



IMPROVING ACCESS TO COUNCIL SERVICES



Comms and Engagement Activity

- Comprehensive marketing, communications and engagement plan (including roadshow events)
 - PR and social media schedule
- Consultation launched Monday 31 July at 9am and closed Sunday 13 August at 11:59pm
- Two-week roadshow programme to 16 destinations commenced 31 July and finished on 11 August
 - Week one (w/c 31 July) – leisure centres, community centres and cultural centres
 - Week two (w/c 7 August) – double-decker promotional vehicle visited different town centres every day with internal and external promotion in precincts, car parks and marketplaces



Comms and Engagement activity

- A non-exhaustive summary of communications activity includes:
 - Targeted emails and eBulletins to a wide internal and external stakeholder list, including members (also included in Connected Councillors), MPs, employees, 'Friends of...' groups, general public, partner organisations, housing tenants
 - PR and social media
 - Artwork production (displayed in local libraries, DC+ and the Council House)
 - Digital advert produced for loop display on 42 doctor's surgery screens in the borough
 - Press ad in The Chronicle
 - Web pages on main website
 - Internal communications, including an email from the Chief Executive to all employees and survey reminders across all internal channels
 - Alternative formats were procured and made available
- Risk assessments, town centre and shopping centre bookings were completed and all locations were supportive of the initiative



Comms and Engagement Activity

Roadshow Week One Destinations:

- Duncan Edwards Leisure Centre
- Sedgley Community Centre
- Halesowen Leisure Centre
- St. Francis Parish Church
- Crystal Leisure Centre
- Quarry Bank Community Centre
- Halesowen Cultural Centre
- The Dell (in partnership with Play Week)



Comms and Engagement Activity

Roadshow Week Two Destinations:

- Halesowen Town Centre, Lower Somer Sq.
- ASDA Brierley Hill
- Brierley Hill Indoor Market
- ASDA Sedgley
- Dudley, Marketplace
- Dudley, Churchill Precinct
- Stourbridge, Crown Sq.
- Merry Hill

Comms, PR, social media and engagement stats and results to date

- **3,073 surveys completed online** (*representative sample: population size 260,100, confidence level of 95% which is standard for surveys, margins of error between 3% and 5%, between 384 and 1,063 survey responses required – over just two weeks, this survey fulfilled the representative sample by 289%.*)
- 62 hard-copy surveys were completed, with the majority of residents opting to use online submissions
- On average, 236 surveys were completed per day

Comms, PR, social media and engagement stats and results to date

Proactively issued:

Number of Facebook posts and stories: 24

Number of Instagram posts and stories: 21

Number of Tweets: 4

Number of ebulletins: 7

Number of press releases: 2

Number of press ads: 1

Number of social media ads: 2



Comms, PR, social media and engagement stats and results to date

Headlines:

of total open-rates for external ebulletins: 26,658

of total click-rates for external ebulletins (on survey link): 1,281

of total reach across social media platforms (including advertisements):
93,203

of total link clicks across social media platforms (including advertisements): 774

of subscribers to new Granicus topic, MyDudley: 600

of residents who receive The Chronicle (in which we had one press ad):
46,513 recipients



Comms, PR, social media and engagement stats and results to date

- 659* total visits to related webpages (31 July – 13 Aug), with 512 unique views
 - (67 then went onto the survey; 13.09%)
- Two targeted emails to 19,539 registered tenants (emails supplied by Housing and Public Health)

*(*not including people who have declined cookie collection)*

Comms, PR, social media and engagement stats and results to date

Press Coverage:

- 31 July:

<https://www.blackcountryradio.co.uk/news/local-headlines/have-your-say-on-dudley-councils-new-online-platform-for-services/>

- 4 August:

- Full-page ad in The Chronicle to 46,513 recipients

- 8 August:

<https://www.expressandstar.com/news/local-hubs/dudley/brierley-hill/2023/08/08/roadshow-set-to-show-off-new-digital-council-system/>

