

WEST NORTHAMPTONSHIRE SHADOW AUTHORITY OVERVIEW AND SCRUTINY COMMITTEE

15th December 2020

Report Title	Communications and Engagement: Day One Residents' Integrated Marketing Plan Overview
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1. Purpose

To provide an initial overview of the integrated marketing plan in development, including an outline of the steps we plan to take to ensure that residents in West Northamptonshire are aware of, feel confident in and positive about the changes to local government in their area from April 1st.

2. Recommendations

- 2.1 It is recommended that the Shadow Overview and Scrutiny Committee note the contents of this report, and provide any feedback as they see fit as the plan moves into further development
- 2.2 It is recommended that the Shadow Overview and Scrutiny Committee note that the West Communications and Engagement Task and Finish group will remain closely involved in the shaping of this awareness campaign as it progresses

3. Issues and Choices

Report Background

3.1 Objectives

Our overarching objectives are to ensure that all residents in West Northamptonshire are aware of and feel confident in - and positive about - the changes to local government in their area.

To that end, we will endeavour to ensure that residents know:

- 3.1.1 That on April 1st their existing council is being replaced by the new West Northamptonshire Council

3.1.2 What will change and, crucially, what won't change on Day One

3.1.3 That services will continue seamlessly without disruption

3.1.4 How to find information that they need from their new council

3.1.5 How to get in touch with their new council

3.2 Strategy

3.2.1 To achieve these objectives, we will plan and run a comprehensive and innovative integrated marketing campaign to reach residents in the places they frequent and get their news from - be that digitally, locally (for example, through newsletters or high visibility locations) or via word of mouth.

3.2.2 This multi-channel effort will have two phases: a long campaign (now until Feb 14th) and a short campaign (Feb 15th - April 1st).

3.3 Long campaign

3.3.1 A focused effort seizing every available opportunity to present the key messages above to residents through planned items such as residents' magazines and through proactively creating opportunities such as marking 100 days to Day One with press releases and wider activity such as the logo launches and highlighting transformation examples, such as the new adults' hubs, to repeat the key messages around the new councils.

3.4 Short campaign

3.4.1 A more intensive phase seeing all online and offline activity increase in visibility, frequency and with greater tailored specifics for residents. While this phase will also involve utilising planned items and opportunities, the focus will be on the opportunities we create, seeing a crescendo in the drumbeat of messaging to Day One.

3.5 Tactics

3.5.1 Use targeted digital and offline channels to reach identified audience groups

3.5.2 Work with a range of message carriers (members, partners, community leaders, businesses, high-profile influencers, friends and family) throughout to best reach each of these audiences

3.5.3 Identify opportunities to involve and engage residents in a meaningful way

3.5.4 Identify opportunities to garner earned media interest

3.6 Next Steps

3.6.1 Gather insight from other unitary authorities to learn lessons and inform our plans

3.6.2 Map audience groups across the future authority areas to determine the right digital and offline channels to use for each (i.e. identify where each group spends time, gets their information from and the mediums through which they engage with others)

3.6.3 Collate the full range of potential channels and opportunities (online and offline) in line with the above, along with timelines/lead times required

3.6.4 Determine budget required for successful use of these channels and develop a prioritised plan for the long and short campaign

3.6.5 Map key message carriers (members, partners, community leaders, businesses, high-profile influencers, friends and family) by audience group and develop tailored plans for and with them

3.6.6 Develop and test messaging with these audience groups

3.6.7 Develop a long and short campaign timeline of activity, tailored by key audience group; channels; message carriers and messaging

4. Implications (Including financial implications)

4.1 Financial

4.1.1 There is already planned and designated budget set aside for this critical Day One residents' awareness campaign within the Future Northants communications and engagement budget

4.1.2 The steps that we take through the planning stages (identifying audience groups, most appropriate channels, and costs required for each) will enable us to target our investment in the most effective ways

4.1.3 As with the logo for the future authority, we will endeavour to use talented in-house staff and resources wherever possible for the development of products for this awareness campaign

4.2 Resources and Risk

4.2.1 In terms of resources, this will be managed on a day-to-day basis by the central Future Northants communications and engagement team, with support from communications colleagues across the future authority area

4.2.2 A risk would be if the campaign were not both wide and targeted enough to reach residents effectively, which could lead to them not feeling certain about what the changes are and aren't from April 1st; that their services will continue seamlessly; or how to contact their new authority. Our plans, as set out above, seek to prevent this.

4.3 Legal

4.3.1 We will ensure that any data used is fully compliant with GDPR requirements

4.4 Equality and Health

4.4.1 We will ensure that a wide range of channels are utilised (online and offline) to ensure that as many residents as possible can be reached

4.4.2 We will utilise best practice around accessibility throughout for the products we create, both online and offline

4.4.3 We will work with the appropriate individuals throughout West Northants' diverse communities to ensure that residents who do not speak English can be reached effectively as part of this awareness campaign

5. Background Papers

5.1 N/A

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