

Communications Evaluation Report

The difference communications is making

9 October 2017 – 30 June 2018

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1. Introduction

In the PPP Communications Strategy 1 April 2018 – 31 March 2020 we explain how we will demonstrate to our Partners, members and other stakeholders the difference the communications activity across the PPP is making and that it is value for money. We will do this by reviewing the Communications Action Plan on a regular basis and by compiling regular Communications Evaluation Reports. Our performance will be monitored by the Joint Management Board.

This first Communications Evaluation Report covers the communications activity from when the Lead Officer- Community Engagement started working at the PPP on 9 October 2017 to the end of Q1 2018.

2. Lead Officer - Community Engagement role

Through the effective use of a variety of communication channels:

- Increase community engagement in public protection campaigns, events and activities.
- Encourage the community to report matters and seek advice in key priority areas.
- Increase the profile and reputation of the Public Protection Partnership (PPP), its activities and services with key stakeholders, the general public and businesses.
- Guide the PPP on how to maximize customer satisfaction, collating customer information, including satisfaction ratings and feedback, to shape service design.

3. Demonstrating the difference communications is making

To ensure that we communicate effectively with customers, staff, elected members, local business, public sector organisations, charitable and community groups and the public:

- **The PPP Communications Strategy (Making sure we have a clear message) 1 April 2018 – 31 March 2020** has been compiled and signed off by the Joint Management Board (JMB) and the Joint Public Protection Committee (JPPC).
- We have put together a comprehensive **Communications Action Plan** to help us deliver the first year of the Communications Strategy.

The Public Protection Partnership has a strong/recognisable identity/brand:

- The **Brand Guidelines** have been written, together with a **Style Guide** the pared down version of the Guidelines, for quick and easy reference. The Brand Guidelines have been sent to the Partner authority Communications

Managers for their feedback as we are using their logos in the PPP 'Partner footer' which is used on all PPP marketing collateral. The Brand Guidelines and Style Guide are also awaiting sign off by the Joint Management Board.

Increase community engagement in public protection campaigns, events and activities:

- We have carried out **ten PR campaigns across the PPP service areas** from 9 October 2017 to 30 June 2018. These key messages are sent out to the community via our Partner authority social media channels.
- It is important that there is a positive community perception of the work that the PPP does. This has been enhanced by ensuring that there are well publicised opportunities for local crime prevention schemes to seek grant funding from the Proceeds of Criminal Activity Act 2002 (POCA) reserve. The **Public Protection Community Fund (PPCF)** was therefore launched on Friday 3 November 2017 to enable community groups, not-for-profit organisations and ward members to submit applications explaining why their project should be funded from the POCA reserve by specifically addressing community safety and/or crime prevention. For this, the first round of the PPCF, £50,000 was available with grants of up to £7,500 available per group. Over £40,000 was awarded as follows:
 - Browns Community Services CIC – awarded £7,500
 - Free Legal Advice Group for Domestic Violence – awarded £5,000
 - Jealott's Hill Community Landshare – awarded £7,500
 - Recovery In Mind – awarded £7,500
 - The Wayz – awarded £6,488.98
 - Twyford Youth and Community Centre – awarded £3,750
 - West Berkshire CAB – awarded £5,665

The community is aware of our key messages and through this to encourage reporting to allow the PPP to be able to assess the extent of problems facing the community and deal with them appropriately:

- We put together **two newsletters** as a result of surveys in Wargrave and Shinfield to feedback the result to the participants the results of the survey regarding the rat populations in these two areas. We included key messages about how to deal with the problem of rats and the link to the rat maps to encourage residents to report rat sightings. They went to over **400 local residents**.

Work with stakeholders, decision makers, business, clubs, groups and organisations to hold effective Partnerships and increase their participation in getting across key messages and supporting the community to make informed choices where possible:

- We held a **Community Safety Partnership Problem Solving Task Group (PSTG) Learning Event** on 20 March 2018. A branded PowerPoint presentation was put together for the event to get across PPP key messages to the **audience of 56**.

Ensure there is regular liaison with the partner Council’s Communications teams in making full use of the corporate communication services they provide:

- We have put together a **draft PPP Communications Protocol, the agreed use of Partner communications’ services**. We have carried out consultation with the Partner authority Communications Managers for their feedback and approval.

Ensure communication with elected members, staff and senior managers is clear and timely:

- We have designed and written the **bumper PPP Members’ Bulletin that was a summary of 2017** that went to **all PPP Members and all Members across the three Partner authorities**. **Honed down versions of the Members’ Bulletin** are being planned for 2018 and the PPP will send these out in future to all PPP Members and to all the other Partner authority Members.
- We **regularly send out Licensing Members’ Bulletins to the PPP Licensing Committee Members**. Most recently we have rebranded the August Licensing Members Bulletin that was sent out the week beginning 6 August 2018.
- We have designed an **e-newsletter called Newsflash** which we aim to send to all PPP staff and Board members at least twice a month, or more often if required. 14 have been sent from November 2017 to 30 June 2018.

We develop positive relationships with the print and broadcast media:

- The following table illustrates the **number of press releases and press articles we have circulated from 9 October 2017 to end of Q1 2018:**

Service	Number of press releases	Number of press articles
Commercial	4	
Environmental Quality	1	1
Generic PPP	2	
Licensing	2	
Public Protection Community Fund	2	
Residential	5	
Trading Standards	6	3
Trading Standards/PPP Case Management Unit	15	
TOTAL	37	4

- The following table illustrates the **number of times the PPP has been mentioned in the media from 9 October 2017 to end of Q1 2018*:**

Service	Number of mentions in the media
Commercial	24
Environmental Health	2
Environmental Quality	4
Licensing	10
Partnership Support	1
Public Protection Community Fund	4
Residential	10
Trading Standards	17
Trading Standards/PPP Case Management Unit	21
TOTAL	93

* Please note in that these figures are likely to be higher as in future we will be monitoring all local printed press.

- The following table shows our **media enquiries from 9 October 2017 to end of Q1 2018** :

Service	Number of media enquiries
Commercial	3
Environmental Quality	1
Licensing	5
Public Protection Community Fund	3
Residential	6
Trading Standards	9
Trading Standards/PPP Case Management Unit	4
TOTAL	31

- **Our media reach from 9 October 2017 to the end of June 2018 is over 87 million.**

To develop our social media presence and manage online content:

The PPP Communications Strategy states:

We will ensure social networking media is used effectively to market the services provided by the PPP.

By developing a social media strategy/protocol to maximise the accessibility and impact of our services in the evolving digital environment.

At present we are using Partner authority digital platforms to maximise the exposure of our 'new' PPP brand as these well-known brands have communications channels with an established reach as follows (figures from October 2017):

	Bracknell Forest Council	West Berkshire Council	Wokingham Borough Council
Website - number of monthly home page visitors	10,076	10,000	32,560
Facebook – number of likes	8,100	1,458	5,155
Facebook – number of followers	8,046	1,452	5,251
Twitter – number of followers	10,700	8,482	9,862

- Unless a press release is for a very specific local issue we ask the Partner authority communications teams to upload it to their websites and to send the link out over their social media channels.

The following table demonstrates the PPP’s digital reach from 9 October 2017 to 30 June 2018:

	PPP Partner authority total	PPP reach/month from press releases	PPP reach/month from PR campaigns (press releases already included)
Website - number of monthly home page visitors	52,636	1,947,532	(press releases already included)
Facebook – number of followers	14,749	175,713	147,490
Twitter – number of followers	29,044	1,074,628	290,440
TOTAL		3,197,873	437,930

- **The PPP total digital reach from 9 October 2017 to 30 June 2018 is 3,635,803.**

People are aware of the services provided by the PPP:

- We have put together a **branded generic PPP leaflet that details the services provided by the PPP**. It has been given to colleagues to hand out at events over the summer. **500 have been printed so far and 2,000 will be printed by the end of August so every PPP office has a stock of them**. It has been circulated in the internal e-newsletter to all staff so they are aware and they know how to get copies.
- Every press release and press article has the following statement added:

The Public Protection Partnership is a shared service of Bracknell Forest Council, West Berkshire Council and Wokingham Borough Council and delivers Environmental Health, Licensing and Trading Standards functions.

- We have designed and purchased a **new 3mx3m gazebo that is branded with the PPP logo and the Partner footer**. It has being used at **all public events (five) over the summer** attended by the PPP. It also states the services we provide as follows:

A shared service delivering Environmental Health, Licensing and Trading Standards across Bracknell Forest, West Berkshire and Wokingham Borough Councils.

Website marketing content is accurate and up to date:

- To maximize raising the profile of the PPP we are still using Partner authority websites to drive traffic to the PPP web pages. These pages are regularly updated.
- **The project to create and launch a dedicated PPP website is now well underway** and discussions with an external web design company have progressed to the point where we hope to award the contract very soon. With an outline development phase of six to eight weeks, the current plan is that the PPP website should launch by the end of October. A project team, representing each area of PPP, is in the process of being formed and will work closely with the appointed contractor during the development phase.

4. The Communications Budget

- The PPP communications spend from 7 October 2017 to 30 June 2018 is:

Date	Item	Quantity	Who/what for	Cost (£)
9.11.2017	Public Protection Community Fund leaflets	500	Promote applicants to apply to the Fund	50.88
15.03.2018	PPP generic leaflets	500	All PPP staff to use	50.88
1.04.2018	West Berks communications service	6 months	Online communications	700.00
14.05.2018	Gazebo 3mx3m	1	For community/partnership events	780.83
14.05.2018	Table	1	For community/partnership events	32.00
14.05.2018	Folding chairs	2	For community/partnership events	29.17
21.05.2018	Tablecloth	1	For community/partnership events	11.25
22.06.2018	PPP generic leaflets	500	All PPP staff to use	50.88
1.08.2018	Gazebo weights	4	For community/partnership events	91.66
			TOTAL	1,797.55

- Please note we have agreed to a total of 12 months support from the West Berkshire communications service. We have also agreed to use the West Berkshire graphics service for 100 hours at a reduced rate of £30/hour from £50/hour.