

# PPP Communications Strategy

2021-23

A shared service provided by  
Bracknell Forest Council,  
West Berkshire Council and  
Wokingham Borough Council



**WOKINGHAM**  
BOROUGH COUNCIL

## Contents

1. Setting the Scene .....	3
2. PPP Vision and Mission.....	3
3. PPP Values .....	4
4. Strategic Priorities .....	4
5. Communication Objectives .....	4
6. Resources.....	8
7. Communications Channels .....	8
8. Target Audiences .....	9
9. Key Messages.....	10
10. The Tactical Plan .....	10
11. Evaluating Outcomes.....	10
12. Summary.....	10

## 1. Setting the Scene

The Public Protection Partnership (PPP) delivers Environmental Health, Trading Standards and Licensing Services to around 450,000 people and over 10,000 businesses on behalf of three authorities, Bracknell Forest, West Berkshire and Wokingham Councils. These services encompass a wide range of areas of responsibility from environmental protection to fair trading, food safety to animal health and housing standards to taxi licensing and much more.

From April 2022 the Partnership will no longer provide the service for Wokingham Council. A re-brand and re-focus on key areas for the remaining two authorities will have to be reviewed at that point.

The COVID-19 pandemic has demonstrated that communication plays a crucial role in the success of the service whether it's getting the most up to date COVID-19 advice out to residents and businesses or education to the community encouraging 'self-service' using some of the on-line resources of PPP. This document sets out the PPP approach to developing a communication strategy for such a diverse range of services and illustrates how effective communications can:

- Safeguard and promote the health, wellbeing and safety of our communities.
- Help us achieve our organisational objectives.
- Engage effectively with our stakeholders.
- Demonstrate the success of our work.
- Ensure our publics understand what we do.
- Change perceptions and behaviours where necessary.
- Maintain the integrity, and raise the profile, of the PPP name and brand.

## 2. PPP Vision and Mission

The PPP's vision is:

To protect and support residents and legitimate business through the successful use of information and intelligence, delivering safe and healthy neighbourhoods.

The purpose of the service is to:

- Provide information to businesses and residents to encourage self-service, to enable them to make informed decisions and to understand their rights and responsibilities.
- Create an atmosphere where legitimate and compliant businesses can thrive and not have their interests undermined by those who choose not to comply.
- Preserve the health, wellbeing and safety of the communities we serve.

### 3. PPP Values

Our values have a major influence on the way we want to be seen:

- Objectivity in decision making.
- The desire to meet the needs of the community.
- An approach to service delivery which is professional on every level.

### 4. PPP Strategic Priorities

Priority 1 - Community Protection
Priority 2 - Protecting and Improving Health
Priority 3 - Protection of the Environment
Priority 4 - Supporting Prosperity and Economic Growth
Priority 5 - Effective and Improving Service Delivery
Priority 6 - Partnership Working

### 5. Communication Objectives

The PPP's corporate communication objective.

The effective use of communication to protect communities and enhance the reputation of the Partnership and the Councils.

Cascading from this corporate objective are the following communication objectives:

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

To ensure the most comprehensive and effective communications activity, these objectives have been broken down as follows:

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

We will ensure people are aware of the services provided by the PPP.
<i>The way in which PPP reacted to the COVID-19 pandemic meant that reactive communication was crucial in keeping residents and businesses up to date in an ever changing situation. Many online advice events were delivered and we would seek to continue this to raise the profile of the services delivered by PPP. Continue to ensure the website is visible and the go-to' heart for advice and updates. Alongside our social digital channels. We are looking to have more visibility at face to face local events and trade group meetings.</i>
We will ensure people know who to contact to receive professional consultancy across our range of functions.
<i>By delivering targeted and integrated media, social media and digital media marketing campaigns to promote the collective and individual expertise within the PPP. We will also have (April 2022) a joint interface (IDox Cloud) with the service and the public working from a portal, including Public Registers and Applications.</i>
We will ensure any design and advertising is timely, attractive, inclusive and clear.
<i>Design will adhere to our brand guidelines, will meet our regulatory requirement not to discriminate on the grounds of race, religion, gender, marital status, sexual orientation, disability or age; and will be written in Plain English. Copy will be in large print, Braille or translated where necessary.</i>
We will ensure website marketing content is accurate and up to date.
<i>The website will be updated on a regular basis, and feedback and content will be fed in by the 'on the ground' teams. Listening to what it is residents and businesses are looking for and reflecting these needs in the website.</i>
We will ensure social media is used effectively to market the services provided by the PPP.
<i>Continued use of the PPP Facebook and Twitter pages to maximise the accessibility and impact of our services.</i>

- **Encourage the community to report matters and seek advice in key priority areas:**

We will ensure the community is aware of our key messages and through this to encourage reporting to enhance the PPP's ability to assess the areas of greatest concern facing the community and deal with them appropriately.

*By developing a strong voice in issue awareness and through this encouraging reporting to allow the PPP to be able to assess the extent of problems facing the community and deal with them appropriately. By planning a series of integrated multi-channel communications campaigns around identified key issues affecting specified target audiences to encourage reporting and feedback. Through PPP events and stakeholder events. By providing information on the website, or signposting them from social media to the website, to help people help themselves, as a first port of call.*

We will work with stakeholders, decision makers, business, clubs, groups and organisations to continue to develop effective partnerships and to increase their participation in getting across key messages and supporting the community to make informed choices.

*By initiating and maintaining excellent relationships with stakeholders, decision makers, businesses, clubs, groups and organisations to develop effective partnerships and to increase their participation in getting across key messages and supporting the community to make informed choices. By giving advice and guidance on their communication activities. Key to our success is officer engagement with customers and partner agencies to win ‘hearts and minds’ and support for what we do.*

- **Increase the profile and reputation of the PPP, its activities and services with key stakeholders, the general public and businesses:**

We will ensure the Public Protection Partnership has a strong, recognisable identity and brand.

*By working with Partner council’s communications teams we will develop a style guide to apply to all PPP external and internal facing material including the website, social media, zoom & teams meetings, email signatures, printed literature, MS PowerPoint presentations, print outs and Word documents, to ensure a strong, recognisable identity and brand is used across the service and its associated projects.*

*A review and plan will need to place, prior to Wokingham leaving the partnership, to ensure that their departure does not weaken or harm the brand. Work will be done to consolidate the service offer within Bracknell and West Berkshire on the new ‘post’ Wokingham PPP brand.*

We will ensure there is regular liaison with the Partner council’s communications teams in making full use of the corporate communication services they provide and link in with Corporate Comms Plans.

*By meeting with each Partner council’s Communications Lead Officer to understand fully the corporate communication services, and comms plans.*

We will ensure communication with elected members, staff and senior managers is clear and timely.

*By agreeing communication service standards with elected members, staff and senior managers and delivering to these agreed standards. Methods to include members’ bulletins, Newsflash e-newsletter for staff and staff briefings.*

We will develop positive relationships with the print and broadcast media.

*As set out in the PPP Business Plan 2017 section 15.5 'Each Partner will provide the Service with access to resources to process media enquiries relevant to the Service. This will include:*

- *Logging all media enquiries relevant to their area.*
- *Liaising with relevant elected members.*
- *Provision of advice to the service when requested.*
- *Assistance in promotional campaigns.*

*The Client Officer will advise the Service of any local procedures and facilitate where appropriate.'*

*Continue working with internal and external Partner media teams to develop a strong voice in the media to raise the profile of issue awareness. This will continue to be achieved by developing relationships with key press contacts for increased media coverage. By promoting success stories. Training needs will be assessed and a media programme developed for colleagues/members. Where appropriate, colleagues/members will be given opportunities to write for the media.*

We will continue to develop our social media presence and manage online content.

*As part of the ongoing channels for PPP we will continue to grow the audience, reach and engagement of the PPP social media channels –Facebook and Twitter. The engagement reach of our combined social media channels numbers in the thousands each month. A focus on content that produces worthwhile engagement and reach will be a priority and engagement within local community groups. We will also answer direct comments and messages and demonstrating quick turnaround times, in line with the fast pace nature of social media.*

- **Guide the PPP on how to maximise customer satisfaction (given the resources available to achieve our goals), collating customer information, including satisfaction ratings and feedback, to shape service design:**

PPP Strategic Managers and Teams will work to ensure that systems are in place to collect and report information about customers and organisations.

*The new IDox Cloud portal will enable back end users to see more up to date information on customers and organisations. The system will improve reporting functionality. We will develop mechanisms for follow up and feedback following online events and webinars.*

PPP Strategic Managers and Teams will work to ensure that systems are in place to collect and report customer feedback and satisfaction.

*By shaping service design through consulting the public and members about their priorities - ways to collect feedback include surveys, PPP events and stakeholder events. Feedback results of consultation to customers, internal and external. By setting up mechanisms to collect customer feedback and by setting up a system to both analyse the data and to report on customer satisfaction, such as Survey Monkey.*

To complete the strategy the following generic communications objectives have been compiled:

PPP Management will develop a consistent approach to internal communications to enable colleagues and members to understand the PPP’s vision and direction especially during periods of change.

*Monthly PPP team meetings. PPP also input into wider corporate events and internal groups. Produce member’s bulletins and other ‘ad-hoc’ updates.*

## 6. Resources

To deliver the strategy effectively and efficiently we need to evaluate what budget, assets and staff we have access to. Throughout the delivery of this strategy we will at all times be diligent in the use of resources, careful to demonstrate value for money and be mindful of good return on investment. The Lead Officer – Community Engagement will work across the PPP service with Partner council’s communication teams and alongside a team of ‘communications champions’ drawn from each PPP service area.

## 7. Communications Channels

The communications strategy will ensure the PPP utilises the appropriate communications channels to effectively deliver the PPP’s comprehensive communications function. The channel used will be based on assessment of the target audience and the key messages. The following table shows the communications channels we have access to and the tactics we are currently employing, together with potential tactics:

Channel	Tactics	Tactics Currently in Use
Advertising	Press, radio, TV, magazines, poster sites (buses, billboards, bus stops), cinema, Google, Facebook, directories , banners on highways, post office advertising	Press, radio, Facebook, Banners on highways, Post Office Advertising
Digital communication	Website, social media (Facebook, Twitter, YouTube, LinkedIn), online newsletters, blogs (news articles on website) , e-marketing, mobile texts, apps, PPP Newsflash e-newsletter , Bulletins	Website, Facebook, Twitter, Video, On-line newsletters, news articles on website, bulletins
Channel	Tactics	Tactics Currently in Use

Direct marketing	Campaign letters/leaflets with key messages for targeted audiences	Leaflets
Events	Seminars/conferences/events. Issue awareness / networking events/feedback events / Digital Events	Events / seminars / networking events, Digital events, Zoom / Webinars
Internal communication	Internal meetings, briefings, notice boards, members meetings, e-mail, Members' Bulletins and staff newsletter Newsflash, Digital Meetings	Member's Bulletins, Staff Newsletter/updates, internal meetings, digital meetings via Zoom/Teams, emails
Public relations	Getting media and on-line exposure via local and regional TV and radio appearances, stories/photos printed in local and regional media	TV , Radio, Local and Regional Press Coverage
Promotional literature	Consumer/regulated business newsletters, magazines, leaflets	
Other e.g. merchandising, sponsorship, grants and partnerships	Promotional materials, local competitions, town and parish councils, members, PPP staff and all staff to varying degrees.	Branded Animal Warden Van, Branded 'Clean Air Banners' Branded 'Pick up After Your Dog' notices and stickers, Branded Dog Poo Bags, Branded Air Fresheners for Taxis, Branded Clothing. Competitions for schools.

*Whatever the channel, it is important to remember it can take time to build the target audiences, relationships and issue awareness.*

## 8. Target Audiences

This strategy sets out the key audiences we will be targeting as follows:

- The public
- Staff
- Public sector organisations
- PPP Boards and Committees
- PPP Partner authorities
- Partner agencies
- Businesses
- Elected members
- Community groups
- Charitable groups

## 9. Key Messages

Communication can be very powerful and we want people to pay attention to what we are saying and most importantly **to take action**. Key messages will be developed for each target audience depending on the specific campaign. The following short, simple messages are examples of our 'call to action' to some of our target audiences:

- What can you do to help keep your neighbourhood safe?
- What can you do to help keep your neighbourhood healthy?
- Why get involved? To keep your neighbourhood safe and healthy
- Why get involved? To help protect and support your neighbours
- Your help is crucial, engage with us in public protection
- Ways in which you can get involved...
- How can I get involved?
- Help us shape and improve our services
- We need your help

Further compelling key messages will be developed depending on the individual campaigns we are running. Our communications should be simple and easy to understand.

## 10. The Tactical Plan

By bringing together our objectives, target audiences, key messages and communications channels, we have the basis of a strong and compelling communications tactical plan. The PPP Communications Action Plan 2021-23 will set out the detail of how the PPP Communication Strategy will be delivered over the next two years.

## 11. Evaluating Outcomes

We will need to demonstrate to our Partners, members and other stakeholders, how the communication activity, as set out in this strategy, is making a difference and is value for money. We aim to do this with robust targets, making sure we are continually striving to be better in all we do. To ensure our strategy is successful we will measure the effectiveness of what we are doing by compiling a quarterly Communications Dashboard and by reviewing the Action Plan on a regular basis. The targets will be evidenced in our Action Plan and our performance against these targets will be monitored by the Joint Management Board.

## 12. Summary

It is an important time for the PPP as it develops a clearer identity and starts implementing the business plan to greater effect. We look forward to delivering this strategy with our Partner council's communications teams, colleagues, members and other associates. Not only are we passionate about delivering a great communications service, we are confident through

our communications activity, consultation, team work and best practice, the PPP will be in a stronger position to implement its vision:

To protect and support residents and legitimate business through the successful use of information and intelligence, delivering safe and healthy neighbourhoods.