

**TELFORD & WREKIN COUNCIL**

**CO-OPERATIVE & COMMUNITIES SCRUTINY COMMITTEE– 12.09.11**

**CO-OPERATIVE COUNCIL CLIENT CAMPAIGN BRIEF**

**REPORT FOR INFORMATION**

## **Client Campaign Brief**

Campaign title:	Co-operative Council
Member:	Shaun Davies/Bill McClements
Senior officer or line manager:	Richard Partington
Campaign owner:	Fliss Mercer
Alternative contact:	Louise Stanway
Marketing communications officer:	CT
Press communications officer:	NN
Service area:	Corporate
Priority:	
Cost code:	TBC

### Background

Telford & Wrekin Council has committed to become a Co-operative Council, which will see it working more closely with residents, staff, partners and other organisations to deliver sustainable services for the borough.

This approach will mean that the Council continues to provide frontline services in the face of unprecedented cuts in government grants. It will also ensure that residents, local organisations and staff have a stake in and can help to shape those services.

The aim is for the Co-operative Council ethos to become ingrained into the work and culture of the Council and for this to ripple out to other parts of the borough. Experience elsewhere shows that the Co-operative Council approach is a challenging concept to communicate as it will take many different forms across different services.

The campaign will seek to inform all stakeholders of Co-operative Council and develop a basic understand of what this means, the difference it makes and how people can get involved.

### Objectives/purpose

To communicate that Telford & Wrekin is a Co-operative Council

To communicate what being a Co-operative Council means

To show the difference being a Co-operative Council makes

To show Telford & Wrekin's unique approach to a Co-operative Council;

To encourage residents and staff to get involved in the Co-operative Council model  
To show the range of stakeholders the depth of services that the Council provides

#### Target audience(s)

All residents  
Council staff  
Ward members to promote uptake and involvement  
Council partners, local organisations and businesses  
Local stakeholder groups

#### Key elements

The campaign will be a long running campaign to demonstrate how a Co-operative Council runs through everything that the Council does and is likely to touch all Council communication material in due course.

Initially, campaign will focus on the Early Adopter Programme and the Co-operative and Employee Commissions.

#### **External communication**

Incorporating Co-operative Council into corporate brand  
Co-operative Council visual identity and link to corporate identity  
Dedicated web page – web updates, home page  
Media campaign (including national media profile)  
Social media  
Insight  
Key customer face to face points  
Receptions, leisure centres, libraries  
Services affected by Co-operative Council  
Case studies  
Videos  
Plasma screen  
Posters  
E-marketing campaign

#### **Internal communication**

Dedicated Intranet page  
Posters  
Managers briefing  
Staff briefing sessions  
Enews  
Cabinet member sessions

#### Desired response

Understanding of what a Co-operative Council is  
Staff understanding of how they can adapt services to a Co-operative model  
Engagement with Co-operative Council model

Increased involvement in public services

Collaborative working

- Heads of Services/SDMs
- Community engagement
- Engagement from Town and Parish Councils
- Major employers
- Other borough organisations
- Town and parish councils
- Service providers
- Unions
- Staff representatives
- Business representatives
- Service users

How does this fit in with other marketing activity?

The Co-operative Council will increasingly be incorporated into a very broad range of Council communication material as it will be key to demonstrating the Co-operative Council in action and how the Council is changing the way that it works as a result of being a Co-operative Council.

Background Copy

<b><u>Proposition</u></b>	Telford & Wrekin is a Co-operative Council
<b><u>Summary paragraph</u></b>	Telford & Wrekin as a Co-operative Council is working closely with residents, staff, partners and other organisations to deliver sustainable services for the borough.
<b><u>Key messages</u></b>	<p><b>Corporate messages:</b> Telford &amp; Wrekin is becoming a Co-operative Council. A Co-operative Council is one that works closely with many different groups and people across the borough. Being a Co-operative Council will change the way that this Council works with, involves and listens to people in the borough. Being a Co-operative Council will allow us to look at ways of doing things differently and finding alternative ways of providing our services. Following unprecedented cuts in Government grants over the next three years, the Council must find ways to deliver services differently and save money.</p> <p><b>Residents' messages:</b> We want to know what you need and what you think is important so that we are involving you and not just telling you what we are doing.</p>

	<p>We want to make it easier for you to talk to us.</p> <p>We want to do more of the things that matter to you by running services differently and together with local communities.</p> <p>We want to help you to do more for your local community and make sure our services are good quality, offer value for money and are designed around people's lives.</p>
<b><u>Information sources</u></b>	<p>Dedicated web pages and friendly url</p> <p>Programmed media and other communications linked to Co-operative Council milestones</p> <p>Point of contact information</p>
<b><u>Contacts</u></b>	<p>Centralised email address for suggestions or fill out relevant online forms.</p>

### Images

Agreed Co-operative Council logo to be used as per guidelines with, and not independent of, the corporate logo.

### Mandatory inclusions & guidelines

Corporate logo

Co-operative Council branding

See Co-operative Council branding guidelines.

### Distribution Channels

- Media releases – clear plan of media material around initial six month burst from September 2011
- Internal campaign – encouraging staff to take part and for members to be advocate
- Point of contact support material - screensaver
- Posters
- Insight
- E-marketing to participants in previous consultations
- Facebook and Twitter
- Dedicated webpages
- Home page advertisements
- Word of mouth
- User groups – eg senior citizens forum/families
- Plasma screens
- Enews
- SDM delivery note

### Project timetable/deadlines

Work is already ongoing to incorporate the Co-operative Council message into Council activity, services and publicity.

July 2011 – Big internal push of Co-operative Council message and what it means to staff and launch of Co-operative Commission.  
September 2011 – Big external push to residents and businesses, although messages are already going out now.

How we will measure success

Hits to Co-operative Council web pages  
Tracking understanding of what Co-operative Council means  
Involvement in Community Engagement and online surveys

Budget

It is a main priority of the new administration to demonstrate that Telford & Wrekin Council is a Co-operative Council. Therefore funding will need to be allocated to publicising the fact and ensuring that it is partly a visual campaign and that the term Co-operative Council is being well displayed and explained to residents and staff.

Next Steps

To agree the lifetime and budget of the campaign so that a proposal and action plan can be drawn up in order to start publicising the meaning of Co-operative Council after the school holidays.

**Approval to Proceed**

	Name	Signature	Date
Campaign Owner			
Line Manager			

## Co-Operative Council Communications activity planner

<b>Campaign focus</b> Date/issue	<b>External campaign</b>	<b>Media</b>	<b>Other</b>	<b>Internal</b>	<b>Comments</b>
<b>July</b>					
Suggestion Box	X	X	X	X	Regular updates as to numbers and suggestions
Community Panel recruitment	X	X			
18 07 Co-Op Council cabinet paper and presentation	X	X	X	X	Presentation to staff
27 07 Budget calculator	X	X	X	X	
Citizens Commission recruitment		X			Update on who's joined
<b>August</b>					
Dawley Town Hall feasibility study		X	X		Partner communications
Health hub with PCT in 1 <sup>st</sup> Point		X		X	Link to PCT campaign
Employee engagement in non staff savings		X		X	External only if we can ID savings to be auctioned
<b>Sept</b>					
Flexible employment		X		X	Media message will need to be carefully handled
Fairtrade Champions				X	
Citizens Commission	X	X	X	X	
Co-op approach for	X	X	X	X	

Leisure					
Employee commission				X	
<b>Oct</b>					
Brookside Pilot Ward	X	X	X		
Small business loans fund	X	X	X	X	
Job Centre + pilot scheme	X	X	X	X	
Telford Employability partnership	X	X	X	X	
<b>Date TBC</b>					
Co-Operative Schools trust			X		
Employee eyes and ears campaign				X	