

Marketing & Communications Update

Service Marketing

Strategic Events: Christmas

Final evaluation reports were compiled and issued to event owners in December, with further discussion undertaken at an events review meeting in late December.

The headline statistics are below for information.

Coalisland

PR: 3 articles with Mean Advertising Value Equivalent (MAVE) of almost £6.5K. Post-event coverage achieved in 1 of 2 target newspapers (Tyrone Courier 1.5 pages).

Combined social media statistics:

	Reach	Engagement	Video Views
Pre-event	9,753	564	4,724
During-event	28,840	2,938	
Post-event	2,707	584	

Cookstown Winter Craft Fair (Burnavon)

PR: 9 articles with Mean Advertising Value Equivalent (MAVE) of £8.7K. Post-event coverage achieved in 1 of 3 target newspaper (Dungannon Herald). Note: competing with post-event coverage for lights switch on (see below).

Combined social media statistics:

	Reach	Engagement	Video Views
Pre-event	58,103	2,535	9,504
During-event	38,766	3,719	
Post-event	1,958	592	

Cookstown Christmas Lights

PR: 9 articles with Mean Advertising Value Equivalent (MAVE) of £24K. Post-event coverage in 2 of 2 target newspapers (Mid Ulster Mail front page and 2 pages, including 1 in South Derry edition; Tyrone Courier 1 page).

Combined social media statistics:

	Reach	Engagement	Video Views
Pre-event	47,611	4,843	26,109
During-event	69,464	15,283	
Post-event	7,743	2,646	

Dungannon

PR: 5 articles with Mean Advertising Value Equivalent (MAVE) of £22.6K. Post-event coverage in 3 of 3 target newspapers (Tyrone Courier front page & 4 pages; Dungannon Herald 3 pages; Tyrone Times 2 pages)

Combined social media statistics:

	Reach	Engagement	Video Views
Pre-event	32,673	3,325	49,015
During-event	183,333	23,478	
Post-event	5,602	1,267	

Maghera

PR: 4 articles with Mean Advertising Value Equivalent (MAVE) of £3.8K.

Post-event coverage in 1 of 1 target newspaper (Derry Post, 2 consecutive weeks, 2 pages).

Combined social media statistics:

	Reach	Engagement	Video Views
Pre-event	22,873	1,759	4,643
During-event	30,554	3,141	
Post-event	2,501	657	

Magherafelt

PR: 9 articles with Mean Advertising Value Equivalent (MAVE) of over £14K.

Post-event coverage in 2 of 2 target newspapers (Derry Post 1 page; Mid Ulster Mail, both editions, front page & 3 pages)

Combined social media statistics:

	Reach	Engagement	Video Views
Pre-event	41,178	4,644	28,330
During-event	89,155	11,514	
Post-event	4,035	708	

Please note social media statistics reflect:

- the number of channels used, e.g. Dungannon where posting was taking place from 2 Facebook channels as well as the Council's Twitter account.
- the perceived geographic proximity of the channel to the event e.g. Dungannon Life is the Facebook channel used for Coalisland, Visit Magherafelt is used for Maghera.
- the perception of the channel itself and its association with the event, e.g. in Dungannon, posting from HOTON Facebook page achieves greater reach and engagement than posting from the Dungannon Life Facebook page.
- the limitations on the use of the Council's twitter account over the weekend of 24-27 November when 3 x 3 day events were taking place. This required careful scheduling to ensure tweets from multiple places were not posted on top of one another with the risk of issuing confusing and conflicting messages.

Route Optimisation

Changes to bin collection days and/or the combination of bins being collected for over 16,000 homes in Mid Ulster will come into effect w/c 27 January 2018.

This equates to roughly a third of the district's households experiencing a change to a core service.

Timescales to deliver a communications plan have been extremely tight and complicated by planned changes to service (Christmas and New Year) and unplanned service disruption as a result of weather.

Direct communication with residents has seen a total of 13 variations in routes have been documented on information cards, highlighting the changes and including the first 3 months' of new collection days and combinations. These have been distributed by bin collection staff during the month of January.

Elected members have been briefed and relevant front-facing staff have also received briefing notes and FAQs.

The change is being aided by the online collection calendar which allows affected residents to look up their new collection arrangements in advance and with push notifications via the binovation app.

The Visit Magherafelt Facebook page is being used as the key online channel and, if the level of reach and engagement thus far is any indication – 1 post has generated organically a reach of 25.2K and engagement of 9.3K - it should help to reduce the level of queries and confusion which naturally arise from such a significant service change.

Recycling Campaign

The Christmas recycling campaign (7 – 29 December) was digital first, using video and focussing on a range of seasonal recycling messages, as well as targeting specific contaminants in Mid Ulster (glass and food in black bins).

Combined social media statistics for the campaign are:

No of Posts	Reach	Engagement	Video Views
28	44,095	1,032	5,018

In terms of future focus, planning has begun for the 2018 campaign, which will be tied to the results of quarterly waste composition analysis at the NI level (for general trends and to support regional messaging) and at the Mid Ulster (to address local and specific contaminants).

Funding opportunities look likely to aid in the on-going communications work, with applications to target direct mail and film production for social media and cinema advertising.

Culture & Arts

Burnavon

- The Burnavon spring programme was completed in November and the associated promotional plan has been developed and is now at implementation stage.
- Work has begun now on the summer programme.

Seamus Heaney HomePlace

- The Christmas campaign (12 December – 6 January) at Seamus Heaney HomePlace centred on an exclusive exhibition of bespoke Christmas cards which the poet had created every year. The centre-piece of the exhibition was a long-forgotten poem. The marketing and communications approach was structured as low cost-no cost and focussed almost exclusively on content creation for owned digital platforms, optimising PR opportunities and using some limited local advertising.
- The campaign aimed to encourage visitors over a traditionally slow period and to continue to build awareness of the offering. Over the target period (18 Dec – 7 Jan) there were 529 visitors to the exhibition.
- High level social media results (below) show significant reach, particularly on Twitter, and link click through rates were among the highest achieved (over 3,000 combined to SH Estate web site for Christmas card piece by Catherine Heaney and to SHHP web site for information on the exhibition). A full evaluation has been passed to the Head of Service and Centre Manager.

Facebook

No of Posts	Reach	Engagement
18	58,587	5,548

Twitter

No of Tweets	Impressions	Engagement
19	119,879	4,421

- A marketing plan for the current season's event programme (Jan – April) has also been developed and is now at implementation stage.
- The Year 2 Marketing Action Plan continues to be implemented via a cross-service team (marketing & communications, culture & arts and tourism).

Leisure

General

The service continues to work to support the delivery of existing programmes, but also as part of both the leisure improvement objective working group and the leisure review working group.

Key pieces of current work include data analysis to support the development of a new and more evidence-based marketing strategy, and the implementation of customer survey which will assess both current views and gaps in provision.

Greenvale Leisure Centre

- Significant support has been provided for the roll-out of the household membership campaign for January, the first one since the centre transferred back to Council management. The centre had already exceeded its new membership target for January by mid-way through the month which augers well for larger membership campaigns later this year.

- Centre information, booking and online forms have now all been transferred or created on the Council's main web site and the previous www.greenvale.co.uk is now redirecting to www.midulstercouncil.org/greenvalelc.

Social Media

Following completion of a social media review, meetings are taking place with relevant staff and on-going training is being provided to ensure quality and consistency of approach across channels and facilities.

Progress will be subject to on-going review.

Core Service Activity Levels

News releases issued in November and December

Note: news releases are not an end in themselves and are often simply the core script. Further creative content and messaging evolves to suit different audiences and translates into activity across channels.

	No issued	Breakdown by service area:
Nov 17	30	Events 12; Econ Dev 6; Leisure 3; Environmental Services 3; Environmental Health 2; Community Development 2; Capital Projects 1; Planning 1.
Dec 17	17	Arts & Culture 5; Chair 3; Tourism 2; Events 2; Capital Projects 1; Community Development 1; Economic Development 1; Environmental Services 1; Planning 1.

Media Enquiries

	No received	No answered in 4hrs	Fastest response time	Slowest response time	Top Topic(s)	Top Source(s)
Nov 17	36	29	Immediate	48hrs 16mins	Christmas trees (13)	BBC (6)
Dec 17	17	10	Immediate	9hrs 35mins	Car parking (3) SHHP (3)	Derry Post (4) Tyrone Courier (4)

Corporate

Internal communications

The online staff engagement survey closed in December. Results and analysis will be presented to the Policy & Resources Committee in March.

Brand implementation: signage

The majority of gateway signage was successfully erected pre-Christmas and the remainder is to be erected by mid-February.

Depot and recycling centre signage has been approved and final designs are being passed to Technical Services for procurement. These should be in position before the end of this financial year.

External leisure facility signage is progressing with Technical Services.

Play park signage designs are being considered by the Policy & Resources Committee in February.

Strategic Projects

Dungannon Leisure Centre – communications approach is agreed. No further movement with the exception of a staff briefing to inform employees about the outcome of the consultation exercise.

Coalisland Public Realm – no further movement beyond initial consultation stage.

Gortgonis Redevelopment – development of a detailed communications plan, based on initial scoping of communications issues, is underway.

Moneymore Recreation Centre – closing w/c 5 February for refurbishment. A communications plan in place and implementation has begun.