

HARNESSING DIFFERENT SCIENTIFIC SPECIALISMS

april 6

To communicate a shared goal



Royal
Astronomical
Society



SOCIETY OF
ANTIQUARIES
OF LONDON



The
Geological
Society

-serving science, profession & society

The
LINNEAN
SOCIETY
of London





3000%

over ten years

Priceless collection

- Over 1.6 million items
- 27,615 paintings
- 50,000 specimens
- 260,500 manuscripts



OUR MAIN GOAL

Secure an affordable, workable solution with UK Government, safeguarding the Societies' future and the continuation of their valuable work.

Building support



Direct engagement

REPUTATION MANAGEMENT

- Risk mapping
- Comprehensive messaging by audience focused on the value of the societies and consequences of a forced move
- Internal & external FAQs
- Membership communications
- Template packs (including approaches to MPs, social media posts and request for testimonials)
- Pre-prepared responses

EXTERNAL PRESSURE

- Generating powerful testimonials
- Influencer relations
- Media relations (tailored to national and trade media)
- Social media (tailored to each Society)
- Utilising third party networks

INTERNAL PRESSURE

- Parliamentary campaign group
- Mass letters to Members of Parliament from constituents
- Networking to influence key stakeholders
- Direct communications with Government

Nov 2020 — Jan 2021

LAUNCH

- Raising awareness of the issue externally for the first time.
- Garnering support and action from Fellows and the public to influence the government's decision.

Feb 2021 — August 2021

REINFORCEMENT

- Keeping the issue at the forefront of political consciousness, through continued support from the Society's Fellows and the public.
- Ensuring networks within government and external influencers are leveraged to maximise pressure.

Sept 2021 — March 2024

NEGOTIATIONS

- Supporting the Societies in maintaining pressure during negotiations, securing and announcing a successful outcome.

LAUNCH: RAISING AWARENESS

Secured supportive media coverage in 21 national and specialist titles (including *BBC News Online*, *The Times*, *Sunday Telegraph*, *Daily Express* and *Evening Standard*).

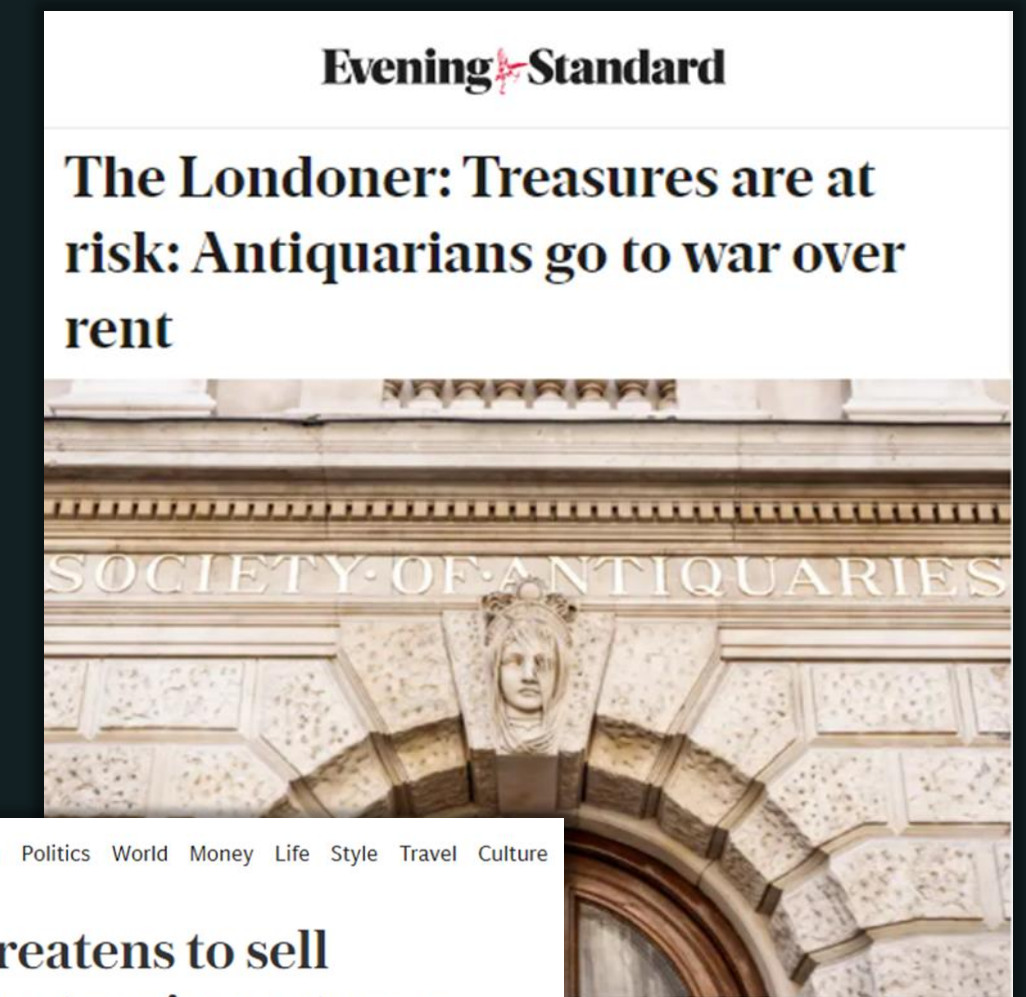
Achieved over 5,000 social media engagements.

Triggered over 3,000 visits to the campaign web pages.

Encouraged over 400 letters to be sent to MPs, which led to 200 MPs actively raising the issue with Government Ministers.

Secured the support of a core group of 25 highly active cross-party parliamentary champions.

Directly brought the issue to the attention of then Prime Minister, Boris Johnson, to the extent that a photo of a SAL artefact was seen on display in No. 10



A further 47 pieces of media coverage in national and specialist titles, including *The Observer*, *Evening Standard*, *The Telegraph*, *BBC*, *Research Professional*, *The Critic*, and *Museums Journal*.

Letter to the Editor of *The Telegraph* signed by 67 influencers including parliamentarians, Jools Holland OBE, Lloyd Grossman CBE, university professors and many more.

Achieved over 10,000 social media engagements and triggered over 40,000 visits to campaign web pages.

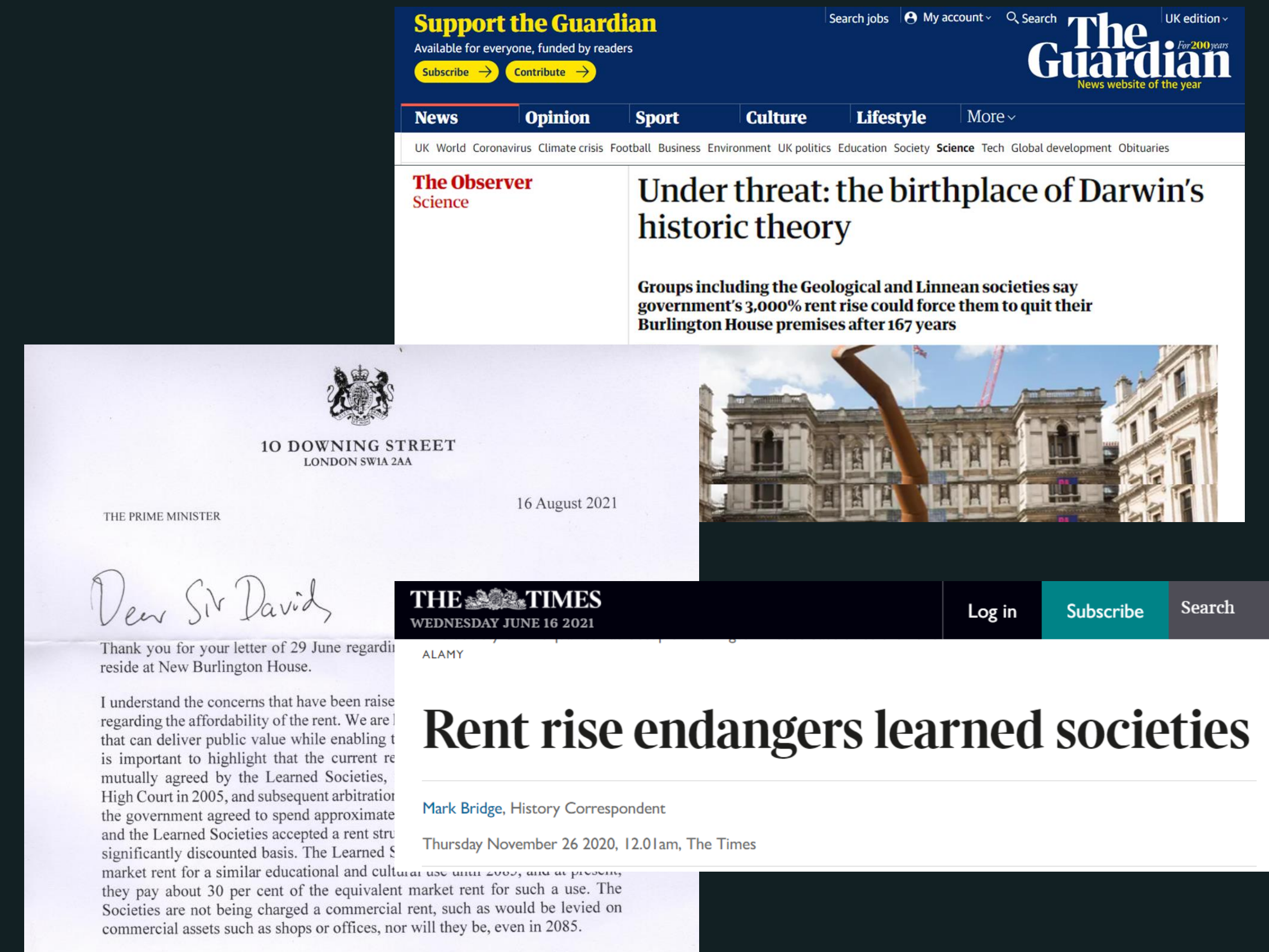
Encouraged over 620 letters to be sent to MPs and secured responses to 22 Parliamentary Questions.

Received an updated rent proposal from Government.

Brought the issue to the attention of Prime Minister Boris Johnson, again, with a letter sent directly by Sir David Attenborough and reply received.

Secured a Westminster Hall Debate on the Future of the Learned Societies at Burlington House.

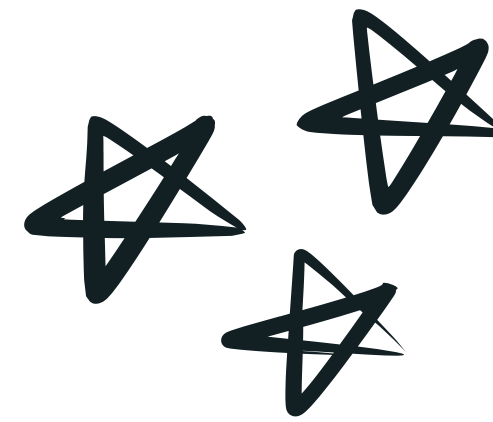
REINFORCEMENT: MAXIMISING PRESSURE





“We have heard the real financial concerns of the five learned societies, and the issue has received **significant media coverage**... we are determined to try to keep the learned societies at Burlington House.”

Eddie Hughes, MP & Minister



“We're talking in modern 21st century language about the study of climate, for example, and the impacts of climate change and biodiversity. **These societies are integral** to how we communicate those ideas. They are not just parts of our past. They are an active part of our future.”

Professor Brian Cox, BBC Radio 4 Today



A little scandal going on in central London...'learned societies' sound like the past but let me say they are a thing of the future. Read morer here



thecritic.co.uk
Doing Burlington dirty | Clive Aslet | The Critic Magazine
The Government's is hounding distinguished societies from their prestigious premises...



Brian Cox @ProfBrianCox · Jul 30
If you heard me on @BBCr4today discussing the incomprehensible existential threat (due to a change in government accounting rules!!!) to one of our great national resources - Burlington House and the Societies it hosts, here's some more background.



The Observer
Under threat: the birthplace of Darwin's historic theory
Groups including the Geological and Linnean societies say government's 3,000% rent rise could force them to quit their Burlingt...
theguardian.com

53 394 898

THE RESULT? AN AFFORDABLE, WORKABLE SOLUTION

Society of Antiquaries of London
1,145 followers
3w • 🌐

We are so thrilled to say that President Martin Millett FSA and Honorary Secretary Shahina Farid FSA have signed and sealed the lease which grants us a 999-year leasehold agreement for the premises at Burlington House. In February of this year, we signed a memorandum of understanding with The Department for Levelling Up, Housing and Communities and now with the official documents signed, the Society of Antiquaries is the guardian of our own home.

With all of the formalities with the lease concluded, we now look forward to the next 999 years at Burlington House, building on our public engagement work, continuing to foster research, promoting learning for all and to inspire our audiences.

We'd like to say a huge 'thank you' to everyone who worked on making this a reality!



The Linnean Society of London
1,758 followers
3w • 🌐

We're delighted to announce that our 999-year leasehold of Burlington House has been signed and is now in effect.

Thank you so much to everyone who has supported the campaign to help us stay in our historic home.

The security of our tenure at the building will enable us to protect our history and collections for future generations, as well as enact our strategic plan to make ensure nature is understood, valued and protected.

<https://lnkd.in/eC3qi5ZP>



The Geological Society
57,191 followers
3w • 🌐

We are delighted to announce that the purchase of the lease for our Burlington House property is now complete, giving us long term security of tenure at our historical home in the heart of London.

We look forward to welcoming you at our many scientific conferences, meetings, lectures, and public events here on Piccadilly in the coming months and years. Burlington House provides Fellows with a place to work, meet and study. Our lecture theatre, libraries and rooms are also available to hire for conferences, meetings, entertainment, dinners, and a wide range of events.

Geological Society President Jon Gluyas said "Today marks a new chapter for the Society. Burlington House has been our home for 150 years and it is wonderful to know that this has now become permanent. It enables us to look outward and forwards for the benefit of geoscience and the public good."



WE MAKE MOMENTS THAT MATTER

For the organisations shaping the future.

We help science & innovation
to have a bigger impact.



Get in touch



NANCY JACKMAN
SENIOR ACCOUNT DIRECTOR

+44 (0)7384 251997

nancy.jackman@aprilsix.com
