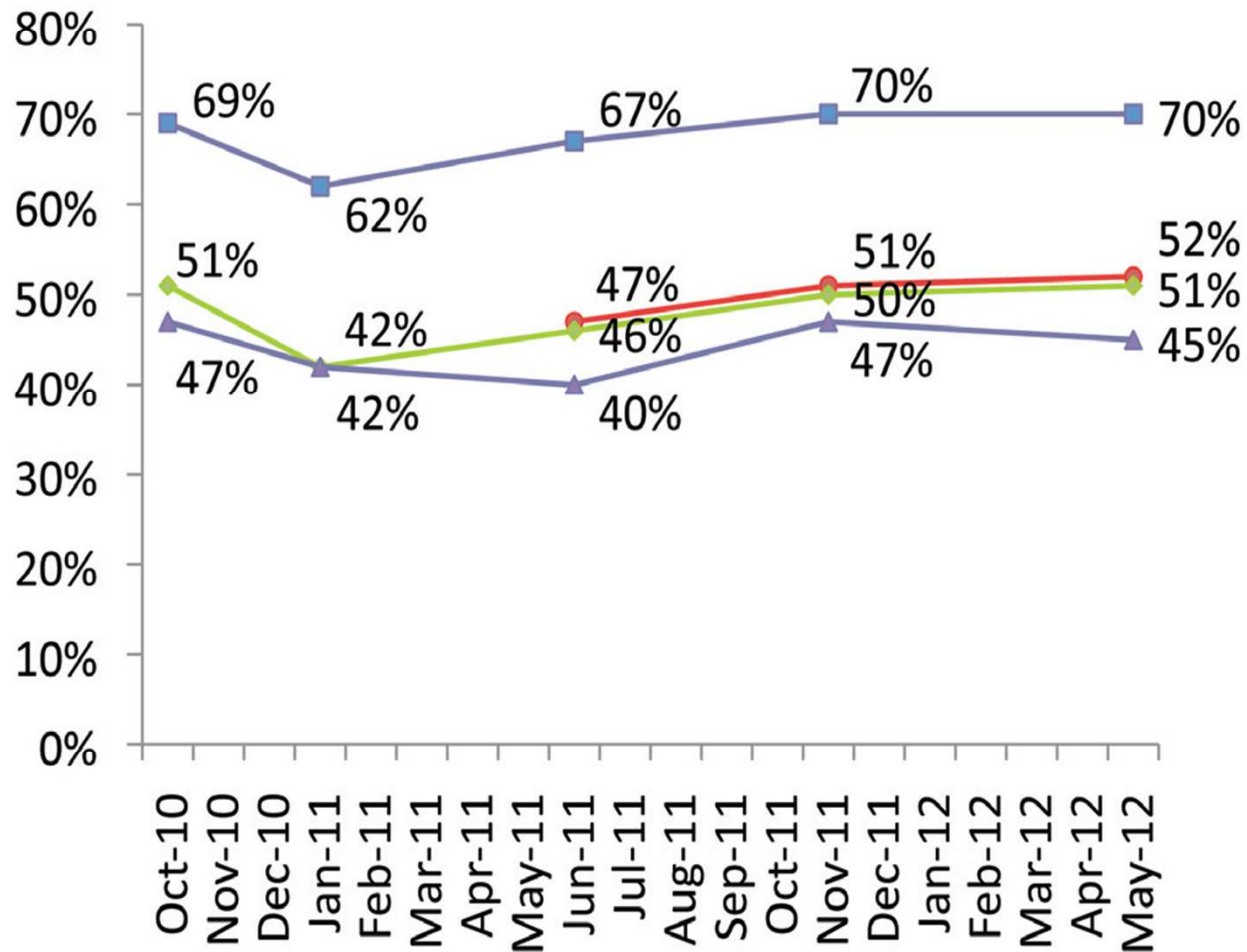




Communications and events



- Satisfied with the way your local council(s) runs things
- They are efficient and well run
- ◆ They give local people good value for money
- ▲ They take account of residents' views when making decisions

SEPTEMBER 2012

Coventry City Council's telephone survey asks 1,100 residents a series of questions to seek their views on what it is like to live in Coventry, their lifestyles, and their views about services provided by the Council. It is planned that this survey will take place every six months. This infographic sets out some of the key messages from the telephone survey conducted in September 2012.



COVENTRY TELEPHONE SURVEY



COUNCIL SERVICES

87%



of residents are satisfied with refuse collection and recycling services

7 in 10



residents are satisfied that the Council keeps the city clear of litter and refuse

46%



are satisfied with roads and pavements*

34%



say that roads and pavements are getting worse

ABOUT THE COUNCIL

71%



agree that the Council is working for the future of Coventry

71%



are satisfied with the way the Council runs things

54%



agree that the Council provides value for money

56%*



say they are informed about Council services and benefits

HEALTH & WELLBEING

9 in 10



residents feel safe in their neighbourhood in the day & 7 in 10 feel safe after dark

1/3



of residents say they eat at least five portions of fruit & vegetables every day

20%



are concerned about people using or dealing drugs

18%



are concerned about people being drunk or rowdy in public space

OUR VALUES

65%



of residents say they are proud of Coventry

2/3 2012

say that co-hosting the Olympics has increased their pride in Coventry

52%



say the Council promotes the interests of local residents

47%



say the Council seeks people's views about issues in their local area

Why we're here



To ensure we promote the council, its policies, services and events to a local, regional and national audience in the most efficient and effective ways possible

Our approach to communications is to:

- Use our key messages consistently and with clarity
- Communicate consistently, clearly, relevantly and frequently - listening as well as informing

Our priorities



To:

- Focus on our most effective and most commonly used communications tools
- Use social media innovatively and effectively
- Work with employees through two way communications to encourage employee advocacy and pride
- Achieve a cross-council, one organisation approach to all communications, getting the best possible value for money
- Work with partners to promote Coventry - the city

A brief history



- 2008/9 – team centralised, including events
- In 2007/8 – £1.3m total budget for all spending on marketing/communications/publicity (excluding staff costs) across directorates
- Centralised all budgets, then reduced to total budget of £380,000 for 2013/14 (including £40k from CVOne destination marketing)
- 2013/14 – further c£150k a year saved through review of team

Communications review 2012 - objectives



- Capitalise on inhouse design – income generation opportunities
- Retain and develop events programme
- Embed use of social media
- Maintain and develop flexible approach
- Balance specialist comms and generic functions
- £100k plus savings target
- Peer review findings
- Political priorities
- **abc** programme

Peer review



Summer 2012 - Westminster, Nottingham, Waltham Forest

- More consistent evaluation
- Review campaign planning processes and consider scoring system (based on business outcomes) for annual priority campaigns
- Develop process of feeding back communications/campaigns results to senior management and cabinet
- Look at ways to measure impact of social media and develop policy to continue to position Coventry as industry best practice
- Investigate drop in awareness/satisfaction of Citivision magazine
- Develop e-newsletter database and template and email marketing capability
- Explore shared working opportunities with neighbouring local authorities

New model



- Reduced staffing – five fewer posts
- Flexible comms hub
- Relationship managers
- Greater planning and prioritisation
- Closer integration of marketing, design, e-comms

Coventry City Council Chief Executive's Directorate (CXD) Directorate Scorecard 2011-14 Refreshed July 2012: Measures

Vision and Objectives	Coventry proud to be a city that works...				
	for jobs and growth	for better pavements, streets and roads	to support & celebrate our young people	to protect our most vulnerable residents	
	abc transformation programme -Service improvements delivered by the fundamental service review programme -Actual savings achieved against targets -Composite liveability measure	Place plan -Number of champions -Investment secured & funding generated - <i>Products and services</i> - <i>Environment</i> - <i>Behaviour</i> - <i>Communication</i>	Events programme -Number of events -Visitors to the city -Customer satisfaction (telephone survey) -Investment into the city	Public health -Progress towards integration into the Council -Programmes in place to deal with health inequalities	Sub-regional programme -Achievement of programme objectives -Target savings / contribution to balanced budget -Actual savings made
	We're proud to do this by...				
	being honest, fair and transparent when we make decisions	working with residents, communities and partners to get things done	celebrating all that's good about our city and its future		
Values	Supporting decision-making - Annual Scrutiny Report - Consultation linked to decisions - Council Plan & SCS reporting - Guidance on national policy	Partnership working - Coventry Partnership activities - Progress in relation to the key objectives of SCS	Communications - Marketing & communications plans - Media enquiries within timescales - Social media and website metrics	Equalities and Community Cohesion - Compliance with Equality Act - Equality Strategy progress - Community organisations engaged	
	We will transform the council to enable us to deliver our vision and objectives by...				
The way we work	reviewing and improving services	using resources effectively	supporting councillors and staff		
	- Feedback on revised organisational developments at a Directorate level - Policies and procedures reviewed and rationalised within the Directorate	- Savings target for Directorate achieved - Energy use reduction target for Directorate met - Directorate carbon footprint reduced	- % of appraisals carried out - Average sickness absence days - Average days spent training by mandatory courses, conferences, away day, type - Reported accidents and assaults - Health and safety themes covered		

Planning and strategies



- Year ahead forecast on marketing spend through communications budget bids – agreed centrally and corporately. Matched to political priorities
- Year ahead forward planning of major marketing campaigns/events/initiatives
- All major campaigns have a communications strategy – strategic approach with focused action plan, resource allocation etc

Day to day



- Daily – media scanning, media enquiries, social media updates (Twitter and Facebook), Beacon (intranet) news updates, Beacon daily bulletin, website updates, press releases
- Weekly/fortnightly – Members’ Bulletin, media planner (key current comms issues)
- Monthly/bi-monthly/quarterly – core brief (update for employees), Meeting the Challenge (seminars for senior managers), Proud of our People internal recognition scheme, **abc** update
- Leaflets, booklets, guides, posters, banners, roundabout signage

Facebook

- Shares news, service updates, photos and videos
- Immediate way of finding out what people think about a topic
- Over 28,000 'likes' of Coventry

<http://www.facebook.com/coventrycc>

- We share news, service updates, photos and videos - nothing is automated.
- We encourage conversations, and respond to direct questions.
- We don't post more than once a day / a few times a week.
- We signpost to information already available online.
- Day-to-day used as an additional channel – not the only channel.

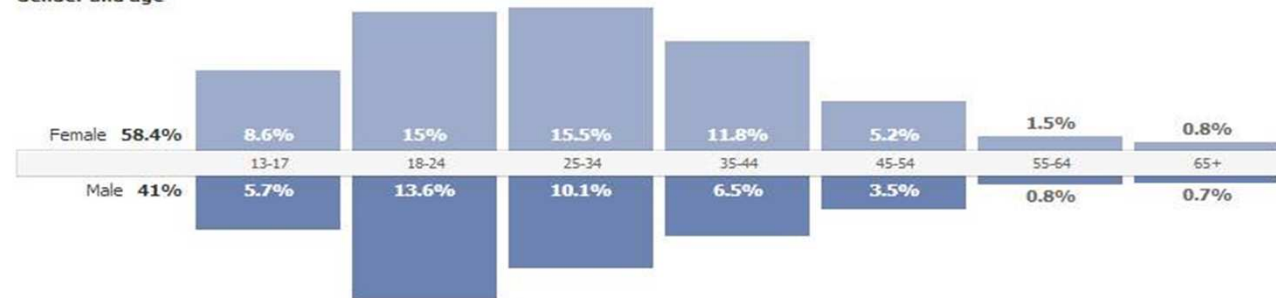
Twitter

- Shares updates in 140 characters
- Useful for quick or time-sensitive events
- Good way for us to engage directly with residents and vice-versa
- 10,500 'followers'

<http://www.twitter.com/coventrycc>

People Who Like Your Page (Demographics and Location) See Likes

Gender and age



Countries

25,171	United Kingdom
650	United States of America
252	India
177	Australia
149	Spain
130	Poland
128	Ireland
127	France
102	Pakistan
100	Italy
96	Canada
89	Germany

Towns/cities

18,613	Coventry, England
744	London, England
426	Birmingham, England
368	Nuneaton, England
321	Bedworth, England
288	Rugby, England
217	Leicester, England
131	Leamington Spa, England
121	Warwick, England
111	Nottingham, England
101	Manchester, England
96	Kenilworth, England

Languages

18,909	English (UK)
8,326	English (US)
346	Polish
144	French (France)
89	Slovak
89	Spanish
75	Italian
61	Spanish (Spain)
53	German
46	Czech
41	Turkish
34	Romanian

See Your Ad Here

The Davis Cup comes to Coventry's Ricoh Arena as GB take on Russia over three days startin...



8 likes, 2 comments, 1 share

Promote Your Page

- Brian
- C-Car
- Chris
- Clima
- Emma
- Fern
- Garet
- Harry
- Jack I
- John
- Joy C
- Marc
- Naom
- Nicole
- Susta
- Tracy



Coventry Timeline

Liked

Adverts Manager

100 Italy	111 Nottingham, England	46 Czech
96 Canada	101 Manchester, England	41 Turkish
89 Germany	96 Kenilworth, England	34 Romanian
79 Romania	85 Northampton, England	33 English (Pirate)
70 Slovakia	67 Bristol, England	32 Russian
58 New Zealand	55 Wolverhampton, England	26 Arabic
58 Malaysia	54 Liverpool, England	25 Hungarian
49 Turkey	50 Solihull, England	24 Lithuanian
36 Greece	50 Derby, England	22 Portuguese (Portugal)
32 Bulgaria	48 Cleveland, Ohio	20 Greek
32 United Arab Emirates	48 Tile Hill	19 Bulgarian

Show Less

Where Your Likes Came From

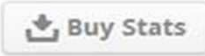
New Likes? Unlikes?



Like sources?

- 3,715 Mobile?
- 1,644 On Page?
- 125 Page Browser?
- 104 Search Results?
- 96 Facebook Recommendations?
- 67 Timeline?
- 64 Friend Referrals?

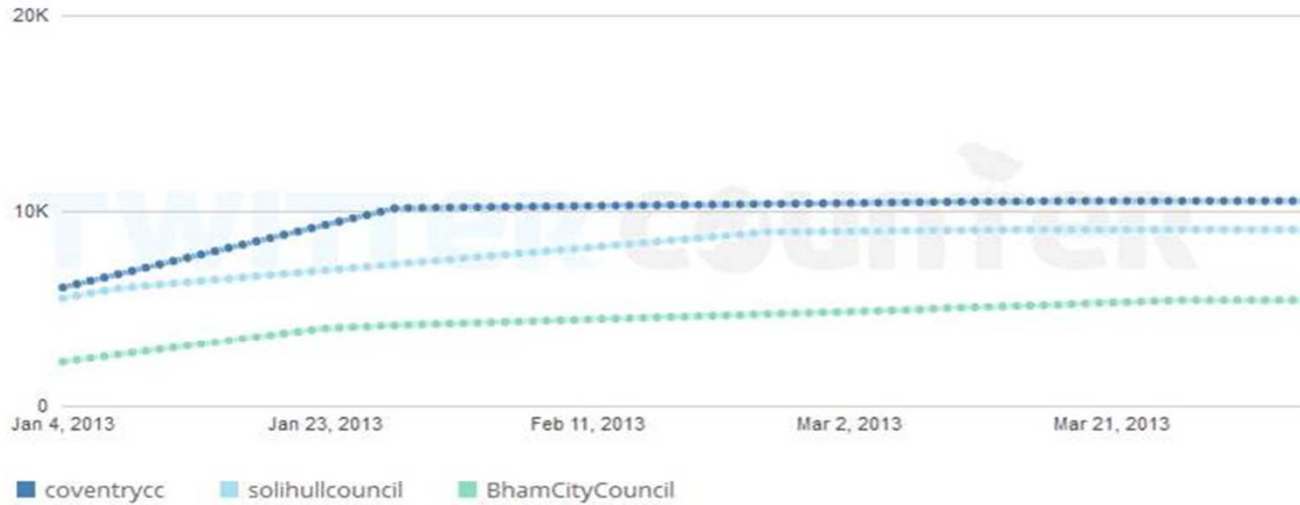
Show All



@coventrycc hasn't been updated in a while, [update coventrycc's stats now](#)

Followers

Jan 4, 2013 - Apr 4, 2013



@coventrycc

@solihullcouncil

@BhamCityCouncil

Compare

10,507
Followers

3,156
Tweets

Predictions

Followers

We also use You Tube...

- Video sharing
- 20,000 views

...and Flickr

- Photo and video sharing
- Half a million views of our photos
- Each masterplan photo seen 5,000 times

Priorities for the coming year



- Embedding new ways of working
- Public health
- **abc** programme – getting the message across about difficult decisions
- Welfare reform – working in partnership
- City centre – events and regeneration