

**COMMUNICATIONS AND MEDIA
ACTIVITY REPORT
November/December 2009**

1. NEWS RELEASES AND PRESS EVENTS

MINISTERIAL

- **St Andrews Day Weekend** – visit to castle 29/11/09. interview on White Paper on esplanade with Mike Edwards STV, assisted by HS.
- **Free Weekend photo NR** – sent out 24/11/09
- **Post War Architecture conference** – Min NR issued 24/11/09 See journalist meetings
- **Doors Open Day reception** – News release with quote and contribution from Glasgow Building Preservation Trust. Issue to Glasgow and particularly Evening Times 17/11/09
- **Culture Minister to call for spirit of collaboration at heritage summit** – News release on the Heritage Summit was prepared and approved by the Minister, and issued to all key media before the event. HS Comms sold-in an interview to GMS which was cancelled but Pauline McLean, Culture corr, did attend and prepared an on-line follow-up piece. Interview with the Minister and the Scotsman was organised, and a 400-word Ministerial comment piece was prepared for Architects Journal, coverage still to appear. HS Comms is to prepare a follow-up press announcement for the Minister to target national media and trades
- **Historic Environment Integral To Economy** – Press pack on the debate was prepared and approved by the Minister. It included announcements on the HEACS economic impact report, GSA partnership, Bannockburn, Commonwealth Games, War Memorials Trust, Delegation with local authorities. Pack was issued to all Parliament correspondents with coverage on BBC Online on 11 November. HS Comms also worked with BBC 1's Politic Scotland Show to coordinate information on the HEACS figures and arranged and attended the Minister's interview with the Show which ran on the afternoon of 11 November. HS Comms to chase additional coverage and possible features on some of the announcements including GSA which the Minister is keen to promote. HS Comms has been dealing with various media enquiries following the debate including information on Antonine Wall
- **Church repair goes interactive** – HS Comms prepared a launch news release and liaised with all joint parties for approval and prepared and issued press invites to target press. HS Comms attended the launch and issued the news release with images – coverage expected in religious magazines
- **Pitsligo Castle Trust Campaign Gathers Pace** – HS Comms attended the photo-call in Aberdeen and prepared and issued the news release. Story in Fraserburgh Herald and the Trust is happy to be involved in publicity surrounding the Castle's Initiative.
- **Whithorn Trust** – News release issued. Minister clarified that the Trust could use the image of the Crozier (copyright NMS) could be used for marketing material. Story in Stranraer Free Press and Galloway Gazette.
- **Launch of INFORM House CD** – feature anticipated in Listed Heritage Magazine

INSPECTORATE

PIC

- **National Maintenance Week events in Rothesay** – HS Comms liaised with THI officer on the event and prepared and offered quotes for pre and post release. Coverage appeared in the Buteman x 2.
- **Duff House Education Pilot** – Local and Trade release drafted and issued to support the launch of the new WWII education activity. Appeared in The Press and Journal and The Times Education Supplement Scotland.
- **Gaelic Learning Officer (Edinburgh Castle)**- Release drafted- to be held over until appointment is made.

2. PRESS ENQUIRIES

- FOI Ministers use of properties – Line and info to Sunday Herald, Edd McCracken. Daily Mail, Alan Roden. Sunday Herald article 29/11/09
- EWH funding – Brian Ferguson Scotsman 07/12/09. Enquiry to EWH about council funding. Liaising with EWH to keep focus on council and not HS funding unless prompted
- HMS Dumbarton plaque at Dumbarton Castle, line issued. Andrew Gibson. 03/12/09
- BBC enquiry for hire of Edinburgh Castle space for televised political debate 07/12/09 declined as would contravene policy on government buildings not being used for political purposes.
- Daily Mail- re. vandalism on HS sites. Also spoke with English Heritage and NTS. Initial line provided and follow up interview set up with Doreen. Images forwarded. 27/28th November.
- Sunday Times- line provided on popularity of site as a wedding venue with Monty Python fans- 25/11 and 2/12. Journalist came back with change of focus following week to look at plans for the 35th anniversary of the film- passed to marketing.
- Sunday Express- line provided on new research surrounding the death of James III. Access approved and arranged re. supporting photography at Cambuskenneth Abbey- 4.12.09.
- Scotsman – Cath Gourley (freelance) re. procuring images of rural at Ness Battery. None held by HS library- secured and provided local social Orkney council history contacts. 7.12.09
- BBC Inverness (Gaelic news): Request to film at Fort George re. upweight in Army recruitment figures. 8.12.09.
- BBC Living History Programme- looking to set up possible joint activity. Introductory meeting arranged for 16.12.09 at Longmore House.
- BBC Scotland- looking for background information on pricing at HS sites- draft has been prepared. To be submitted.
- Sunday Herald- role of Sweetheart Abbey in new marvel comic- 5.12.09
- Catherine Cardro, Engineer Magazine (USA), re. Mount Rushmore scanning- information provided- 9.11.09
- IWC Media re. new castles documentary pitching to BBC- information provided- 24.11.
- Strathclyde Fire and Recue regarding permission for media to film Cheapside Fire 50th anniversary service at Glasgow Cathedral – 8.12.09
- Stirling University Newspaper re. the success/impact of Homecoming on the castle- line provided.- 3.12.09
- Edinburgh Napier University Newspaper- re. the listed status of Craighouse Campus- 12.11.09
- Edinburgh Napier University Newspaper re. archaeological findings during the tramworks- 11.11.09.

- Inverness Courier – Viewhill – update on application from the Highland Council. Statement given
- Scotsman – 19/11/09 - enquiry following feature in Historic Times re Roman camps. Briefing given by Dr Sally Foster. Article appeared 20/11/09
- BBC Radio Aberdeen – 19/11/09 – enquiry on rescheduling of Roman camps – interview given by Dr Sally Foster and featured on news slots throughout the day
- Central Agency Scotland News – enquiry on rescheduling of Roman camps – briefing by Dr Sally Foster – article in Herald on 21/11/09
- Inverness Courier – update on Viewhill on 4/12/09 – statement given
- STV – 4/12/09 – update on rescheduling of Barry Mill in Carnoustie to Category A. Statement given
- Arbroath Herald – more info on Barry Mill – statement given
- BBC Scotland – interviews with David Mitchell re Saracen and Roger Curtis re stonemasons for programme ‘Digging up your Roots’ to be broadcast on 3/01/10
- BBC Radio Four – interviews with Dr Alice Roberts (from Coast programme) David Mitchell, Doug Pritchard, Liz Lee, Cyark, Colin Glynn Percy, director Rosslyn Chapel on digital scanning for R4’s environment programme called ‘Costing the Earth’ – a half an hour programme, time of broadcast TBC

3. STATEMENTS AND LETTERS

Entry sent to Communicators in Business Awards for staff newsletter/ one off staff newsletter/ Stirling Castle website and Communications Team

4. OTHER ACTIVITIES

JOURNALIST MEETINGS:

- Met with new Scottish Rep for Heritage magazine. Spoke with Listing and TCG at conference. C&M continuing to work at establishing articles for magazine
- Brian Ferguson – Edinburgh Castle esplanade, discussed scanning partnership as possible Christmas feature. Agreed to look at other possibilities.

SG INVOLVEMENT

- Ministerial NR included in SG morning briefings
- Liaised with SG team leading on St Andrew’s Weekend celebration. HS C&M made arrangements with STV and the Minister was accompanied by CEAC press officer. Camera crew, reporter, in house photographer, intranet camera woman and HS staff were in place by time of arrival allowing the interview to be dealt with quickly and not run into event timings.

STAKEHOLDER ENGAGEMENT:

- HS Comms attended the Climate Change Workshop with Leithal
- HS Comms attended workshop on Scotland’s Protected Places
- Liaising with Dourney press office on 50th anniversary and possible new website, HS Comms working with Malcolm Cooper to ensure HS line is maintained
- HS Comms liaising with Army/ NMS and Tattoo on line about relocation of Earl Haig statue on Castle Esplanade. Army content. Tattoo indicated wish to hold photocall when consent is issued, possibly with Minister. NMS has own holding line stating that they are happy in principle but it will depend on the location of the statue within the square

CORPORATE ACTIVITY

- HS Summit – HS Comms is working with SMT to manage the follow-up to delegates and has provided a transcript of the Minister’s final speech and prepared feedback forms. Ideas regarding format of communications have also been provided, including possible Summit web-page in preparation of Spring Summit and is awaiting response from SMT. HS Comms to work with Mike Brookes to prepare short video presentation and finalise how this should be presented for internal use
- Preparing the next issue of Historic Times, due for release in mid December
- Review of current media monitoring system is being conducted, with tenders from new service providers received
- Nominations for Communicators in Business awards on agency behalf

4. WEB ACTIVITY

WEBSITES

Visits to the corporate website increased significantly in week before Free Weekend (+12K) – free weekend page was one of the top pages viewed that week.

HS SUMMIT – All presentations, speeches and other associated content from the Built and Historic Environment Summit on 3rd November is available for view/download from www.historic-scotland.gov.uk/summit2009. 51 unique page views recorded.

Scheduled Monuments search

Working with HS Systems to enhance the existing Scheduled Monuments search online and improve delivery of scheduling information. Through development of an improved Extranet, the solution will give users access to more complex searches and downloads. Due for completion end of March 2010.

www.stirlingcastle.gov.uk

- Traffic to website continues to grow with 8256 unique visitors and 53,726 page views since launch.
- Successful take-up of the SC enewsletter – 816 opt-ins received so far.
- Ranks first in Google and recognised as official SC website in SC keyword search. Web team to focus on search engine optimisation to work on natural rankings on other search engines.
- 27% of visitors have come directly through the SC web address.

Awaiting go ahead for Phase 2 ticketing and interactive content

TCG – progressing to content generation and upload to website. Web team liaising with TCG. On track for Spring 2010 delivery.

PIC Microsites – Whithorn microsite live. Interactive work and content upload progressing on the Pictish Stones and Trinity House websites.

Iona Abbey & Nunnery Bilingual Microsite – Development to commence December 2009.

www.celebratingscotlandsarchitecture.org

Conference summary available from homepage and work is progressing on an image gallery displaying photos from the conference.

eNEWSLETTERS

Legacy newsletters successfully migrated to new publishing tool called eNewsletter Pro.

- Education newsletter Winter edition published on Friday 6th November.
- Stirling Castle first edition published on Friday 30th October.
- TCG – devolved to TCG editor who is now trained to publish as required.
- The Inspectorate – aimed at stakeholders. First edition due out this month.

HISTORIC SCOTLAND WEBSITE STATS

UNIQUE VISITOR FIGURES:

	Unique Visitors
January 09	59, 980
February 09	57, 999
March 09	66, 269
April 09	63, 826
May 09	68, 577
June 09	62,363
July 09	70, 165
Aug 09	66,430
Sept 09	62, 550
Oct 09	64, 844
Nov 09	72, 517

TOP CONTENT

	Requested Pages
November 09	Home page places to visit search St Andrews Day – Free Weekend Vacancies Historic and Listed Buildings Looking after our Heritage

TCG DOWNLOADS (INFORM GUIDES & SHORT GUIDES COMBINED)

	Number of downloads
January 09	1012
February 09	1216
March 09	827
April 09	761
May 09	726
June 09	787
July 09	785
Aug 09	719
Sept 09	770
Oct 09	1075
Nov 09	981

TOP DOWNLOADS NOV 09

	Downloads
Nov 09	Property site guide (270 views) The SHEP (268 views) Scotland's Listed Buildings (210 views) Guidelines for the Detailed Consideration of Listed Building and Conservation Area Consent Cases (208 views) Inspectorate contact details (155 views)

5. FREEDOM OF INFORMATION

From 28/10 to 09/11

Requested by:	Details
Edd McCracken, Sunday Herald	Use of HS properties by SG/SE Ministers for functions, receptions and press conferences between May 1 2005 and Oct 23 2009
Edd McCracken, Sunday Herald	Provide a general hire cost for HS properties including a document that details rules and regulations about the conditions of use of properties (ie time that guests have to leave by at the end of an evening, maximum number of guests, etc.)
Julie Hicks	Retail sales figures for HS's gift shops
Mihail Petkov, Scottish Parliament	All communications with the MoD related to the retention of army barracks at Edinburgh & Stirling Castles between 1 Nov 2008 and 1 Nov 2009
Polly Jones, Scottish Parliament	How many times Donald Dewar, Jack McConnell and Alex Salmond – in role of First Minister - visited Stirling and Edinburgh castles (including photo opportunities and events) during tenure, broken down by dates and reasons for the visit. This was received and is being treated as three separate requests
Kerry Wood	Income and running costs for Stirling Castle and Cambuskenneth Abbey

6. ADDITIONAL ACTIVITY

RESTRUCTURE

- Introduction meetings with Understanding and Access, Conservation and Maintenance and Major Projects have been completed. Additional meetings with Visitors Services have been arranged
- Staff notice on restructure has been prepared and issued
- Weekly meetings with the Marketing team have been organised to ensure that the teams work together on joint projects and announcements

RECRUITMENT

- Interviews for the Internal Communications Officer post held on the 17th November.
Update on successful applicant to follow

ENDS