

Museums

- 1) The amount spent by Kensington and Chelsea Borough Council on Public Relations and Marketing (including press officers, Marketing employees, publicity and promotion campaigns, PR guru's and public relation firms) in 2011,2012,2013 and 2014. Could you please also include a breakdown of how all of this was spent each year?

Marketing Expenditure on Museums (Leighton House Museum and 18 Stafford Terrace)

companies	Marketing Officer	Marketing Budget	PR
2011	£24,000	£23,700	Nil
2012	£24,000	£24,230	£4,000
2013	Nil	£24,230	£3,150
2014	£29,000	£24,230	£15,000

All the above sums were used to promote and market the two historic house museums operated by the Council and their programmes of events and exhibitions. The budgets are the total available for both houses together. The two houses charge for entry by the public and the sums spent on promotion are directly linked to the income they generate. These sums include all print and production costs which account for c. 50% of the total for a given year.

- 2) Did Kensington and Chelsea Council have a Public Relations and marketing budget for 2011,2012,2013 and 2014? If so, what were the public relations budgets for those five years?

The museum's marketing budget is given above and includes all print and production costs, there is no separate PR budget

- 3) The amount of times Kensington and Chelsea Borough Council has hired the services of Public Relation Gurus/consultants in 2011,2012,2013 and 2014? Could you please include:

- i) The name of each PR Guru
- ii) When they were hired and for how long they were hired
- iii) The contractual fee they received for their services and how much they were paid per day of work
- iv) The specific purpose for which they were hired

None

- 4) The amount of times Kensington and Chelsea Borough Council has hired the services of Public Relations firms in 2011,2012,2013 and 2014? Could you please include:

- i) The name of the PR firm
- ii) When were they hired and for how long were they hired
- iii) The contractual fee they received for their services and how much they were paid per day
- iv) The specific purposes for which they were hired

2012 We hired the PR firm Bolton & Quinn to work on the exhibition 'Victorian Visions' at a cost of £4,000

2013 We hired the PR firm Kallaway to work on the exhibition 'Studio Sitings' at a cost of £3,150

We hired the PR firm Showcase to work on the exhibition 'Ferozkoh' at a cost of £5,000. Note, these costs were reimbursed in full by the British Council and was therefore at no cost to the Council.

2014 We hired the PR firm Showcase to work on the exhibition 'From Jamaica to Notting Hill, Rudi Patterson's Visions in Colour' at a cost of £5,000

We hired the PR firm Sutton PR to work on the exhibition 'A Victorian Obsession: The Perez Simon Collection at Leighton House' at a cost of £15,000. This sum was covered by income and sponsorship generated by the exhibition and was not a cost to the Council as such.

These companies were not hired on a day rate but for an agreed sum to cover a set of activities and objectives.

5) The amount spent by Kensington and Chelsea Borough Council on publicity and promotional campaigns in 2011,2012,2013 and 2014. Plus a breakdown of the amount spent on each promotional campaign?

In 2014 we spent £45,000 on promoting the exhibition 'A Victorian Obsession' of which £15,000 was drawn from the annual museums marketing budget with the remainder of this sum covered by income and sponsorship generated by the exhibition and not a cost to the Council as such. This sum included, leaflets and flyers, poster production, distribution, advertising, bus and tube adverts.

6) The amount spent on public relations, publicity and marketing, as a proportion of all council sending in 2011,2012,2013 and 2014.

The council's statement of accounts can be found in the link below, you can work out the information from this information:

<http://www.rbkc.gov.uk/council/howthecouncilworks/howthecouncilmanagesmoney.aspx>

Arts Service:

Policy 6 of the Council's Arts and Culture Policy 2009-20 reads:

The Council will plan and undertake a 3 year London wide promotion campaign to publicise and promote the creative and cultural businesses in Kensington and Chelsea to change some perceptions of the borough and encourage new businesses to locate here

The Council commissioned the PR agency Kallaway Ltd, through a process of competitive tendering, to deliver a programme of work towards fulfilment of this policy commitment. The total fee was £98,000, paid as follows

- 1 January 2011: £15,000 upon receipt of signed contract and first invoice
- 1 July 2011: £25,000 upon receipt of second invoice
- 1 January 2012: £35,000 upon receipt of third invoice
- 1 September 2012: £10,000 upon receipt of fourth invoice
- 1 January 2013: £13,000 upon receipt of fifth and final invoice