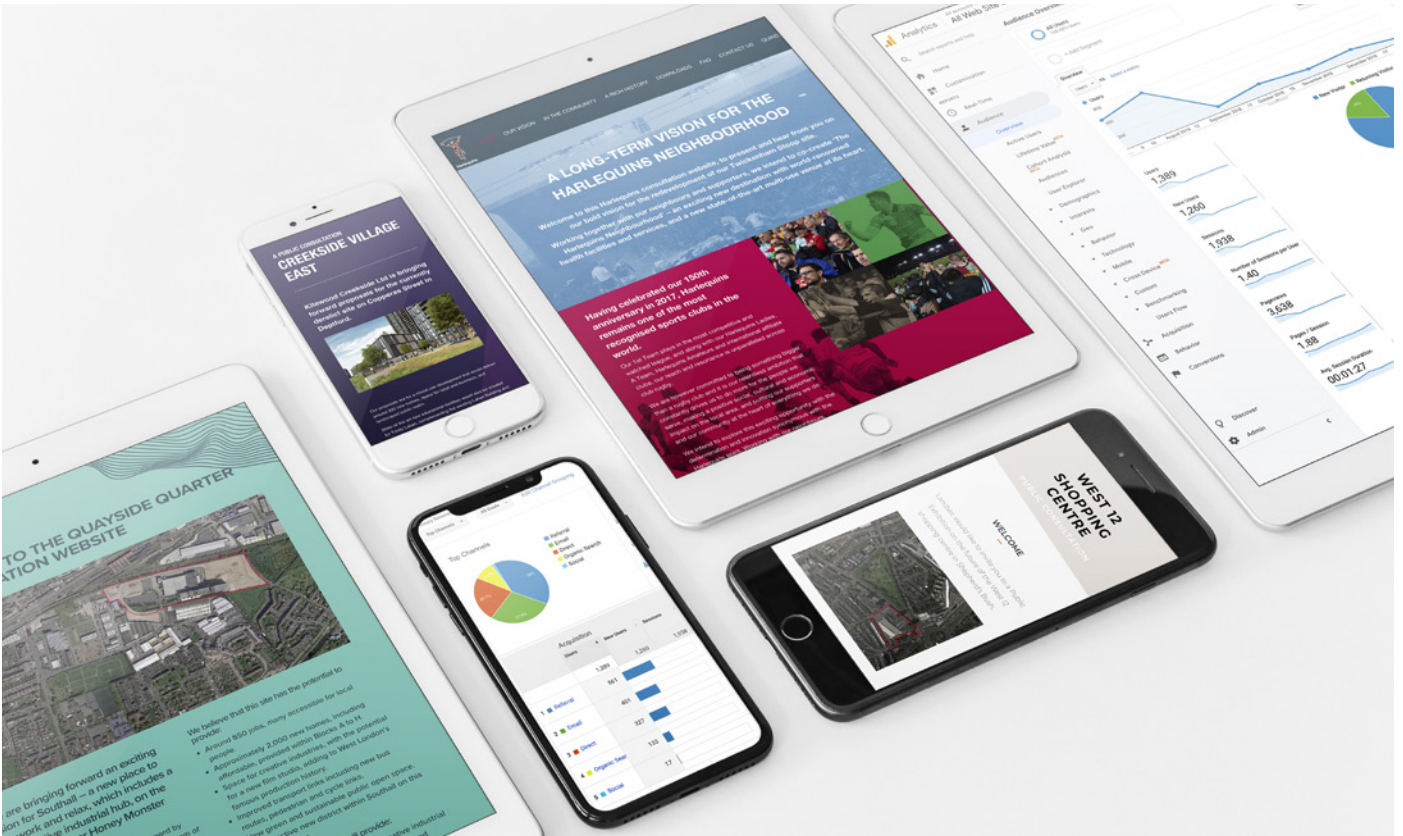
Secured over

20

high-profile speaking
opportunities for
our client

12

corporate PR account wins
in the last 12 months



- Built a dedicated **in-house team** who work with clients and LCA colleagues to design and deliver creative content across print, web and digital platforms.
- The design team, now three members strong, works across our client base and are also developing their own **business opportunities** within the built environment sector.
- Offering a highly competitive **public consultation package** producing all design materials required for public exhibitions and development proposals in-house.
- Expanded into **website design, infographics, video animation** and social media content.

Over
50%
of LCA clients now working with the
in-house LCA design team

23
websites designed
in-house

32
public consultations
completely designed
in-house

For further information please contact **Jonny Popper, Managing Director & Partner,**
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