

Communications, Reputation and Insights Scrutiny Committee



Coventry City Council

coventry.gov.uk

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It has never been more important for local authorities to communicate effectively with residents, media, partners and employees.

LGA

There is a strong relationship between how well informed people feel they are kept by their local council and their perception of its performance. People who feel well informed about what their council does are much more likely to think it provides high quality services and that it offers residents good value for money.

IPSOS

It is not random chance that the best performing authorities also have the highest proportions of residents who feel informed about them and have staff who are the most likely to say they would speak positively about them

IPSOS

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Where are we now

Previously...

- LGA peer review identified urgent improvements
- Struggle to get our messages across to residents
- Reactive > proactive
- Overly focused on local print media
- Lots of brands – confusing the public and staff

Moving to

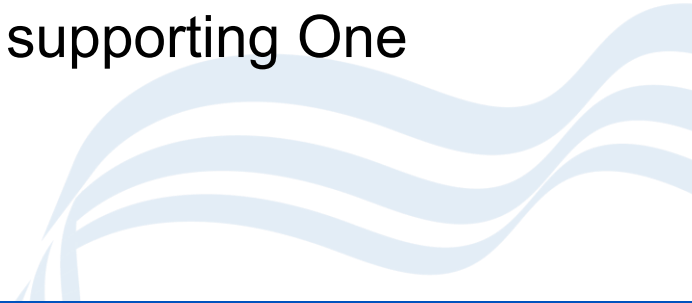
- Controlling our narrative and direct communication
- A new communication strategy with a clear focus on priorities
- Proactive > reactive
- Investing in more capacity and capability
- Internal discipline – One Cov approach to comms

Forthcoming Household Survey shows impact: resident satisfaction with the way the Council runs things increase of 6%



Our focus for 25/26

What are we trying to achieve?

- Improving reputation of the Council locally
 - Talking up Cov - improving profile of the Council and Coventry nationally
 - Increase resident awareness of council services and how to access them
 - Myth-busting common misperceptions
 - Greater awareness of what's happening in wards
 - Horizon scanning to get ahead of issues
 - Improving internal comms – supporting One Council approach
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Campaign priorities

September 25 - March 26

Working for you

- Where we spend our money – **frontline services**
- You Said, We Did
- **Voter registration**
- Budget Setting
- **Enforcement**
- Winter Readiness

Fairer Cov

- **Fostering and adoption**
- Stop Smoking
- **Immunisations**
- Cost of living

Love Cov

- Love where you live
- It Starts [Here](#)
- **City centre**

Click and Easy

- **Council tax online**
- Direct Debit
- **Report it**



Shouting about what we do

So far in 2025

- **127** press releases sent
- **426** press enquires taken
- **152** external web stories
- **3624** bulletins sent this year
- **1860** social media posts
- **121** videos published
- **700** Intranet stories published



Improving Reputation

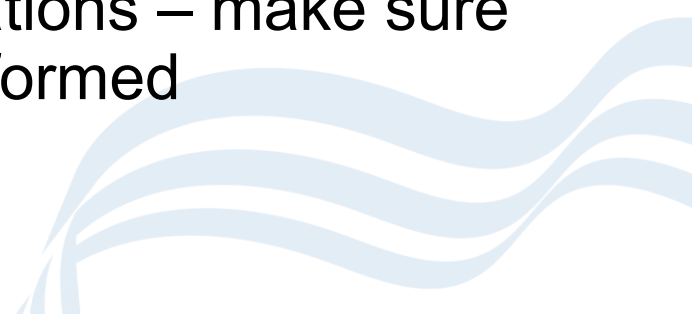
LGA 12 Reputation Drivers

- Adopt a highly visible, strongly branded council cleaning operation
- Set up one phone number for the public to report local environmental problems
- Know your grot spots – and deal with them
- Aim to remove abandoned cars and fly-tipping within 24 hours
- Win a Green Flag award for at least one park
- Ensure no gaps or overlap in council cleaning and maintenance contracts
- Educate and enforce to protect the environment




Improving Reputation

LGA 12 Reputation Drivers

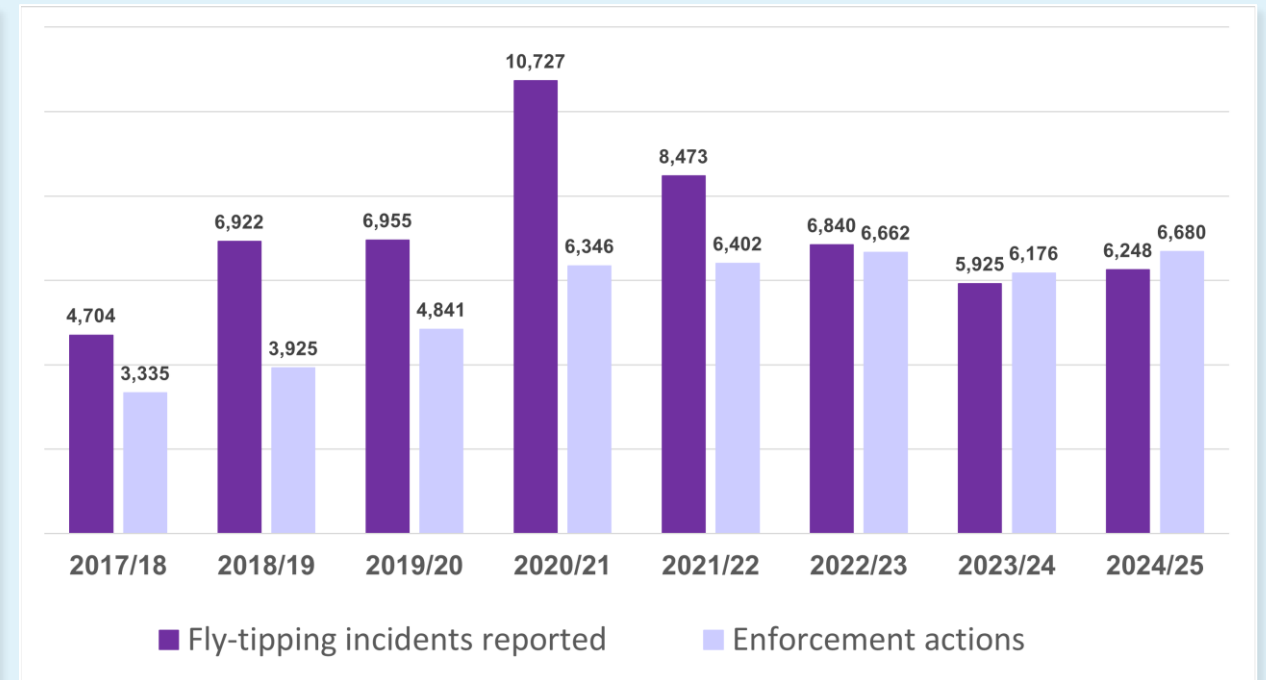
- Manage the media effectively to promote and defend the council
 - Provide an A-Z guide to council services
 - Publish a regular council magazine or newspaper to inform residents
 - Ensure the council brand is consistently linked to services
 - Good internal communications – make sure staff and members are informed
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Improvements we are making

- Refreshing and updating our campaigns
 - Improving reporting
 - Updating our internal comms plan
 - Investing in people, skills and training
 - Standardising our engagement activity
 - Work with services to improve councillor updates
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Campaign highlights



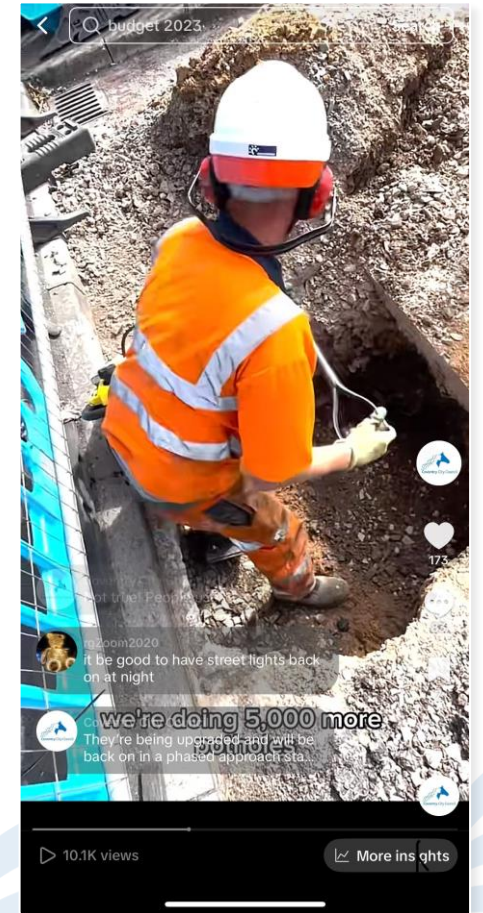
Spon End and Street Lights

- 115,000 views on social media. Also secured BBC Midland Today coverage.
- Street Lights – Press release and social media issued alongside the leader's announcement.
- Sentiment incredibly positive on social media and covered by local media such as Hits, CWR and Cov Live.



You Said, We Did feature

- 'You said, we did' feature discussing the Council's budget and additional investment into areas that matter.
- Targeted a younger audience based on feedback.
- 83k total views across 12 posts.
- 50% came from under 35
- 75% of views on hard to engage residents.



Working For You campaign

- Refreshed to launch soon
- Highlight front line services
- Stories, case studies and data
- Member toolkit
- Staff toolkit



Talking up Cov

At regional and national level our focus is on:

- Promoting benefits of Coventry - with WM GC – It Starts Here campaign
- Promoting investment opportunities and successes
 - Coventry Growth Arc
 - City Centre South (and North)
 - CVLR

Lobbying

- Fairer Funding

CVLR – Successes so far

- Nine digital posts on corporate channels totalling more than 500,000 views
- National features in Guardian, Economist and Metro amongst others
- Specialist national media including Railway News, UK Tram, Transport Xtra
- Regional: BBC Midlands Today (X2)
- Social media influencers: Geofftech – more than 150,000 YouTube views
- In 8 weeks over 3,000 people had a ride.

What are people talking to us about

Customer Service track:

- Call / enquiry volumes and query
- Complaints

New feature – sentiment tracking coming soon

956k

Calls

647k

Web forms

298k

E-mails

80k

Kiosk uses

5k

On-line chats

276k

Book a tip

135k

Council tax

91k

City Services

54k

Garden waste

39k

Household support fund

32k


Adult social care

30k

Benefits



Mythbusting

- Cycleways
 - City Centre Cultural Gateway
 - Building new homes
 - Local government funding
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Ward level intelligence – what's available

- [Profile of the population of your chosen area: Census 2021](#) provides population data by ward
- [Coventry Joint Strategic Needs Assessment \(JSNA\) – Coventry City Council](#) has ward and local profiles


Citywide intelligence Hub

- [Citywide intelligence hub – Coventry City Council](#) provides ward level information on a whole range of statistics

Coventry Citywide Intelligence Hub Profiler								
Number of children in low-income families aged 0-19 - 3160								
Geography	2012	2013	2014	2015	2016	2017	2018	2019
Bablake	335.00	325.00	390.00	365.00	445.00	463.00	430.00	483.00
Binley and Willenhall	1,190.00	1,380.00	1,490.00	976.00	1,158.00	1,137.00	1,203.00	1,131.00
Leamington	275.00	485.00	505.00	469.00	534.00	527.00	564.00	587.00
Stoke Newington	125.00	135.00		223.00	225.00	214.00	258.00	279.00




Local ward data and insight – what's coming

- We are building a Corporate Leadership Dashboard – many of the metrics will be available at ward level and we will create a member version with service metrics
 - A new 'report it' function is being built what will enable visibility of all incidents reported by place.
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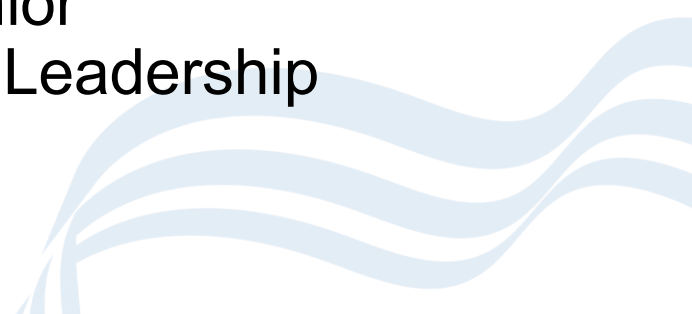


Horizon scanning

- We monitor emerging issues
 - We also monitor and respond to regional and national policy decisions
 - Planning further into the future
 - Getting ahead of and managing potential issues
 - Testing our crisis and emergency responses
 - Plan to build automated campaigns linked to severe weather to help keep residents safe
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Internal communication

- Connect staff to the One Coventry plan
 - Manager's newsletter
 - Introduction of the One Coventry Newsletter
 - Removing several internal brands to focus on One Coventry
 - Creation of the Internal Communications and Engagement Board
 - Regular messages to Senior Leadership Network from Leadership Board
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Measuring the impact

- Resident consultation and engagement
- Social media sentiment
- Media analysis
- Let's Talk responses
- Measuring outcomes eg, foster carer recruitment, event attendance
- More regular reporting for members



Promoting the work of Scrutiny

- Website presence
 - Profiling of boards
 - Profiling of members
 - Regular updates on key findings on social media and website
 - Linkedin thought leadership articles
 - Publish an annual short form report
 - Encourage resident involvement
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