

National
RAIL
Industry

IN A DIFFERENT
LIGHT

ONE CITY ONE LIGHT
LONDON



KING'S CROSS STATION
2021



A not-for-profit arts event
www.conicalsphere.com

PROJECT FOCUS STORIES

“...If there was one thing we could change, it would be the perception that the general public currently have of the rail industry...”

Suzy Powell, Fundraiser
Railway Benefit Fund Charity



1 in 6 workers
experience anxiety,
depression or stress

Source: networkrail.co.uk

By showcasing real stories from across the rail industry, we're looking to show Britain's railway community in a different light.

Suicide rate in the
rail industry is
1.6x national average

Source: orr.gov.uk

60% of rail industry
workers have suffered
mental health issues

Source: orr.gov.uk

328 traumatic stress incidents
resulting in lost time 2018-19

Source: orr.gov.uk

72 million
working days are lost each
year through absence due
to mental health issues
costing employers
~£35 billion
per year

Source: rssb.co.uk





An Immersive Light Pyramid for KGX

Our immersive installation will transform the Western Concourse at King's Cross Station providing an engaging platform to present & livestream stories from across the rail industry.

The pyramid will feature projections of our community stories synchronised together with projections over the whole of the roof of KGX.

We integrate the films with **live music & performances** around the art installation. This puts the stories into context and drives the message behind the project.

We film the project to ensure the journey continues once the installation has finished.

PROJECT ELEMENTS

**STORIES
LISTEN**

**ART
INSPIRE**

**MUSIC
ENGAGE**

**FILM
LEGACY**

A FESTIVAL OF LIGHT

The event will feature a combination of

Music Performances
Dance & Visual Arts
Film & Projections

All seamlessly linked together across 48 hours.



Photo taken from ONE CITY ONE LIGHT, Salisbury Cathedral

LIVESTREAMING THE EVENT

The event will be streamed live enabling
railway staff *past and present*
commuters
families
companies and organisations
who rely on the rail network to join
in directly with the event.

Reaching over 1 million followers...

Streaming across all platforms and devices, we will be providing media content for the industry to deliver to its customers.

Platforms we will stream to include;



FACEBOOK



YOUTUBE



TWITCH



TWITTER


ONE CITY ONE LIGHT

PROJECT HISTORY

Our installation hung in the centre of the cathedral for 3 months. The project formed part of the response to the **Novichok Attacks** that had taken place earlier that year.

Other project locations include **Romsey Abbey** (Hampshire) and **Poole Dolphin Shopping Centre** (Dorset).

Issues we raised awareness of have ranged from personal issues such as **Mental Health** to wider community issues such as **Homelessness**.



“
**A life-changing experience,
I loved every second of it...**”

SORCHA
Singer & Project Participant

“
**So glad to have contributed
to such a brilliant event...**”

SIMON
Volunteer Project Participant

“
**Loved seeing the community
brought together in such a
spectacular way...**”

SAM
Audience Member
Performance around Art Installation

MUSIC **ENGAGE**



“
**A sense of community that is truly
uplifting...**”

THERESA
Audience Member
Performance around Art Installation

FILM **LEGACY**

Media Engagement

Salisbury



500K+
viewers saw
TV & Press
coverage



FACEBOOK
Posts featuring The Light
reached over 150k people

TWITTER
Posts featuring The Light
including from BBC Wiltshire
reached over 50k people

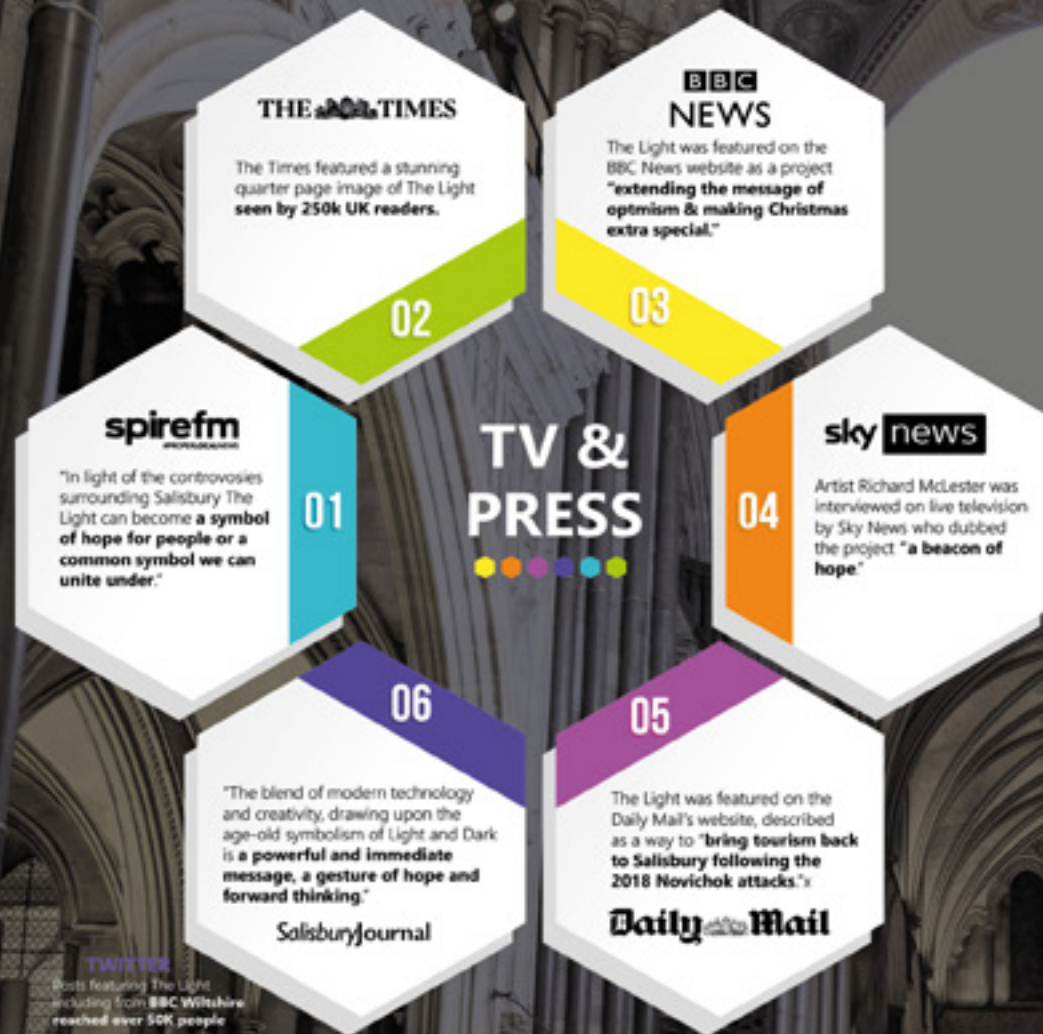
INSTAGRAM
Images of the art installation
by Gettyimages & Financial
Times received over 20k likes

YOUTUBE
Videos of the art installation
and concert were viewed
over 2.5k times

WEBSITE TRAFFIC
Websites advertising One City One Light
had 100k users during the period
the project was on

320K+
People
engaged
online

Press Exposure



THE TIMES

The Times featured a stunning
quarter page image of The Light
seen by 250k UK readers.

02

BBC NEWS

The Light was featured on the
BBC News website as a project
"extending the message of
optimism & making Christmas
extra special."

03

spirefm

"In light of the controversies
surrounding Salisbury The
Light can become a symbol
of hope for people or a
common symbol we can
unite under."

01

**TV &
PRESS**

sky news

Artist Richard McLester was
interviewed on live television
by Sky News who dubbed
the project "a beacon of
hope."

04

06

"The blend of modern technology
and creativity, drawing upon the
age-old symbolism of Light and Dark
is a powerful and immediate
message, a gesture of hope and
forward thinking."

SalisburyJournal

05

The Light was featured on the
Daily Mail's website, described
as a way to "bring tourism back
to Salisbury following the
2018 Novichok attacks."

Daily Mail

**FLYERS &
LEAFLETS**

17K+

LEAFLETS DISRTIBUTED
NATIONALLY

2K+

LEAFLETS
DISRTIBUTED
LOCALLY

1K+

FLYERS PICKED UP FROM
LOCAL POINT OF SALE



20K+
readers
received
printed flyers
& leaflets

Community Involvement



20K+
visitors came
to see the project

over **250 singers**
from **6 choirs**

sang in
Songs Of The Light

over **50 hours of film**
from over **75 people**

projected as part of
Songs Of The Light

WHY KING'S CROSS STATION?

Over **34.5 million people**
passed through King's Cross Station 2018-2019

(Source: ORR, <https://dataportal.orr.gov.uk/>)

London's best connected location.

6 London underground lines.

Zone 1 location.

**"...King's Cross is a remarkable place
in a remarkable city. Creative, inclusive,
vital and diverse, King's Cross is rapidly
becoming London's most exciting place
to be..."**

(Source: <https://kingscross.co.uk>)

WHY SPONSOR?

Changing Perceptions A chance to demonstrate your commitment to changing the public perception of the National Railway Industry

Brand Exposure Including but not limited to in venue on-screen, websites & online, brochure and printed advertisements.

Inclusion Participation of your staff in the project through both film & community performance.

Engagement Connecting with audiences both in person and virtually online.

Hospitality Hosting of private events and galas for your clients or staff, special event invites, bespoke "out of project" event organisation.

Promotion - Be part of campaigns that cross print and digital media, including national & regional press, advertising, e-newsletters, and social media.

Association to the Arts A chance to demonstrate your commitment to the cultivation of arts and entertainment in our city, by aligning your company/brand with an exciting cultural event that brings audiences an unforgettable experience.

What we offer...

Support for the Railway Family - Visibility supporting your own community generate a positive message for the National Rail Industry.

Social Media - Positive content that can be used online without negative feedback.

Reach - Connecting with residents & commuters of London using the arts as neutral ground.

Media - Extensive positive media exposure including national press.

Employee Engagement - demonstrate positive support for employees.

Family Fundraising - profits from the project will be donated to Railway Benefit Fund Charity, which in turn is used to support employees from across the rail industry.

Positioning - Aligning yourself with both creativity & innovation.

Prestige - Association with a internationally prestigious venue & community.

SPONSORSHIP PACKAGES

ONE CITY ONE LIGHT Title Sponsor

Title Sponsor benefits include but are not limited to:

- Title Sponsorship offers the opportunity to create a high profile association with all aspects of the project. One City One Light will be presented in association with your brand through all communications both in advance and throughout the installation itself.

This is a valuable opportunity offering an unrivaled level of association with the project.

- Unique acknowledgement of your company as a Title Sponsor on the art installation itself.
- Prominent acknowledgement as a Title Sponsor on all promotional materials produced by the project, including;
One City One Light London brochure with a full page advertisement.
Trailers, posters, banners and other collateral.
- Acknowledgement in all national and regional PR activity and social media marketing.
- Profile as a Title Sponsor, and a dedicated page, on the One City One Light website with links to your site.
- Bespoke VIP hospitality during the installation which can be used to entertain clients, important guests and/or staff.
- Prominent inclusion of your staff within the project either through film media or community performance.
- Exclusive "first-rights" access to opportunities that arise as the project develops.

ONE CITY ONE LIGHT Premium Sponsor

Premium Sponsor benefits include but are not limited to:

- Prominent acknowledgement as only 1 of 5 Premium Sponsors across all One City One Light marketing materials.
- Acknowledgement in all One City One Light PR activity both online and offline.
- Acknowledgement as a Premium Sponsor on the the One City One Light website with links back to your site.
- Advertisement in the One City One Light brochure and acknowledgement as a One City One Light Premium Sponsor on promotional materials produced by the project.
- Your logo displayed next to the Art Installation itself.
- Prominent inclusion of your staff within the project either through film media or community performance.
- Exclusive access to opportunities that arise as the project develops, that are not taken up by the Title Sponsor.

ONE CITY ONE LIGHT Sponsor

Sponsor benefits include but are not limited to:

- Acknowledgement on all One City One Light marketing materials.
- Acknowledgement in a selection of One City One Light PR activity both online and offline.
- Acknowledgement as a sponsor on the the One City One Light website with links back to your site.
- Advertisement in the One City One Light brochure and acknowledgement as a One City One Light sponsor on selected promotional materials produced by the project.
- The opportunity for inclusion of your staff within the project either through film media or community performance.
- Access to opportunities that arise as the project develops, that are not taken up by the Title Sponsor or Premium Sponsors.

The purpose of this document is to give you an insight into how we can work together.
We understand that every company has different objectives to fulfil which is why we create bespoke packages.

The next stage is to meet and discuss how we can work together to fulfil your requirements.

We look forward to hearing from you.

A man in a dark suit stands in the center of a large, ornate cathedral, holding a glowing white sphere aloft with his right hand. The cathedral's interior is filled with tall, arched columns and a large, bright circular opening in the ceiling. The scene is bathed in a warm, golden light, with the man's silhouette clearly visible against the bright background. A large crowd of people is seated in the pews, looking towards the man. The overall atmosphere is one of awe and wonder.

ONE CITY ONE LIGHT

is facilitated by Conical Sphere Music CIC. Company No. 9551603.

As a Community Interest Company, we are **100% not for profit.**

www.onecityonelight.com

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