



# Blaenau Gwent County Borough Council

Communications Strategy

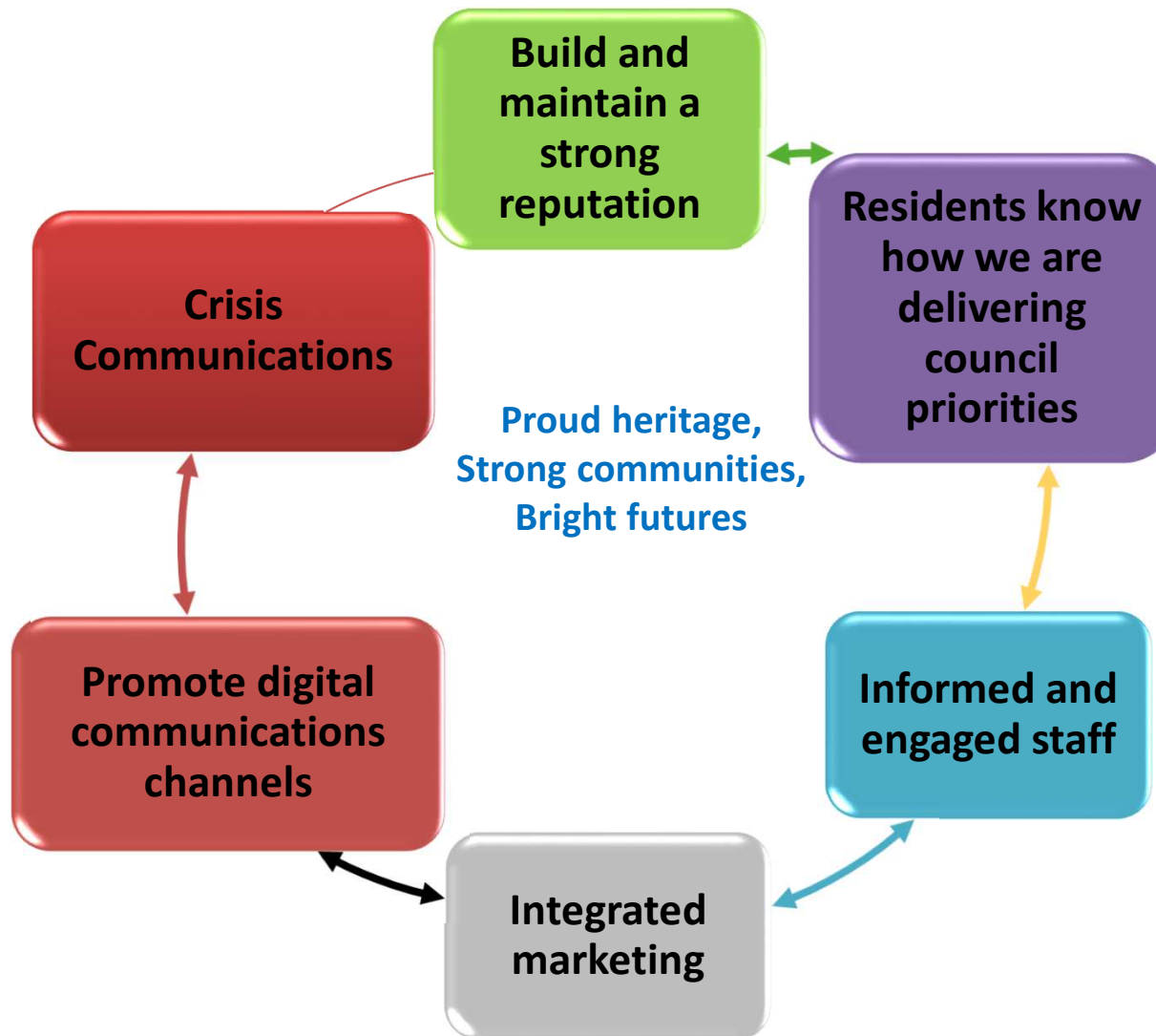
*Putting Blaenau Gwent on the map*

## Communications Objectives

Deliver excellent, innovative and cost effective two-way communications, building a positive reputation and increasing trust and confidence that the Council is delivering services that meet resident, businesses and visitors needs

Support elected members and staff by promoting the impact of the Council's vision, priorities and core values.

# Blaenau Gwent's Communication Ambitions



# Blaenau Gwent's Communication Ambitions

## **Build and maintain a strong reputation**

- *Be proactive to promote key council achievements and initiatives and if needed defend the council against unfair criticism.*

## **Residents understand council priorities and how we are doing**

- *Ensure residents are kept informed of council decisions and service standards to increase understanding of the impact of our work and improve levels of satisfaction.*

## **Informed and engaged staff**

- *Delivery innovative Internal communications and engagement activities so staff identify their contribution in delivering council priorities and celebrate achievements.*

## **Integrated marketing**

- *Marketing activity will support service delivery and campaigns will be centrally planned using customer insight and delivered to the target audience through appropriate channels.*
- *Campaigns monitored to ensure value for money*

## **Promote digital channels**

- *Capitalise on the opportunity that digital and social media offers to reach our local community and use of these channels to support customer service delivery strategy.*

## **Crisis Communications**

- *Effective warning and informing communications delivery*
- *Effective and timely communications are essential in any emergency.*

# Build and maintain a strong reputation

*Be proactive to promote key council achievements and initiatives and if needed defend the council against unfair criticism*

**Build and  
maintain a strong  
reputation**

Regular media releases.

Regular sharing of collaborative and partnership working

Proactive digital content including images and video to promote services using digital channels.

Anticipate any unfair criticism in the media and provide a counter balanced position

# Consistent Messages to promote Council priorities.

*Ensure residents are kept informed of council decisions and service standards to increase understanding of the impact of our work and improve levels of satisfaction*

**Residents know  
how we are  
delivering  
council priorities**

Promote success in education.

Promote economic development and regeneration.

Promote social services priorities.

Campaigns to support strong and environmentally smart communities

Efficient Council. Inform residents about service changes and encourage self service where appropriate

# Informed and engaged staff

*Delivery innovative Internal communications and engagement activities so staff identify their contribution in delivering council priorities and celebrate achievements.*

**Informed and engaged staff**

Promote regular staff engagement sessions

Regular staff newsletter

Regular Managing Director Message

Regular manager brief

Intranet and internal social media for 2 way communications

# Integrated Marketing

*Marketing activity will support service delivery and campaigns will be centrally planned using customer insight and delivered to the target audience through appropriate channels. Ensure that campaigns deliver value for money.*

## Integrated Marketing

Support Council priorities with integrated marketing campaigns.

Aim messages at the right target audience. Use customer insight to target key audiences when developing campaigns

Take advantage of digital media as this offers speed to market and lower costs than traditional media. Use traditional media where appropriate.

Support marketing with high quality graphic design to ensure consistent branding and visual identity for Council communications.



# Promote digital communications channels

*Capitalise on the opportunity that digital and social media offers to reach our local community and use of these channels to support customer service delivery strategy*

## **Promote digital communications channels**

Support the Council's digital ambitions

Lower cost communications with well targeted campaigns

Trackable and measurable results (web analytics, social media reach)

Personalised campaigns reducing waste

# Crisis Communications

*Deliver effective warning and informing communications*  
*Effective and timely communications are essential in any emergency.*

## **Crisis Communications**

Review and update communications in all major incident and off-site business continuity plans.

Take part in learning, training and de-brief sessions

Support the lead partner (or lead) in delivering communications plans during major incidents and during recovery.

# Hierarchy of Plans

## Heirachy of plans



# Measures and Evaluation

Area	Measure
Media relations	Accurate and balanced media coverage for the Council.
Internal Communications	Staff feel involved and able to use their skills to deliver our priorities (pulse events and staff survey)
Council website	Increased number of visitors. Increased in the volume and proportion of online transactions.
Social media	Increased followers. Positive feedback on Council posts.



# Communications Strategy

## Feedback