

## Communications &amp; Engagement

03 June 2019

| Members wished to make the following comments and conclusions:   | Response/Comments  | RAG Status |
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| <i>Members made the following recommendations:-</i>  |  |            |
| Members recommended that a Media Pack is provided to Town and Community Councils as a way to increase communications e.g. BCBC events, consultations, etc.                                     | The CME team will share relevant / appropriate communications concerning news, events, consultations etc. with TCC clerks.   |            |
| Members recommended greater collaboration with Town and Community Councils in finding members for the Citizen's Panel, particularly from under represented wards.                              | The Consultation and Engagement Team will collaborate with TCC clerks to increase Citizens' Panel membership.  |            |
| Members recommended exploring engagement with Retailers, Post Offices, Community Post Offices, Doctors Surgery's, and Bus Company's and Kier as a further way to increase BCBC communications. | The Consultation and Engagement Team will work with local businesses to promote consultations and Citizens' Panel (subject to local businesses being agreeable). However we would need to think about ensuring equal availability of Welsh, English and accessible surveys in all locations. This could be overcome by using posters rather than actual surveys with a link to the survey and consultation and engagement contact details. Where businesses are not subject to Welsh Language Standards they may not realise the importance of compliance in ensuring copies of Welsh surveys are available. |            |
| Members recommended looking at ways of introducing an employee portal to capture data from the Staff Survey.   | Staff survey currently available via intranet or paper surveys. Surveys are developed and analysed using SNAP software. A staff survey TILE will be available on the intranet so that staff can easily access staff survey information.  |            |

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| <p>Members raised concern with the lack of financial contribution towards joint partnership communications and recommended BCBC explore ways in which partners could contribute.</p> | <p>The CME team will continue to look to share costs for any partnership requiring actions with financial implications, e.g. joint advertising campaigns.</p>  |  |
| <p><i>Further Information Required:-</i></p>   |  |  |
| <p>Members asked for confirmation of why the literature for the 'Schools out for summer' programme was delayed in reaching schools.</p>  | <p>This was undertaken by the council's Sports and Physical Activity team rather than the CME team. They have confirmed to us that the delivery of the marketing materials was not delayed, and that individual schools make their own decisions regarding when to distribute them. As a general principle the 'Schools Out' leaflet is delivered to schools for distribution leading up to the last week of term. The timing relates to the fact that the leaflets signpost parents / children to the council website where all of the summer information is displayed, and the need to ensure that the information is available on the website. The signposting leaflet is supplemented by social media and media releases, but some events / activities cannot be confirmed or publicised until funding or a suitable host facility have been secured.</p> <p>It is further important to note that the council clearly advertises that these programmes should not be relied on as childcare as places cannot be booked, and there are limitations on the numbers of children that can be supported on any given day.</p> |  |

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| <p>Members requested the figures in terms of targeting costs for Facebook.</p>        | <p>During an 18 month period (January 2018 - June 2019) we placed three adverts on social media.</p> <p>Bus consultation 2018: We spent £99 in total on social media advertising costs for the 2018 bus consultation. The adverts were live 12 February - 26 March 2018. We reached a total of 14,824 people and received 32,700 impressions. We also received 835 link clicks through to the survey.</p> <p>Toilet consultation 2018: We spent £100 in total on social media advertising costs for the 2018 public toilet consultation. The adverts were live 15 March – 4 April 2018 and reached 29,142 people. We also received 67,209 impressions and 1,840 link clicks directly through to the survey.</p> <p>Budget 2018: We spent £250 in total on advertising costs for the 2018 budget consultation, with the adverts live from 1 October - 18 November 2018. We reached 34,344 people, received 88,607 impressions and generated 1,837 link clicks through to the survey.</p> <p>*Reach is the number of unique users that have seen the post<br/>         *Impressions are the total number of times users saw the post</p> |  |
| <p>Members asked for data on how we capture feedback from dissatisfied customers.</p> | <p>A customer services survey is available on the BCBC website. Customers can also give us feedback on the website via the BCBC home page.</p>   |  |