

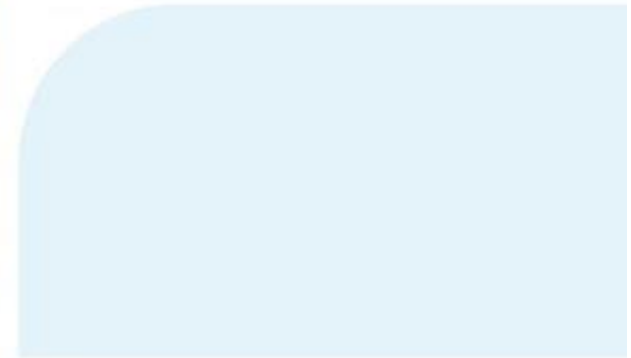


North
Northamptonshire
Council

Developing our approach to communications

Guy Holloway

Assistant Chief Executive



Our values make us who we are:



All non-council images on this presentation are licensed from Shutterstock

Overview

- Context
- What are we trying to achieve
- Examples
- Developing our approach
- Discussion points

Our values make us who we are:



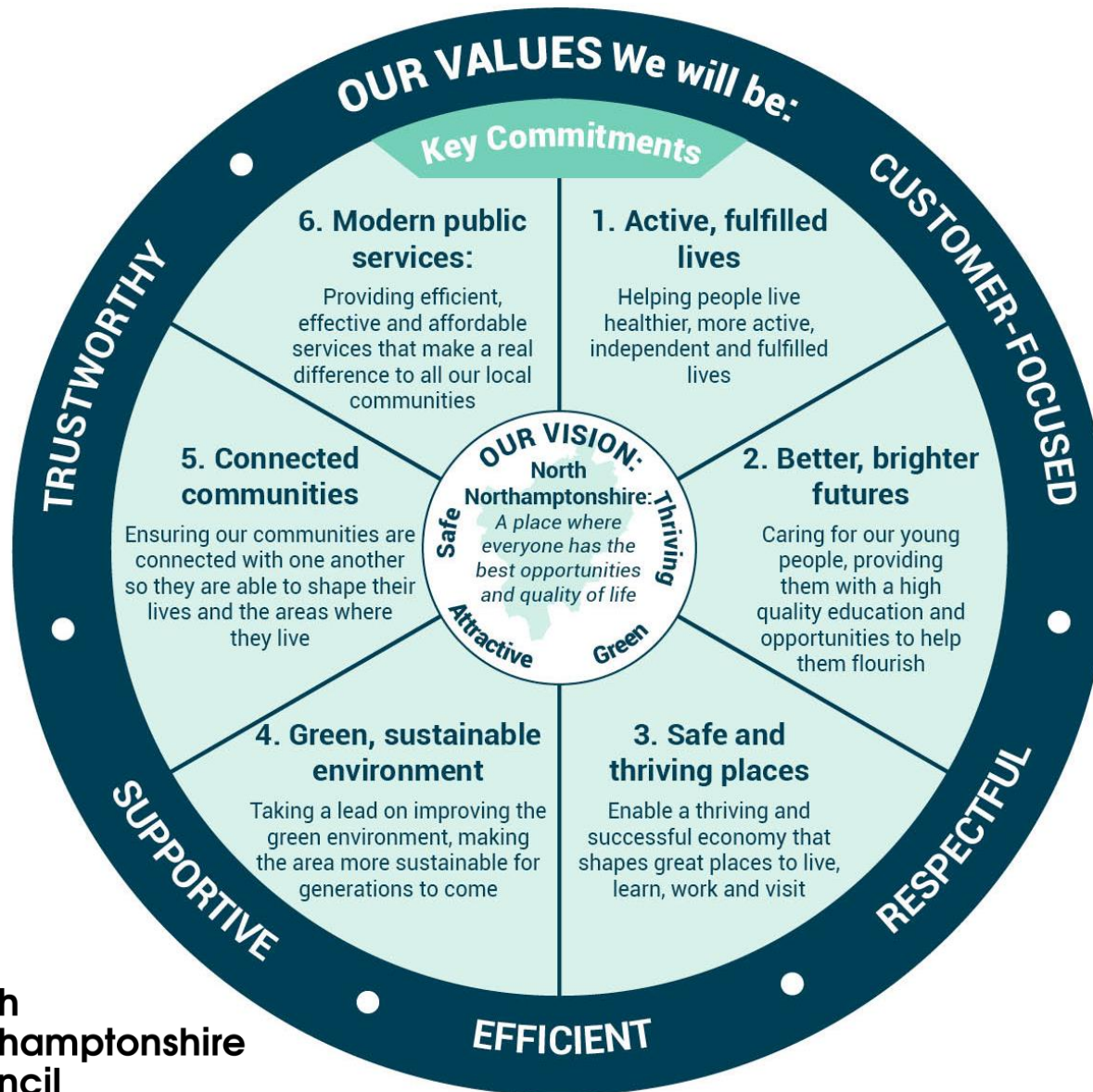
Context

- We are reviewing our approach to communications
- Developing a new communications strategy
- Some things we do well
- There will be things we can do better
- Good opportunity for member input

Our values make us who we are:



Corporate Priorities



Our values make us who we are:



What are we trying to achieve

- Inform our residents, customers and other stakeholders
- Explain how to access services and what is available
- Engage stakeholders in policy development and decisions-making
- Provide timely, relevant and accurate information
- Help our customers to help themselves
- Attract the right attention to the area

Some Constraints

- Time and information overload
- Digital divide
- Cultural and language barriers
- Misinformation and misunderstanding
- Complexity
- Limited resources



North
Northamptonshire
Council

Our values make us who we are:



Key Stakeholders



North
Northamptonshire
Council

Our values make us who we are:



Customer-focused Respectful Efficient Supportive Trustworthy

Key Stakeholders

- 350,000 residents
- Businesses
- Housing tenants
- 800+ Parish and town councillors
- NNC service users
- 78 elected members (NNC)
- Circa 3,200 staff (NNC)
- Voluntary & community sector
- Government and partners
- Future investors
- Visitors to the area
- International press
- Many more!



Our values make us who we are:



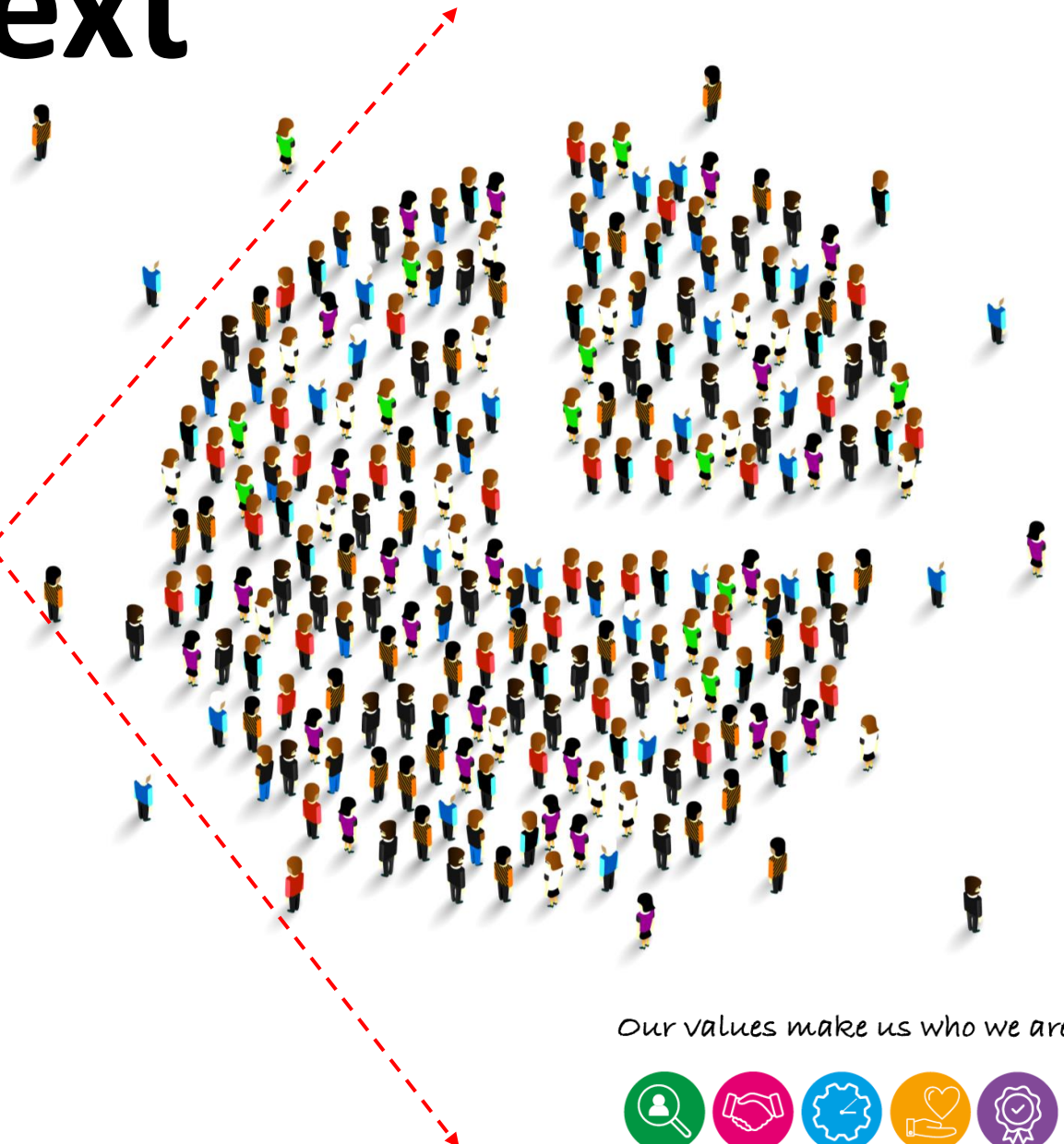
Context

*Things used to be simpler
(but not necessarily better!)*



Message

Letters
Face-to-face
Telephone
Media



North
Northamptonshire
Council

Our values make us who we are:

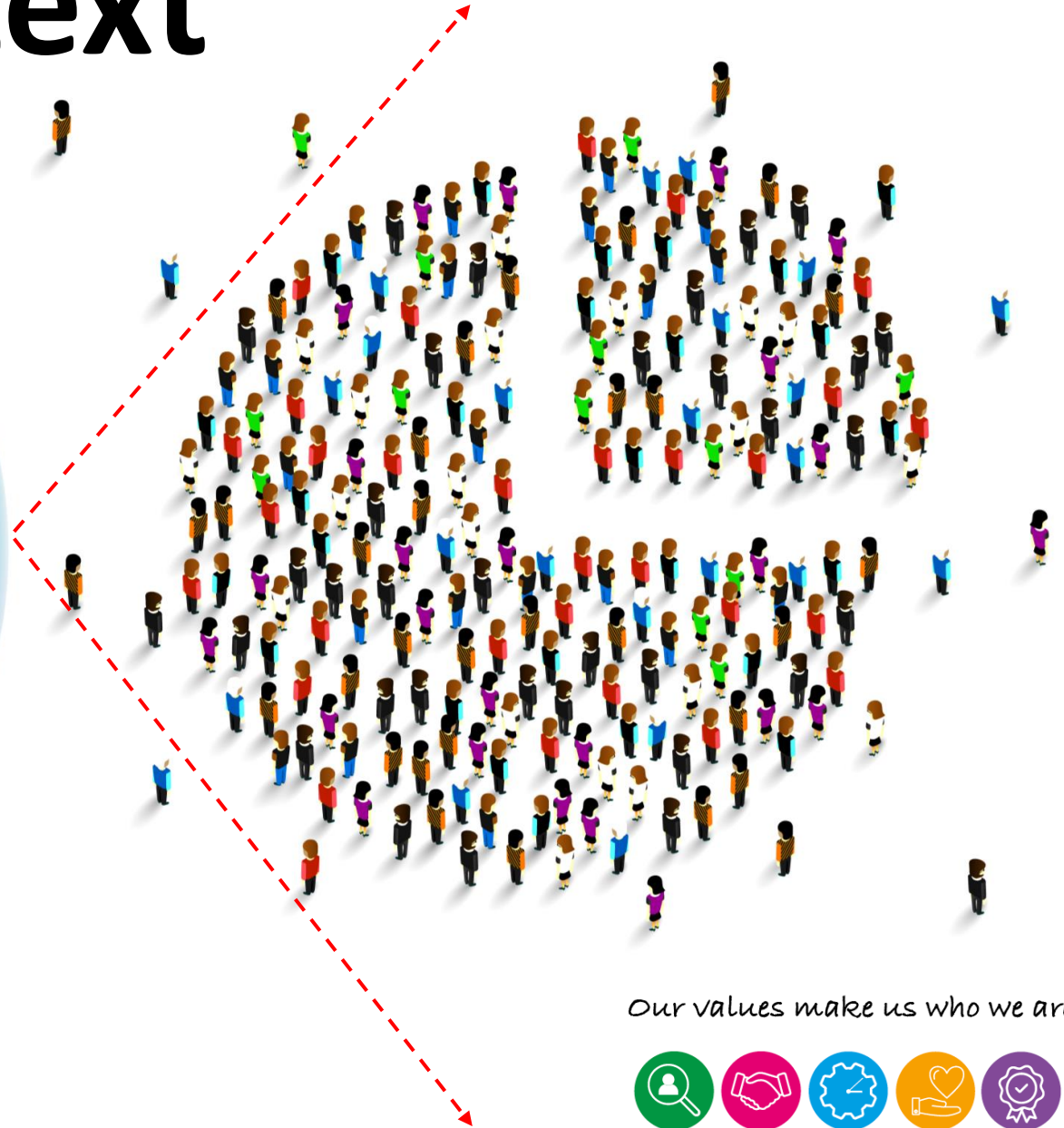


Customer-focused Respectful Efficient Supportive Trustworthy

Context



- Letters
- Face-to-face
- Telephone
- Web chat
- Website
- Social Media
- Press / Media
- Adverts and bill-boards
- Other assets
- AI



Our values make us who we are:



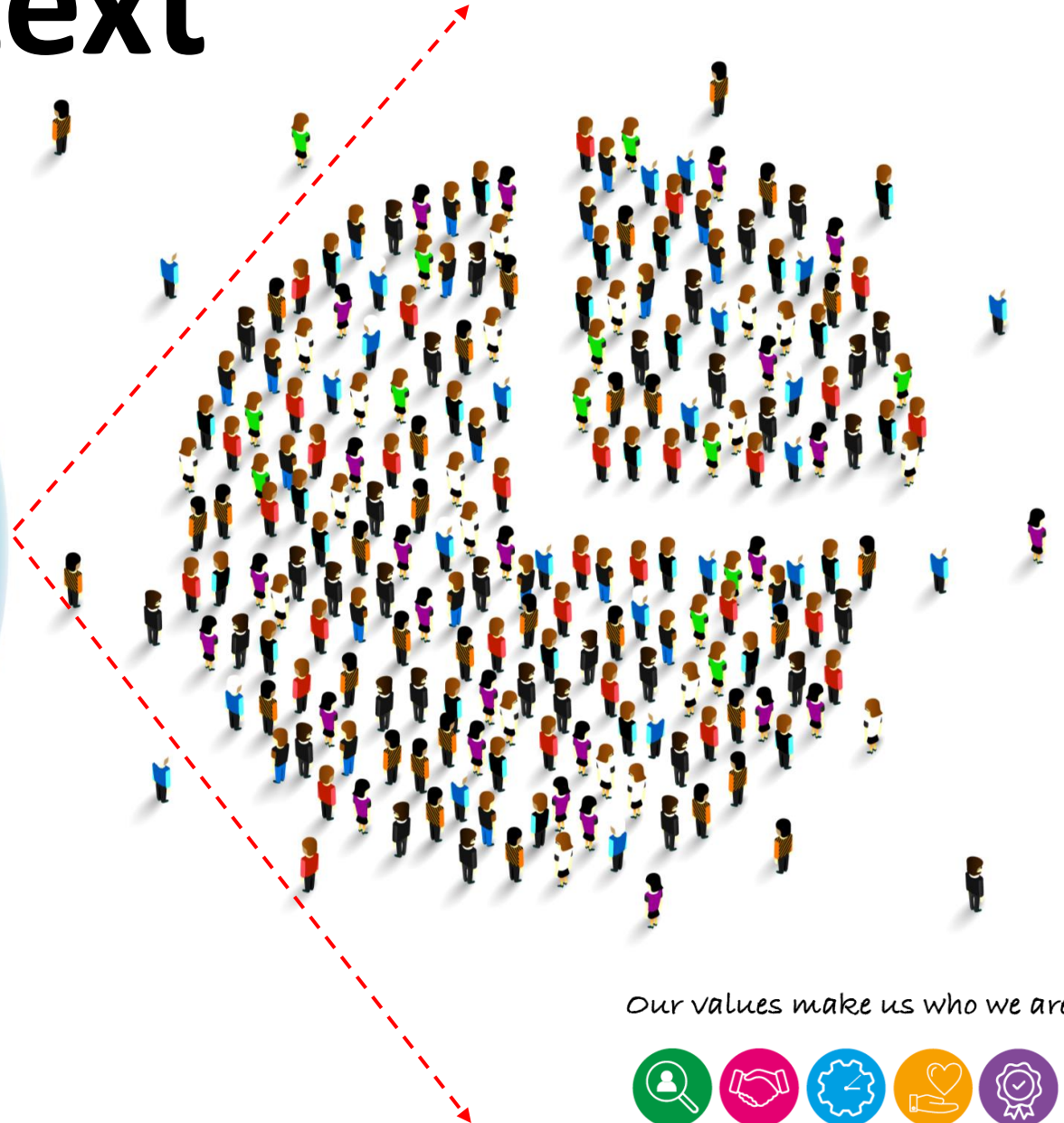
Context



- Letters
- Face-to-face
- Telephone
- Web chat
- Website
- Social Media
- Press / Media
- Adverts and bill-boards
- Other assets
- AI



- Direct / Indirect
- Council / Partner
- Planned / Reactive
- Campaign / one-off



North
Northamptonshire
Council

Our values make us who we are:



Customer-focused Respectful Efficient Supportive Trustworthy

Important to remember

- Be sincere, be honest!
- Communicate, communicate, communicate!
- We all have a role to play in getting the message out
- Communication is two-way!
- Reputation takes time and effort to build
- Learning and adaptive culture is critical

Brand Guidelines

LOGO USE

The logo must appear with a clear area around it which is free from other graphic elements.

Spacing



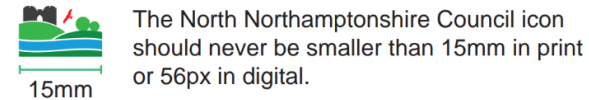
The logo must appear with a clear area around it which is free from other graphic elements.

The logo and the icons exclusion zone is equal to half the height of the icon.

Minimum size



The North Northamptonshire Council logo should never be smaller than 50mm in print or 180px in digital.



The North Northamptonshire Council icon should never be smaller than 15mm in print or 56px in digital.

Four parks across North Northamptonshire awarded coveted Green Flag Awards

Parks and open spaces

18 July 2023



North Northamptonshire is celebrating after receiving Green Flag Awards for Coronation Park, East Carlton Countryside Park, Hazel and Thoroughsale Woods and Rockingham Road Pleasure Park.

The news that Coronation Park, East Carlton Countryside Park, Hazel and Thoroughsale Woods and Rockingham Road Pleasure Park have once again achieved the accreditation - the international quality mark for parks and green spaces - is testament to the hard work and dedication of the whole team including staff and volunteers that care for the green spaces so that everyone can enjoy it.

Final preparations ahead of Rushden's new Alfred Lord Tennyson School opening in September

Schools and education

20 July 2023



Final preparations are being put in place for the opening in September of Alfred Lord Tennyson School - the new Rushden primary school.

The opening of the school has come about after formal approval was given to amalgamate Tennyson Road Infant School and Alfred Street Junior School.



North
Northamptonshire
Council

Our values make us who we are:



Customer-focused Respectful Efficient Supportive Trustworthy

New Corby Sixth Form to open next week

Schools and education

01 September 2023



With the Autumn term due to start, the new Corby Sixth Form will welcome its first students next week.

Housed in Chisholm House in Corby, the new state of the art campus, for 16 to 18-year-olds, has been transformed and will offer a wide range of A Level subjects and a selection of Diplomas.

North Northamptonshire Council takes over the running of Thackley Green specialist care centre

Adult social care

09 August 2023

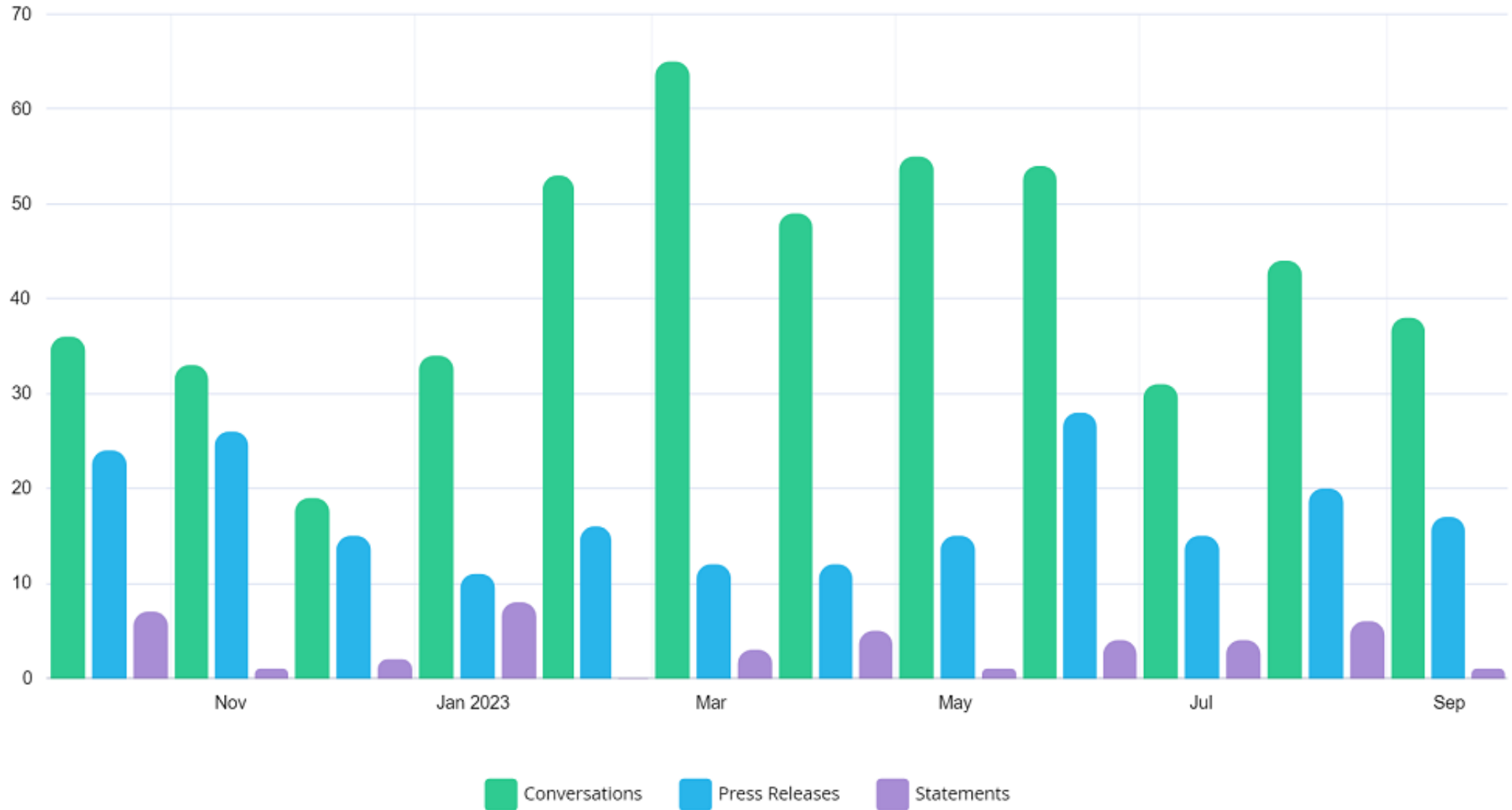


Residents, staff and dignitaries including Corby and East Northants MP Tom Pursglove held a celebration to mark the handover of the running of specialist care centre, Thackley Green, to North Northamptonshire Council.

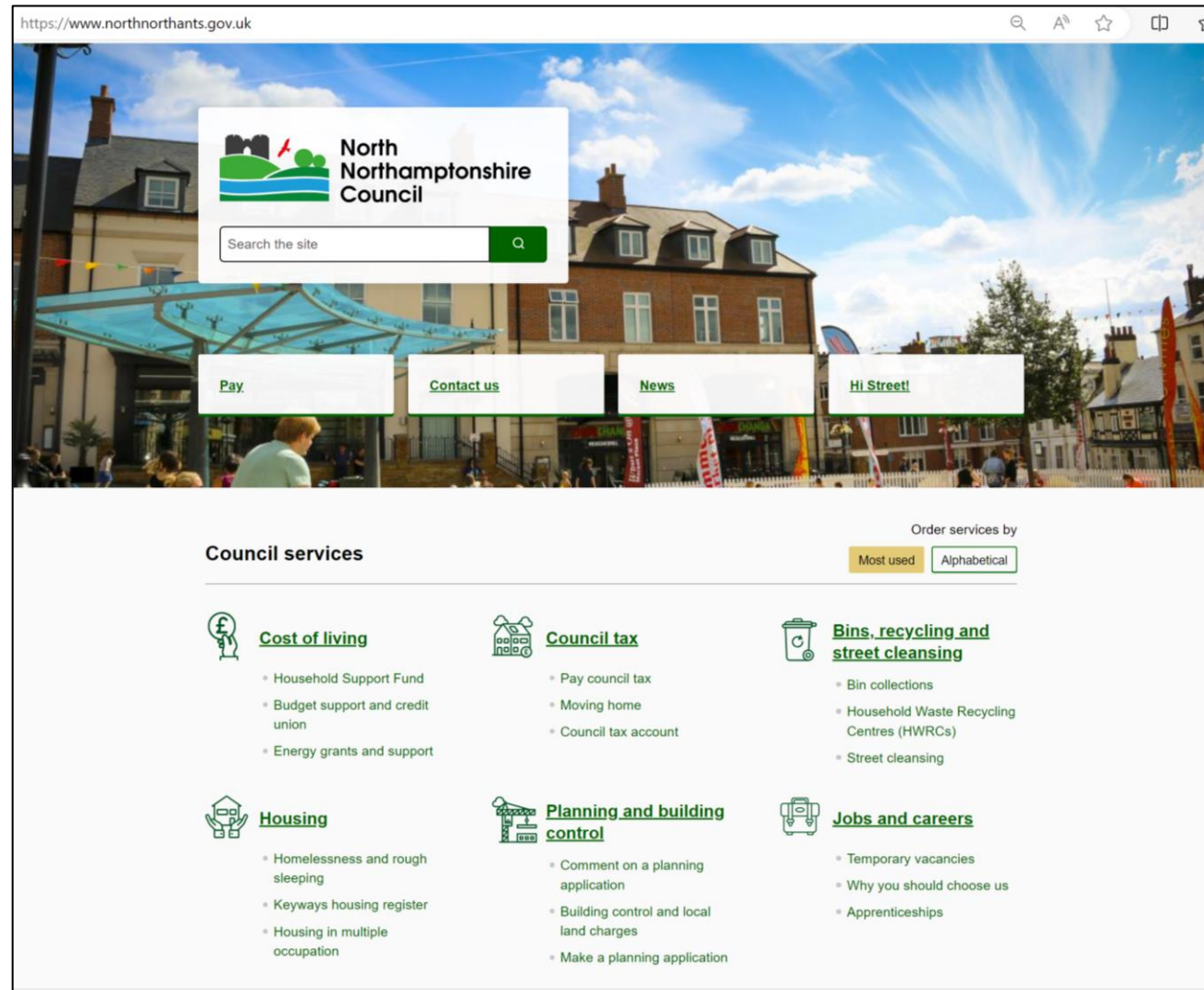
Thackley Green, which is based in Corby, provides short-term care to those discharged from hospital and has typically taken patients from Kettering General Hospital and residents from North Northants.

Media Activity

Activities



Website



Our values make us who we are:



Website

Updates for your town or parish council | North Northamptonshire Council

https://www.northnorthants.gov.uk/councillors-and-democratic-information/town-and-parish-councils/updates

North Northamptonshire Council [All services](#)

[Home](#) > [Councillors and democracy](#) > [Councillors and democratic information](#) > [Town and parish councils](#)

Town and parish councils

Contents

- [Town and parish councils](#)
- Updates for your town or parish council

Updates for your town or parish council

Parish and town councils play a vital role in the local communities they serve.

We are keen to work with town and parish councils to help them strengthen their role and voice in the communities that they serve, so we provide timely and relevant updates to members and staff of these councils.

[Sign up to updates](#)

Last updated 30 December 2022

[← Previous](#)
[Town and parish councils](#)

[Contact us](#) [Pay](#) [Accessibility](#) [Privacy](#) [Copyright](#) [Language](#)

Website feedback

[X](#) [f](#) [@](#) [v](#) [in](#)

© North Northamptonshire Council 2023

Our values make us who we are:



Website

Accessibility:

- June 2021 - 199th place
- Numerous updates and iterations since until December 2022 - 1st Place
- Consistently remained top 10 since then with the top 10 councils constantly updating and changing position as they compete with minor changes. We're currently in 9th but should jump up again in November with some fixes now in place.

Forms:

- Just over 100,000 forms submitted on our unitary form system on Quarter 1 and Quarter 2 2023/34

Sessions on site:

- 1.6 million sessions on the website for Quarter 1 and Quarter 2 2023/34 providing information to the customer and giving them the opportunity to report, pay or apply as needed

SOCIAL MEDIA



Tweet

good!



hello!

- NETWORK
- internet
- connect

SHARE

Follow!

friends
online

CHECK LIST:

- chat
- share
- check -in
-



Social Media

Social Media

Facebook - Top line stats

Audience

- 11,872 people currently receive our Facebook posts

Activity and engagement

Since April 2021:

- We have posted 5,281 updates
- 11 million unique users have seen our posts or page
- Over 120,000 have engaged with our posts by reacting, liking or sharing
- Our posts have generated nearly 390,000 URL clicks

Social Media

X (formerly Twitter) – Top line stats

Audience

- 4,447 currently people receive our Tweets

Activity and engagement

Since April 2021

- We have sent 5,711 Tweets
- 4 million unique users have seen our posts or page
- Nearly 109,000 have engaged with our Tweets by reposting, replying or liking
- Our posts have generated nearly 25,000 URL clicks

Social Media

Facebook Activity (Posts) and Insights (Reach, Post Clicks, Reactions) by Topic - April 2022 to March 2023

| Topic | Key Metrics | Apr-22 | May-22 | Jun-22 | Jul-22 | Aug-22 | Sep-22 | Oct-22 | Nov-22 | Dec-22 | Jan-23 | Feb-23 | Mar-23 | Total |
|--------------|-----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-----------|
| All | Posts | 173 | 152 | 168 | 207 | 219 | 164 | 226 | 212 | 188 | 143 | 176 | 151 | 2,179 |
| | Reach | 383,212 | 403,243 | 464,024 | 873,015 | 504,668 | 360,505 | 407,269 | 476,601 | 446,406 | 353,326 | 343,247 | 404,567 | 5,420,083 |
| | Post Clicks | 14,652 | 27,908 | 23,749 | 52,744 | 26,420 | 18,579 | 19,255 | 24,500 | 16,505 | 41,789 | 27,136 | 33,563 | 326,800 |
| | Reactions | 2,150 | 2,939 | 3,277 | 8,094 | 3,648 | 2,714 | 3,051 | 3,661 | 2,981 | 3,455 | 2,458 | 26,959 | 65,387 |
| | New Followers | 255 | 466 | 406 | 576 | 461 | 393 | 184 | 198 | 112 | 281 | 166 | 336 | 3,834 |
| | Total Followers | 7,423 | 7,889 | 8,295 | 8,871 | 9,332 | 9,725 | 9,909 | 10,107 | 10,219 | 10,500 | 10,666 | 11,002 | 11,002 |
| NNC | Posts | 150 | 130 | 150 | 177 | 179 | 132 | 186 | 171 | 146 | 119 | 152 | 126 | 1,818 |
| | Reach | 352,354 | 358,032 | 437,186 | 818,863 | 428,546 | 311,263 | 342,946 | 409,422 | 378,023 | 322,889 | 300,124 | 367,664 | 4,827,312 |
| | Post Clicks | 14,246 | 26,515 | 22,841 | 51,370 | 24,411 | 17,510 | 16,957 | 22,845 | 14,126 | 41,272 | 22,746 | 32,583 | 307,422 |
| | Reactions | 2,074 | 2,657 | 3,224 | 7,902 | 3,257 | 2,402 | 2,608 | 3,200 | 2,577 | 3,455 | 2,130 | 26,089 | 61,575 |
| Other | Posts | 23 | 22 | 18 | 30 | 40 | 32 | 40 | 41 | 42 | 24 | 24 | 25 | 361 |
| | Reach | 30,858 | 45,211 | 26,838 | 54,152 | 76,122 | 49,242 | 64,323 | 67,179 | 68,383 | 30,437 | 43,123 | 36,903 | 592,771 |
| | Post Clicks | 406 | 1,393 | 908 | 1,374 | 2,009 | 1,069 | 2,298 | 1,655 | 2,379 | 517 | 4,390 | 980 | 19,378 |
| | Reactions | 76 | 282 | 53 | 192 | 391 | 312 | 443 | 461 | 404 | - | 328 | 870 | 3,812 |

Social Media

How councillors can help:

- Please join Facebook or Twitter and follow the council's social media channels
- Please like and share our posts to increase our reach
- Help by sharing any community and emergency messaging with your local area and constituents (flooding advice, road closures, Met Office alerts, Public Health messaging).
- Ask others to follow us to keep up to date with consultations, grant funding etc

Timely Information

- Leaders Update every two weeks
- Website news: www.northnorthants.gov.uk
- Social Media
- Sign-up for updates



North
Northamptonshire
Council



Leader's Update

Cllr Jason Smithers
Leader of the Council



22 September 2023

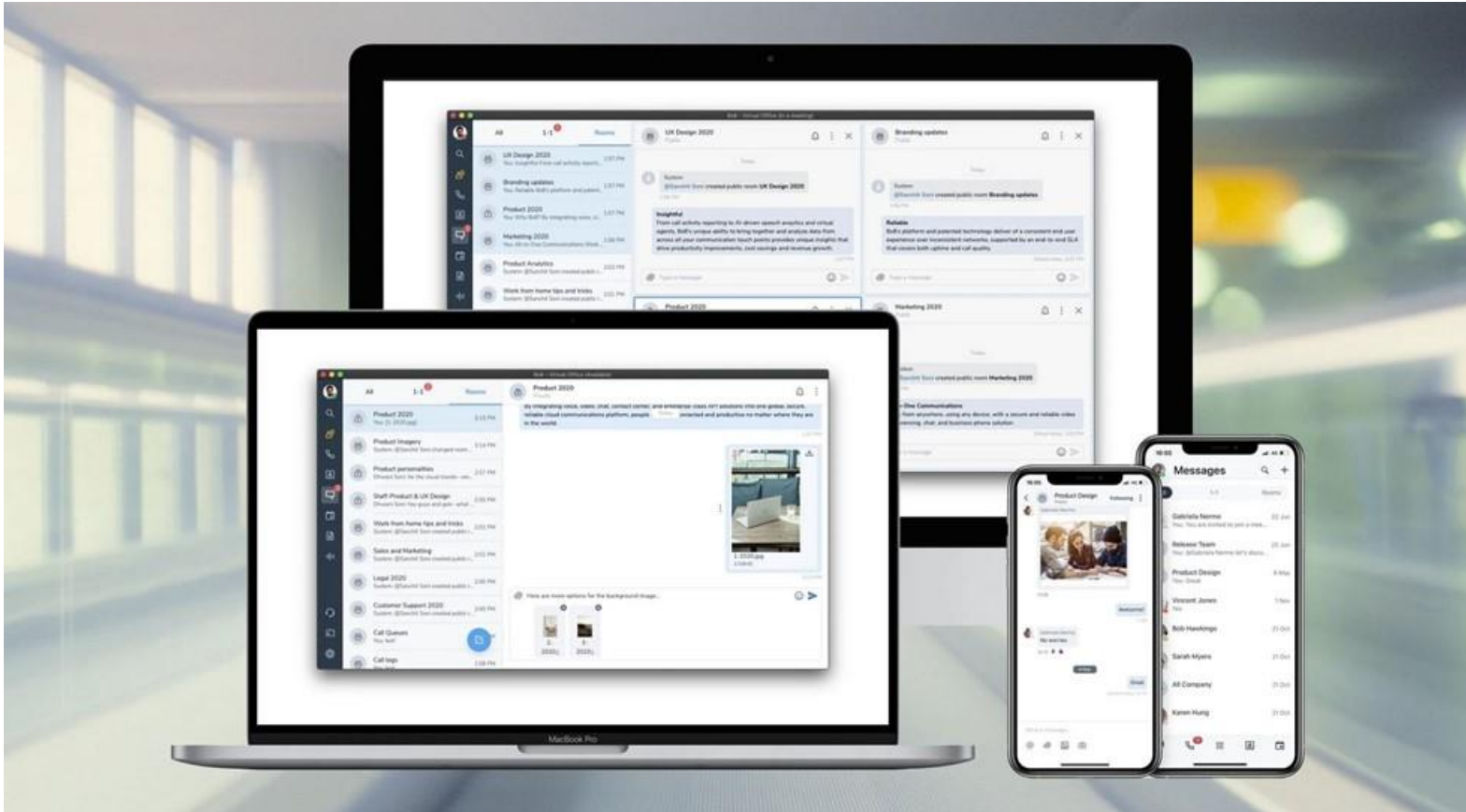
Introduction and Welcome!

Welcome to my latest Update.

It certainly feels like it has turned autumnal very suddenly! As we work through the seasons it is now time for parents and carers to apply for a place at school and I have provided more information on this further below.

As we edge closer to Winter, I am sure we will all be thinking about the costs of heating our homes. On this subject, I have highlighted some government funding that is available for measures that can improve the energy efficiency of homes such as insulation and heating systems. Residents living in private homes, both owned and rented, who have a gross household income of less than £31,000 are encouraged to apply for a government grant to help improve

New Phone System



8x8

Our values make us who we are:





Our values make us who we are:



Customer-focused Respectful Efficient Supportive Trustworthy



MAKING CONNECTIONS

- Local businesses
- Northamptonshire Business Network (NNBN)
- Local town councils
- Local magazines
- Local town influencers

SOCIAL MEDIA

f Regular posts including local business features, giveaways, campaign news, local events

1,535 followers

Positive engagement - businesses and residents

Poem video reach – 24,356

81% increase in followers since June

26 business features

Instagram Established 24 March **695 followers** **Video reach – 3,455**

WEBSITE

11,864 page views

ONGOING PROJECTS

- Talk of the Town videos
- Local town centre photography
- Distribution of marketing materials
- Regular social media
- Long-term advertising opportunities
- Local business survey



Our values make us who we are:



BUSINESS AND CUSTOMER FEEDBACK



The campaign has made me and my customers aware of small businesses in the area, my customers are so complimentary about it!

Amber, Hygeia Pilates

We love the upbeat, positive vibe of the campaign. It is fun and engaging and a pleasure to be part of.

Taz, The Birdcage Hair Salon

Another wonderful local business I wouldn't have known about if it wasn't for this initiative! I will be visiting them soon.

Jenny, Facebook

As a small business owner, I can't thank you enough. It is hard work running a business and the campaign has helped!

Geoff, Olive Restaurant

I am so grateful for this campaign, I have definitely seen more footfall in my shop, and people are talking about it. I'm proud to be involved.

Karen, The Sugar Barn

Fantastic to read about this business, I visited today and loved it. I enjoyed talking to Ali, the business owner.

Hayley, Facebook

The campaign is great for awareness and for elevating the status of my business.

Julietta, Julietta Arden-Taylor Photography

This is a brilliant campaign and a strong message for people to get behind their local businesses!

Roger, Facebook







It's so well presented and great to have people showing an interest in our shop and appreciate what we've achieved. We are very grateful for the promotion.

Rob, Jools Wools and Fabrics



COMING UP

CHRISTMAS CAMPAIGN

-  Hi Santa Stops - festive trail in 14 towns
-  56 local businesses to host audio clues
-  Advertising on the move for Small Business Saturday
-  Printed materials at local festive events
-  Prize vouchers worth £500 to use at local businesses
-  Promotional short film to encourage trail participation

BU50

NORTH NORTHAMPTONSHIRE
VISION



North
Northamptonshire
Council

Our values make us who we are:



Customer-focused Respectful Efficient Supportive Trustworthy

Your voice matters

View and respond to current consultations, and take part in engagement surveys and discussions.



We want to listen

"Thank you for taking the time to visit our Your Voice Matters web pages, which is the hub for our consultation and engagement activities.

It's vital we hear people's views on our services and future proposals to help ensure we provide great value services, which are flexible and appropriate to local needs, and help improve the lives of those who live, work and visit the area.

Consultation and engagement is a key part of our democratic decision-making process and ensures that the voices and opinions of individuals, communities, and stakeholders are considered alongside other aspects when we shape our policies, projects, and other initiatives in North Northants.

Please do provide your feedback, sign up to our Residents' Panel, and share the links with your friends and family who may be interested in shaping future plans."

Clr Jason Smithers, Leader of the Council



Our values make us who we are:





Proposed relocation of Wilby Church of England Voluntary Aided Primary School to the Glenvale Park Development (new school), Wellingborough



Consultation on North Northamptonshire draft Electric Vehicle Infrastructure Strategy

Road traffic currently accounts for a considerable proportion of North Northamptonshire's overall greenhouse gas...



Tackling violence and improving lives through the Serious Violence Duty

Serious violence affects many communities. The impact can be life changing, whether you are a victim or a witness. Have you been...



Draft Sustainable Travel to Education Strategy 2023

What is a Sustainable Travel to Education Strategy? The Education and Inspections Act 2006 requires all Local Authorities to produce an annual Sustainable Mode of Travel to...



Polling District and Polling Place Review

North Northamptonshire Council is conducting a statutory review of all polling districts and polling places that are used across North Northamptonshire. Polling...



North Northamptonshire Greenway: Wellingborough to Rushden route consultation 2023

The North Northants Greenway Strategy has been developed to encourage more walking, wheeling and cycling trips across North...

Future Focus

- More planned activity, more pro-active approach
- Targeted, prioritised approach
- Key campaigns – annual programme (prioritised)
- Focus on:
 - Demand management
 - Prevention and early intervention
 - Efficiency, economy & effectiveness

Future Focus

- Clear strategy and supporting policies and procedures
- Standardised and simplified approach
- Centralised capacity but with service champions
- Make efficient and effective use of traditional methods
- Make the most of digital channels and technology

The use of AI

Our values make us who we are:



Some discussion points

- What would you like to see our comms strategy achieve?
- How do we make communications more inclusive?
- What can Elected Members do to help improve communications?
- How can we better use technology to communicate?
- What campaigns do you feel we need to focus on?
- Any other thoughts?