

Herefordshire Council Communications Strategy 2016-2019

Who are we? What do we do?

Vision

People, organisations and businesses working together to bring sustainable prosperity and well-being for all, in the outstanding natural environment of Herefordshire.

Mission

- To provide infrastructure and services to facilitate business and growth opportunities.
- To help residents take responsibility for their health and wellbeing, and to look after family and others in their community.
- To protect residents and support the extremely vulnerable within the community.

Adapted from core strategy & corporate plan

How do we want to work?

- Celebrate past successes & good track record
- Plan for the future
- Know that we make a difference
- Support the Herefordshire offer
- Improve and evolve the county
- Make difficult choices on behalf of community
- Innovative and award-winning
- Recognise and value residents and organisations as stakeholders

Communicating with residents and organisations



Communicating with the residents and organisations

- Promote the council as open, honest and approachable
- Ensure that all communications are consistent and co-ordinated across all channels
- Ensure our communications activities reflect the different needs of the local community in a cost-effective way
- A focus on the difference made to communities and individuals
- Strengthen the reputation of the Council



Research & Insight

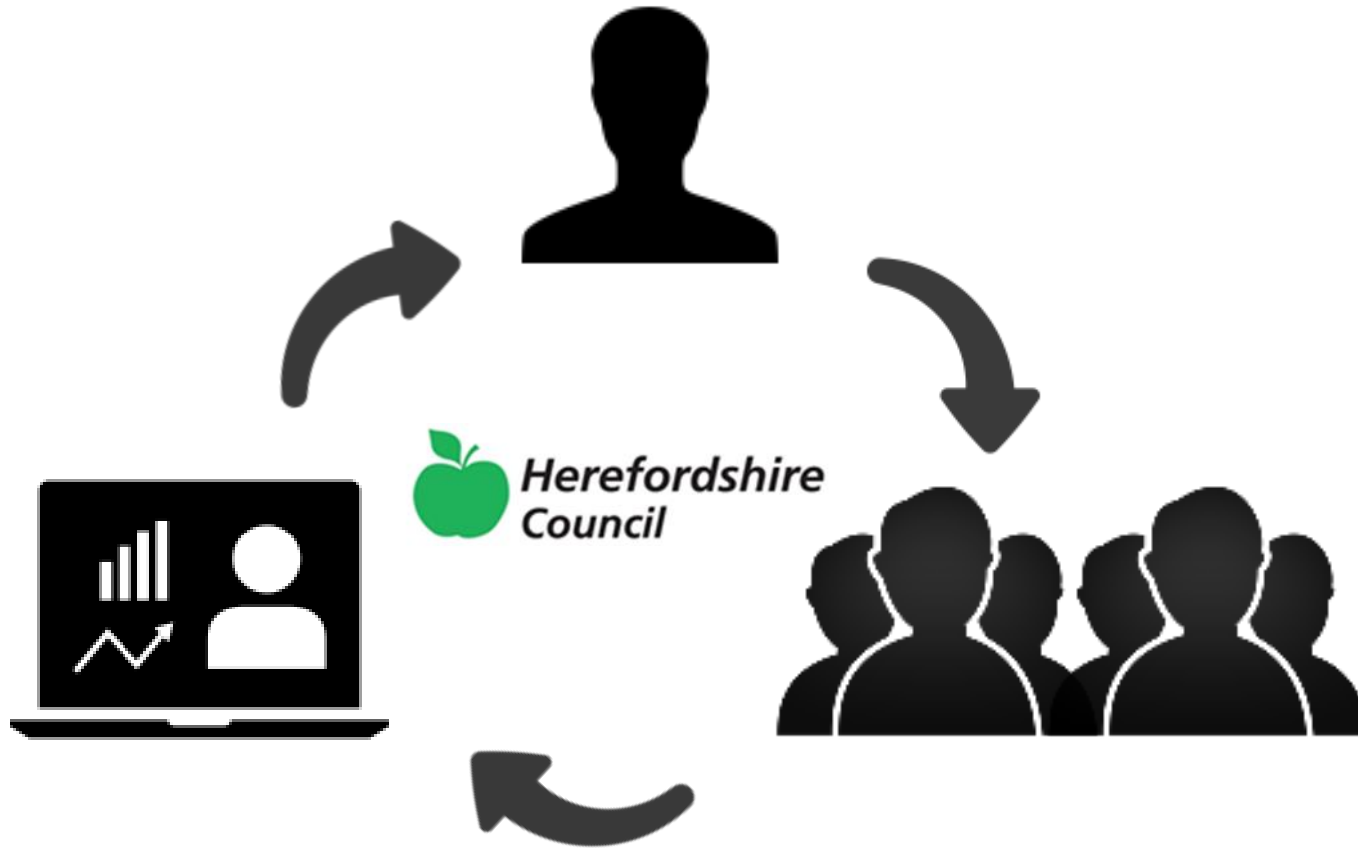


Appropriate communication



Improve the 'brand'

Communicating with the workforce and members

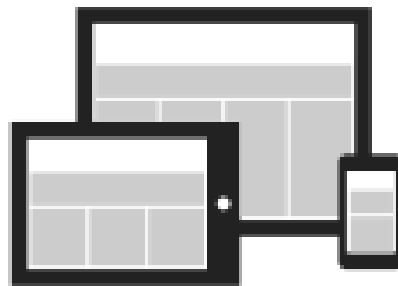


Communicating with the workforce and members

- Keep employees and members informed
- Support the workforce & members to become ambassadors
- Improve communications awareness and skills amongst elected members and officers
- Retain a skilled, productive workforce and create a reputation as an employer of choice
- Celebrate success and innovation



Make it personal

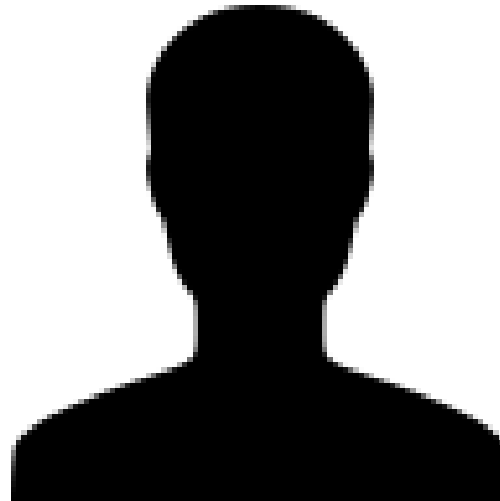
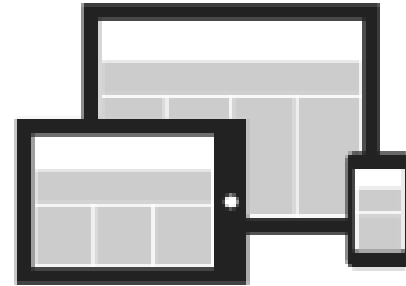


Use the right channels



Improve the 'brand'

Working with the Media



Working with the Media

- Be reactive and proactive, responding and promoting
- Improve and maintain relationship with journalists
- Multiple news channels to support- expectation of social media
- Provide confident, knowledgeable, trained spokespeople



Appointed spokespeople



Media training



Improved response

Top tasks

[Bin collection day search](#)

Look up your recycling and waste collection day

[Council car parks](#)

Car park locations, information and charges

[Libraries](#)

Find a library, renew or reserve an item, find out what you can borrow

[Bus times](#)

Find bus timetables and plan journeys

[Council tax](#)

Pay your council tax, find out how much you owe

[Planning application search](#)

Search and comment on planning applications

[Contact us](#)

Online form and contact details

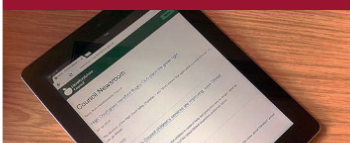
[Jobs](#)

Find and apply for jobs

[School term dates](#)

Find school term and holiday dates

News and events



The latest news from the [council newsroom](#).

- [Heatwave advice for Herefordshire](#)
- [See Speed's map of Shakespearean Hereford](#)
- [Don't miss the Summer reading challenge](#)
- [Council confirms Citizens Advice Bureaux change](#)
- [Council compulsory purchases problematic empty property](#)



New and featured pages.

- [Bus service review until Sunday 16 October 2016](#)
- [Summer noise awareness campaign](#)
- [Apply for a bus pass](#)
- [Libraries and customer service online survey until Friday 5 August 2016](#)
- [Help to live at home consultation Monday 6 June to Sunday 28 August 2016](#)
- [Grass cutting schedules](#)



**Do it
ONLINE**

Apply for it
Pay for it
Report it
Book it

- Apply for it**
Jobs, planning applications, blue badge, licences
- Pay for it**
Council tax, parking ticket, invoices
- Report it**
Pothole, faulty street light, missed bin collection, benefit fraud
- Book it**
Customer services officer appointment at Bromyard, Ledbury, Leominster or Ross-on-Wye

Digital by default

Why we needed a new website...

Website issues

Top links clicked from home page*

1. Jobs – 25%
2. Planning search – 11.9%
3. HC logo – 6.1%
4. Council tax – 5.9%
5. Contact us – 4.8%

1,000 users per day

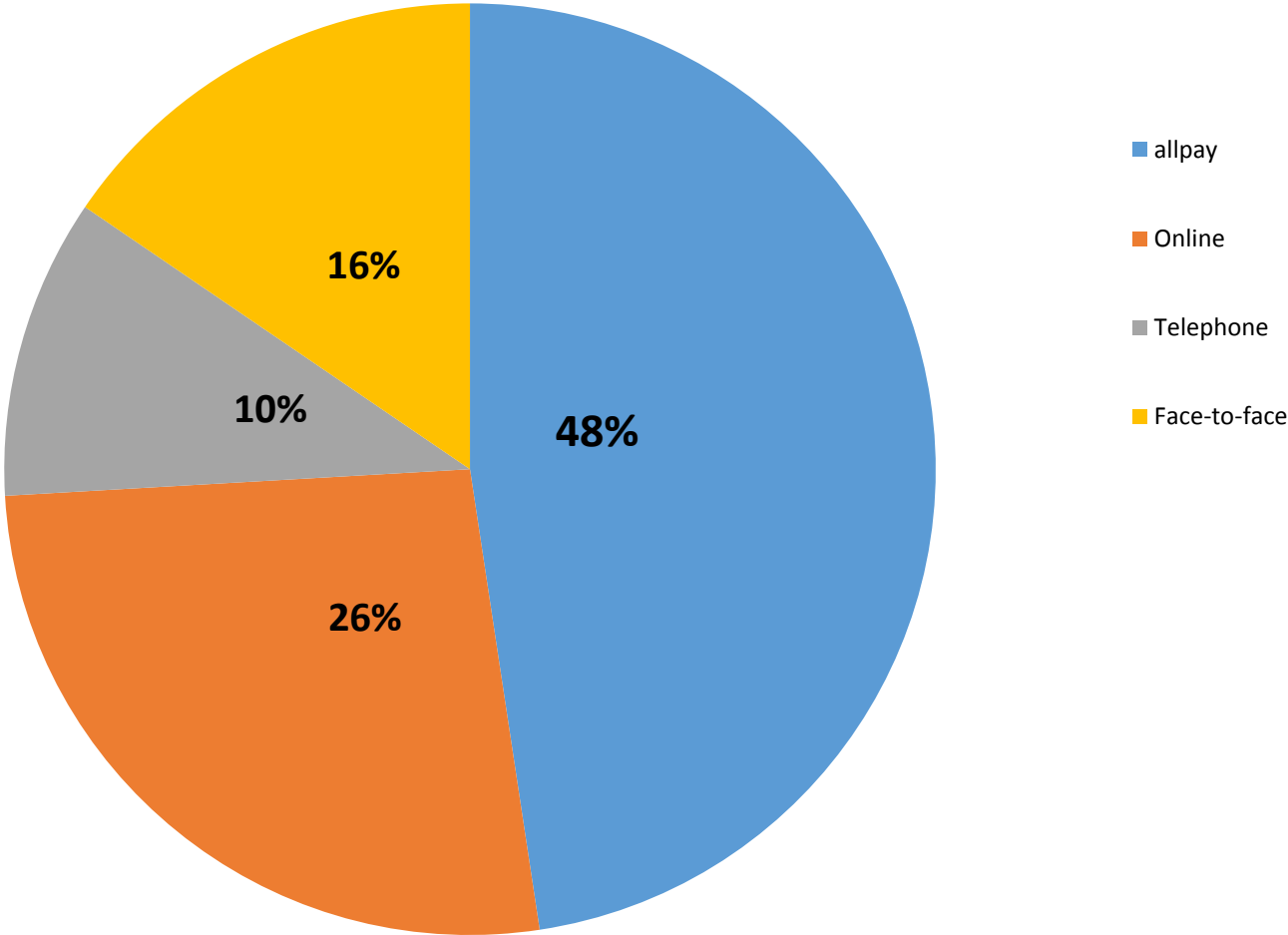
- Up to 20% fewer visits than the median of other councils
- Much of the site is not mobile responsive

Too many pages

1. Approximately 4,500 pages
2. Top 10 pages account for 44% of total web site views
3. Only 3% of site pages have more than .1% of the total unique visitors (users). The rest of the site is viewed by fewer than .1 of total users.

*29 March 2016

Income channels



New website will:

- Save the council time and money through channel shift
- Provide the best possible user experience
- Streamline and automate services to make them available 24/7 wherever possible

Search e.g. council tax, missed bin collection



Living in Herefordshire

New council tax bills are currently being sent out, don't forget to pay online now.



Pay council tax



Living in Herefordshire

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Care & Support

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Being a Family in Herefordshire

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Action plan includes

- Refresh brand for use on digital platforms
- Identify appropriate media spokespeople and training
- Create an organisational communications forward plan
- Improve social media management within social media strategy
- Utilise insight & intelligence to target audiences
- Improve communications tools & processes including: Website, intranet, staff/member updates, mailing lists
- Create a 'digital by default' communications approach

Also part of Communication Strategy

- Brand Strategy (new!)
- Social media Strategy (new!)

- Social Media Policy
- Advertising & Sponsorship Policy
- Communications Protocols

Thank you
Any questions?

