

Marketing & Communications Update

Community Planning

Lead Partners Communication Meeting

The first meeting of communications staff from lead community planning partners took place on 18 September.

There was broad representation from partners, encompassing DfI, DfC, EA, Libraries NI, NHSCT, SHSCT, NI Water, South West College, Northern Regional College, Workspace and CWSAN.

Three questions were considered:

- The extent to which community planning is a part of each organisation's corporate and business/service planning agenda
- Whether the approach positioned in the Engagement and Communications Strategy was appropriate (i.e. that the lead agency on any project also leads communications, forming a task and finish group of other partners as required)
- How the immediate community planning priorities should be managed (i.e. Community Planning Convention, Mid Ulster Skills Forum Skills Report launch, Ageing Well project).

While the extent to which community planning is an integral part of each organisation's corporate agenda varied, there was consensus that a communications group had a role to play in ensuring a more cohesive approach.

There was clear agreement that the people who are benefitting tangibly from community planning outcomes should be placed at the heart of any communications activity.

There was also some discussion around how any narrative might be developed, along with potential community planning-specific platforms, bearing in mind the resource implications and the need to manage community expectations around community planning.

A series of actions will now be progressed, which in the short term will focus on the delivery of communications plans for the launch of the Mid Ulster Skills Forum and the Community Planning Convention.

Mid Ulster Skills Forum Skills Report & Action Plan

The communications approach and messaging for the launch of the report and action plan (15 October 2018) has been developed by marketing and communications and agreed.

This is the first major piece of work to emerge from the Mid Ulster Skills Forum and while it may relate specifically to the Mid Ulster region, the issues under discussion have relevance NI-wide.

This means positioning the launch as an event with regional i.e. NI significance, as well as showcasing the fact that the Forum is the first of its kind in NI and the first to produce a comprehensive analysis of the 'skills landscape'.

The approach to communications will focus on achieving:

- media buy-in from regional, business-focussed broadcast and print channels
- endorsement from Forum members across sectors, but primarily from the business world itself and relevant sectoral bodies.

Community Planning Convention

The Convention is the next significant large-scale engagement event with the community and voluntary sector, as well as with a range of other stakeholders, including businesses.

A final format for the event with confirmed speakers has been received and the development of a communications plan will now take place, with an emphasis as outlined previously, on creating a true sense of partnership by ensuring partner organisations have aligned messages and generate content on their owned channels.

Recycling 2018-2019 Campaign Plan 'Are You A Recycling Hero?'

The new 'hero or zero' recycling campaign was launched on 24 September 2018 to coincide with this year's Recycle Week.

The campaign focuses on reinforcing existing positive behaviour among recyclers, while encouraging behaviour change in those who recycle less, not at all, or incorrectly. This approach is endorsed via the research results and guidance received via WRAP.

The 'hero' concept itself is rooted in the idea of telling Mid Ulster's recycling story, not from the Council's perspective, but from our residents'. And every story has a hero. So who are the recycling heroes in Mid Ulster?

This campaign changes the traditional recycling narrative to engage with local people at a range of levels, using a specially devised online quiz for participants to test whether they are a recycling hero or a recycling zero; tapping into the on-going popularity of superheroes with children and young people by using superheroes like Batman and Spiderman and our own Mid Ulster heroes Eco-Eddie and Eco-Edwina; taking the message practically to the local community via a partnership with Tesco in the 3 main towns; refreshing the recycling education programme's theme to reflect the hero story and online interaction; re-framing routine recycling-related activities to reflect the hero story.

Ultimately, over an extended period of time, we have the opportunity to gather a wealth of material which tells the recycling story in Mid Ulster and to use it to engender civic responsibility and pride when it comes to recycling (e.g. recycling hero awards).

The campaign is structured to be omni-channel i.e. where every channel we use is seamlessly connected visually, verbally and virtually. This will ensure that whether we are working across our web site and social media sites, print, out of home or in direct marketing, our positioning and messaging is clear and consistent.

It is also in line with our 'digital first' agenda, creating online content through the quiz (directing traffic to our website, helping to establish digital metrics for evaluative purposes), asking people to contribute their stories through social media and seeking to increase the use of video in our campaign work.

This is also the first time where we intend to use targeted cinema advertising in a campaign, subject to budget.

Some example artwork is attached to illustrate the applied concept.

The objective is to contribute to the reduction of recyclable material (specifically paper, card, plastics and glass) in black bins by 5% in 2018-2019.

Leisure & Outdoor Recreation

A leisure customer insight paper was presented to the leisure team at the beginning of August, documenting research evidence into customer behaviours as they relate to leisure and analysing and interpreting available information from our own sources.

As well as identifying data gaps and opportunities, the work delivered an initial assessment of each leisure facility's product portfolio which has subsequently been explored in more detail at specific meetings and informed by further research on industry trends.

To help inform the future development and shape of the leisure offering to residents, marketing and communications has developed a non-user market research proposal, undertaken the procurement and a project initiation meeting with the successful market research company took place on 26 September.

Support has also been provided on specific campaign development and delivery to promote programmes, e.g., the NIFSA Forest School and the Green Flag People's Choice campaign, the leisure autumn and swimming programmes, the teenfit initiative in Dungannon and memberships in Greenvale.

Events

Planning and delivering pre-event promotional activity across channels, during-event social media coverage and post-event press and social coverage is a substantial area of marketing and communications support service.

The summer event programme has now been completed:

- Cookstown Continental Market: Saturday 2 & Sunday 3 June
- Tafelta: Saturday 11 & Sunday 12 August
- Lumarina: Friday 17 & Saturday 18 August
- Picnic in the Park: Bank Holiday Monday 27 August
- Peter's Trails & Tales: Saturday 8 September

Individual evaluations of each event have been undertaken and a summer events review meeting is to be held on Monday 1 October to allow greater engagement and timely discussion which can inform decisions and activities for 2019.

The marketing plan for Halloween events has been completed by the marketing and communications service and is at implementation stage.

The events are:

- Friday 26 October: Hill of The O'Neill and Ranfurly House, Dungannon
- Saturday 27 October: Mid Ulster Sports Arena, Cookstown
- Wednesday 31 October: Maghera Leisure Centre and St.Patrick's Playing Fields, Maghera
- Wednesday 31 October: Coalisland

Core Service Activity Levels

News releases issued in July and August 2018.

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:
July 18	12	Chair/Deputy Chair 3; Parks 2; Events 2; Econ Dev 2; Planning 1; Environmental Services 1
Aug 18	16	Events 5; Econ Dev 3; Culture & Arts 2; PCSP 2; Environmental Services 1; Environmental Health 1; Tourism 1; Bonfire Consultation 1

Media Enquiries

The volume of media enquiries in July came close to the highest levels to date (May 2018 at 49) and the service performed well in terms of response timeliness, particularly given the holiday period.

	No received	No answered in 4hrs	Fastest response time	Slowest response time	Top Topic(s)	Top Source(s)
July 18	45	39	4mins	6 days 4hrs 33mins	Travellers' Issues (12); Bonfires (7)	Irish News (13); Tyrone Courier (7); Mid Ulster Mail (6)
Aug 18	27	20	Immediate	15hrs 8mins	Aughnacloy spillage (6); Planning (3)	Tyrone Courier (7); Dungannon Herald (6); BBC (4)

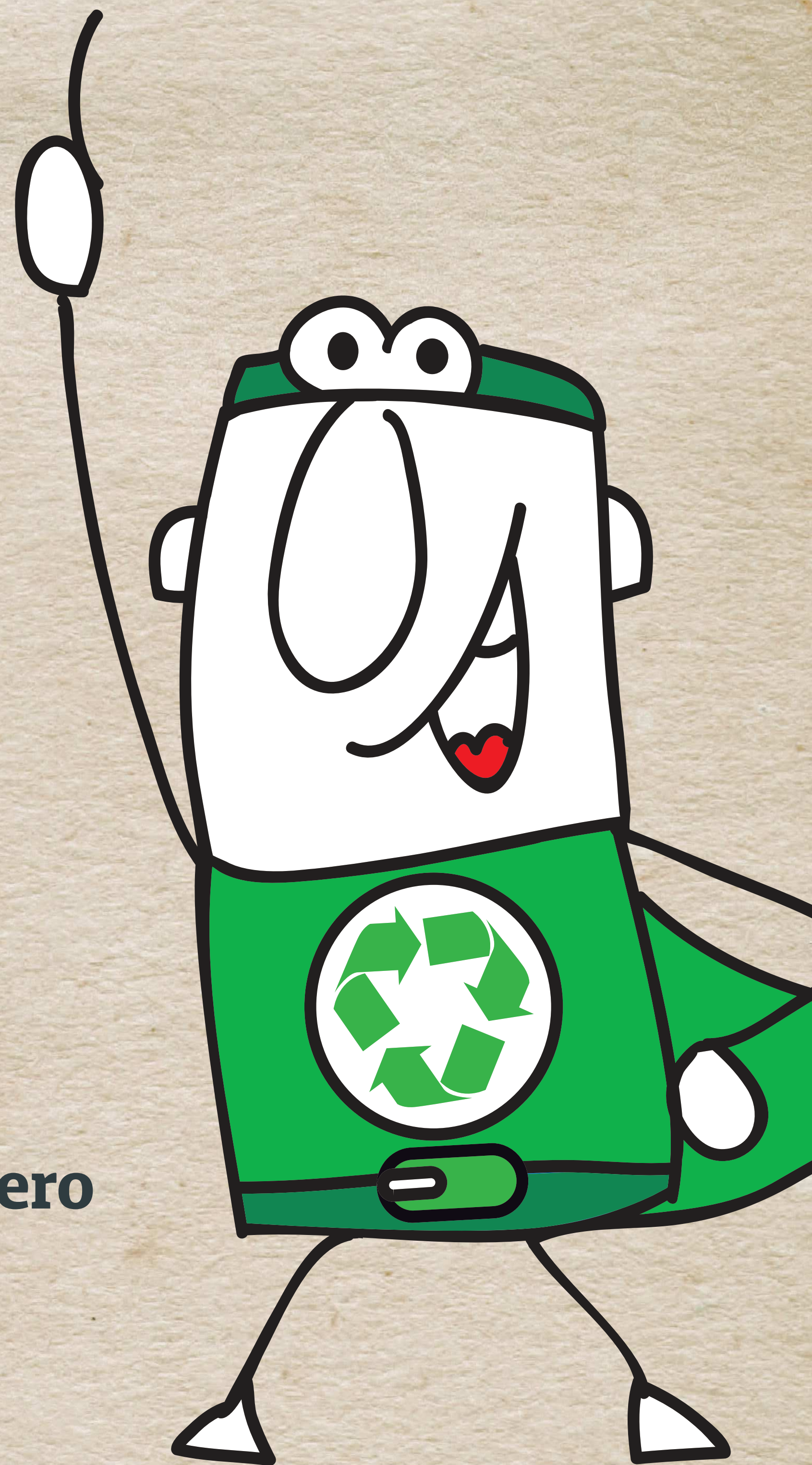
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