

## Appendix C

### Investment Programme communications update (June 2014)

#### Part I

#### Overview of all Investment Programme communications activity

This report covers activity for the period February to May 2014.

#### *Media relations*

<b>Press releases issued</b>	Total number	133	
	Relating to Investment Programme	12	9% of total
<b>Coverage in local and national media</b>	Total number of articles placed	552	
	Relating to Investment Programme	120	22% of total
<b>Arising from proactive activity</b>	Total number of proactive articles placed	326	59% of all articles placed
	Relating to Investment Programme	88	73% of all articles placed
<b>Coverage tone</b>	Total number of articles	96% positive or factual	4% negative
	Relating to Investment Programme	98% positive or factual	2% negative
<b>Media enquiries</b>	Total number of enquiries received	407	
	Relating to Investment Programme	33	8% of total
	Percentage responded to within 24 hours	89%	

[www.belfastcity.gov.uk](http://www.belfastcity.gov.uk)

<b>Website traffic</b>	Average number of unique visitors	396,454	
	Average number of unique visitors to /investment (overall progress)	736	0.18% of total
	Average number of unique visitors to /regeneration (individual projects)	1,644	0.4% of total

Ongoing actions to increase traffic:

- Increased use of homepage to highlight overall progress and key projects
- More social media coverage to drive traffic back to specific sections of website
- Revised content to reflect the changing context due to local government reform
- More interactive content, to include more videos, maps and images

## ***Social media***

<b>Facebook</b>	Total number of page likes	19,962	
	Number of posts	134	
	Relating to Investment Programme	18	13%
	Total reach (number of people reached via posts, shares and likes)	101,403 (w/c 2 June)	

<b>Twitter</b>	Total number of followers	29,812	
	Number of tweets	915	
	Relating to Investment Programme	59	6%
	Total mentions and retweets (in addition to tweets issued)	8,063	

## ***Internal communications***

- 'Big Picture' briefing held for staff in February 2014, including a presentation on Investment Programme delivery to date
- Ongoing updates provided via:
  - Two-page spread in each edition of Intercom magazine – focusing on key project updates, questions raised at Big Picture briefing and profiles of staff contributions
  - Regular updates in Team Brief, looking at overall progress
  - Refreshed content and updates on Interlink, accessed by 1,600 PC users each day
  - Regular news items displayed to 1,000 staff on 58 TV screens in frontline locations
  - Specific departmental achievements highlighted via departmental Team Brief

## ***Publications, advertising and graphic design***

- Ten-page pullout included in April 2014 edition of City Matters, distributed to 130,000 residents as well as public areas across Belfast, and including:
  - Information about rates for 2014/15
  - Overall progress on Investment Programme so far, including targets achieved
  - Focus on each work stream, with case studies to explain the difference projects are making to people and communities throughout the city
  - Breakdown of capital projects by area
- Continued implementation of a 'look and feel', with branding across all material to identify projects as part of the Investment Programme
  - 282 publication jobs processed, with 12% of these materials for IP projects
  - Signage installed at capital projects, including Girdwood Hub, Marrowbone, Belfast Waterfront Conference and Exhibition Centre and Drumglass Park
- Booklet for members circulated in April 2014, providing an overview of progress so far for each work stream, and issued in advance of May elections

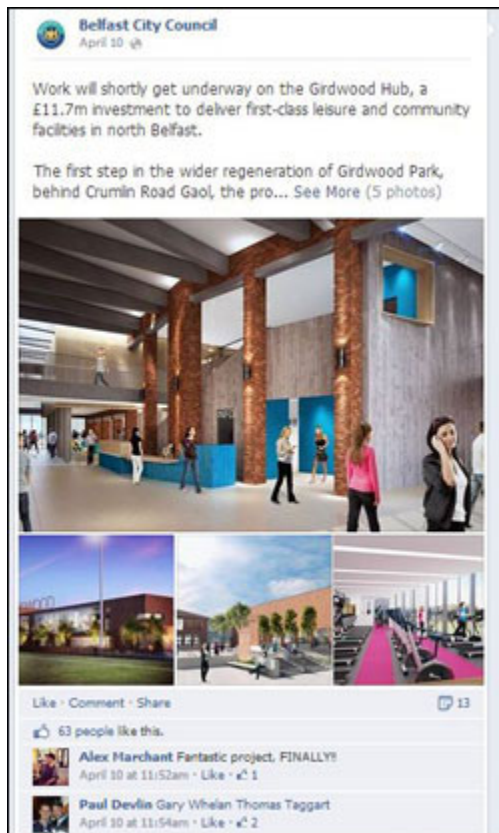
## Part II

### Example of communications campaign - start of work on Girdwood Hub



#### Media event and press release - 10 April 2014


- Launch to mark work starting/official sod cutting
- Release/photography issued to all news outlets
- Coverage on BBC NI, BBC News Online, Radio Ulster, Belfast Telegraph, North Belfast News, 4NI and Chatterbox
- All ranked as positive/factual
- Media opportunities for council representatives as well as funders and partners



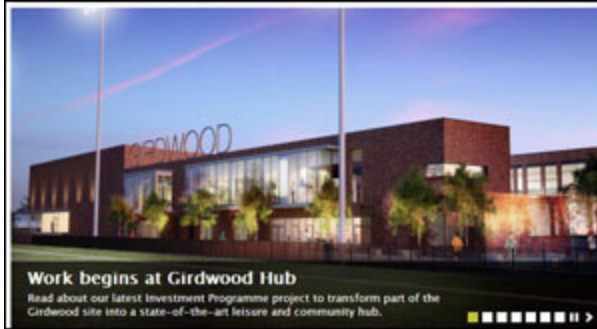
#### Social media – Facebook and Twitter

- Range of posts from 10-17 April 2014
- Responses given to comments and feedback
- Top post on Facebook, reaching 7,700 people
- Listed within top ten Twitter posts

 **Alex Marchant** Fantastic project, FINALLY!!  
April 10 at 11:52am · Like ·  1

 **Brigid Sloan** why would there not be a swimming pool surely the people of North Belfast would want one in the centre and the amount of money that is going into it, you would think there would be one. how was the community involved with the developing plans, who was asked what they would like in it. There is a large percent of children in North Belfast what would be there to make the centre appealing to them i.e Swimming Pool just a thought Belfast City Council  
April 15 at 9:37pm · Edited · Like

 **Belfast City Council** Hi Brigid Sloan, we work with the Girdwood Hub Forum, which is made up of representatives from all communities surrounding the hub site. Plans for the hub have been developed in partnership with the forum and will be on display at the following locations in April/May, for people to view them in more detail:  
• Lower Shankill Community Association (28 April-2 May)  
• Cliftonville Community Centre (5-9 May)  
• Lower Oldpark Community Association (12-16 May)  
If you'd like more info about the forum, call us on 9091 8775 or email [girdwoodhub@belfastcity.gov.uk](mailto:girdwoodhub@belfastcity.gov.uk)  
April 16 at 5:48pm · Like



## Website homepage and content

- Homepage story 10-17 April 2014
- Users directed to dedicated web page, with artists' impressions and project background
- Site accessed by average of 396,454 unique visitors per month



## YouTube video

- Recorded at event on 10 April 2014
- Publicised via Facebook and Twitter, as well as website
- Viewed 217 times via council's YouTube channel
- Also available to view internally for staff as part of event coverage



## City Matters magazine

- Included in ten-page investment and rates pullout in April 2014 edition
- Distributed to 130,000 residents, as well as public areas including doctors surgeries and libraries
- Part of wider update on Investment Programme progress to date across all work streams



## Signage and hoarding

- Installed w/c 10 April 2014 to coincide with work starting on project
- Key footfall area along construction site perimeter
- Branded to show the wider Investment Programme context
- Visible way of acknowledging funding contribution and partners



## Information leaflet

- Distributed to 38,000 households in areas around Girdwood Park w/c 10 April 2014
- Four page leaflet outlining project details and background
- Directing people towards website or community engagement events for more information







## Internal communications

- Lead article in Intercom staff magazine April edition
- Circulated to 2,600 staff
- Project also included in May Team Brief, as part of overall Investment Programme update
- Details covered in Big Picture staff briefing in February 2014
- April 2014 event also covered via Interlink and Team Brief



## Engagement materials

- For use at events, press launches and other engagement activities led by project team
- Visible way of acknowledging funders and partners