

Scrutiny Review of Communications and Advertising
Questions 1 – Write Up
Scott Chambers and Councillor Steve Fritchley

1.	<p><i>What is your role in this area and how does it contribute to effective communications</i></p> <ul style="list-style-type: none"> SF – done local newspaper for a number of years. In 2015 had a lot of interest from newspaper in connection with Mike Ashley (sports direct). Had to decide how to deal with it effectively and answer questions in newspaper. Did brochure. Put film together – ‘Outside In’ for BBC. Launched January 2017 as good way to promote Council. Now doing TV on you tube SC – manger all communications, joint manager, website, media, printed publicity, majority of stuff comes through us. Don’t want people going off at a tangent NE News well received but feel need to put a bit more hard hitting stories in there. Need to do something in between
2.	<p><i>What methods do we use to communicate and which are the most effective</i></p> <ul style="list-style-type: none"> SC -Use different media. Not limited to Facebook, withdrew from this at Bolsover. Caused no problem. Need to put in time and effort, not use propaganda but give a story. Not using advertising subsidy now. TV open to everyone. Internal staff but initially mainly for external message. Will promote District. First programme about Langwith high street and how community mad a success of high street. Need to be objective
3.	<p><i>How do we ensure the information provided is accessible, up to date, accurate on our various methods both internally and externally</i></p> <ul style="list-style-type: none"> Keep on top of it every day, cannot just set up and forget it. With schedule ensures up to date. Resourcing. Bolsover increase staff, 2 FTE just started. Web developer and officer
4.	<p><i>How effective do you think our communication to internal employees is</i></p> <ul style="list-style-type: none"> SC – culture changing. Human Interest stories important. One issue is to get Heads of Service and Directors, Assistant Directors to give us information. Sometimes last to know, although is getting better. Educational thing. One of my officers takes lead on a project and encourages officers why it is important to give us stories e.g. focus on how it is benefitting communities. Resource is the key. Don’t have here at NE
5.	<p><i>How do we measure performance</i></p> <ul style="list-style-type: none"> Can be difficult to measure. It means nothing, number of clicks.

	<ul style="list-style-type: none"> • Councillors can tell you as close to constituents e.g. saying read a good article • Went to Pinxton spoke with shopkeepers re support high street campaign. They were gushing about it. You can feel it. • Marketing Leisure Centres increased memberships
6.	<p><i>How do we identify and understand what customers want from us</i></p> <ul style="list-style-type: none"> • We provide service good or bad. Try to get message across. Need to be proactive and enthusiastic, customers come back. Tell them what we provide and ask them what they want. Plan of action with built in flexibility • Citizen's panel
7.	<p><i>What steps do we take to ensure people whose first language is not English and people with disabilities can access our communications</i></p> <ul style="list-style-type: none"> • We can get things in different languages if requested including sign language. Have a panel advising if English not first language, contact us. • Can provide in braille, higher font. Subtitles a possibility. Could use a member of staff or someone from deaf community to sign for us. Will look at.
8.	<p><i>Do we share any work in this area with partners</i></p> <ul style="list-style-type: none"> • Working with PC on other issues like housing development, new office, closer co-operation . Parish Councils have land so they can benefit • Also working with them on tourist attractions, Partnership and co-operation with NHS, regular meetings. Work more closely with Parish Councils. Link to share information on events. File and take photos. Cllr Fritchley keen to take Tourism on
9.	<p><i>Have you any suggestions for how the service could be improvement</i></p> <ul style="list-style-type: none"> • Enthusiasm to do it. BDC TV, been filming for a while. Programme once a month. Need to mention stuff like Robin Hood Line, a corridor for housing or industry. Need to look at differently • Relationship – members come to us, bit more distant at NED. Think open plan offices help at Bolsover. At NED individual officers so perhaps members hesitate about walking in

10. ***Is there anything else you would like to tell us***

- Increased our publication from 3 to 4 times a year. In between do a Gazette 4 time a year to keep getting message across. Explains what DC and PC doing.
- New website being designed for mobile phones. Interviewed for presenters, unpaid. Two are children
- Newspaper well received but need to widen what it talks about not just good items. At BDC interviewed at lemon tree café. Since publication they have had to increase staff following article
- Re TV launch put articles in our publications, like gazette to announce it. QR codes so can read with phone. Will take time to build hits. Think will be 6 to 9 months to get a following and build hits. Then see if business wants to sponsor. Going to use a sound proof room acquired by Langwith Pc. Want to get folk out to community.
- Intend to use both internal staff and presenters to bring stories

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Questions 1

1.	<p>What is your role in this area and how does it contribute to effective communications</p> <p>Communications Officer. Responsible for internal and external comms, including marketing of all three leisure centres.</p> <p>Over 22 years' experience in award-winning journalism and communications in the private and public sectors.</p> <p>When I first started at NEDDC ten years ago, my title was Internal Communications Officer, but this got changed to Communications Officer when we had a restructure around three years ago.</p> <p>Since then my job has changed and workload increased, but hours have stayed the same.</p>
2.	<p>What methods do we use to communicate and which are the most effective</p> <p>Numerous communications methods used.</p> <p>Internal comms:</p> <ul style="list-style-type: none"> • I upload docs and write articles for the Extranet and take photographs for the Extranet. • Leadership Briefing (Graham's monthly oral briefing to Labour Group) – I'm responsible for collecting the info and writing the briefing. • Re:member – I write and design the monthly e-newsletter for all members and send on to Governance to add on to members' portal. • Graham's annual speech – I write this for Graham every year. Includes a round-up of key highlights over the previous 12 months. • Internal events – such as Chair's charity events, fundraising by staff, individual service area events. We take photos/vids and do write-ups for this. • TV screens – Working with the designers, I send updated TV screen Powerpoints to all three leisure centres and reception at Mill Lane to promote our various services. • Posters – We occasionally produce posters for kitchen/staff areas. • All officer emails – Occasionally we need to send out all officer/member emails. <p>Until recently, I also produced the weekly 'What's new on NEDi' e-bulletin for staff every Wednesday. However, since the new Extranet was introduced, we no longer do this.</p> <p>In the past, I also wrote the staff newsletter 'Inhouse' and the CEO's blog. But we no</p>

	<p>longer do these either.</p> <p>External comms:</p> <ul style="list-style-type: none"> • The NEWS – NEDDC’s residents’ magazine. Goes out three times a year. I write the articles and take pics for this, as well as proof-read. I also organise the timetables and story list to make sure everything is organised as well as it can be. I also book it in with the distribution companies and deal with any complaints/queries arising. • Press releases and press enquiries – Deal with press enquiries for NEDDC (mainly in Scott’s absence) for local and national media. I also occasionally write press releases. • Leisure centres marketing. I organise and chair the monthly leisure centre comms/marketing meetings. In these we discuss what it working well, what we need to promote in the near future, any feedback we’ve had from centre users etc.... I then work with the centres/designers/external publications to produce and proof-read marketing materials such as: magazine adverts, flyers, posters, social media posts etc.... This can involve not only writing, but taking pics for. • Website – I occasionally update the website if needed. • Social media – Dave Vickers responsible for, but I sometimes write social media posts, such as Tweets for leisure. • Photography – for various events.
3.	<p>How do we ensure the information provided is accessible, up to date, accurate on our various methods both internally and externally</p> <p>Accessibility: As stated above, we have a number of comms methods we use to ensure info provided is accessible to a wide audience.</p> <p>Keeping info up-to-date: By making sure timetables are adhered to, so the info is sent out when it should be and deadlines are not missed.</p> <p>Accuracy: By making sure we check with the officers/members providing the info, then proof-reading it afterwards.</p>
4.	<p>How effective do you think our communication to internal employees is</p> <p>I think this question needs directing at staff.</p> <p>We used to do more surveys/’secret shoppers’ to find this out, but due to capacity we don’t do as much anymore.</p>
5.	<p>How do we measure performance</p>

	Surveys and questionnaires, such as the recent internal satisfaction survey.
6.	<p>How do we identify and understand what customers want from us</p> <p>By using many years of experience. Eg: when dealing with the press, I know what questions they might ask or what they are looking to produce, as I used to work in that field too.</p>
7.	<p>What steps do we take to ensure people whose first language is not English and people with disabilities can assess our communications</p> <ul style="list-style-type: none"> • We are offer large print and Braille. (We send out one copy of the NEWS in Braille every edition). • We put a translation panel on all our publications for people to get in touch if they require info in large print or a different format. • Our website also has language translation.
8.	<p>Do we share any work in this area with partners</p> <p>Yes, we may liaise with partners on press releases/events, if more than ourselves are involved in a project or initiative.</p>
9.	<p>Have you any suggestions for how the service could be improvement</p> <p>I think the communications side could be improved by having more staff or taking some of the workload off existing staff.</p> <p>When I started work here, we had five FTE posts in Comms (not including any designers) and that was just for NEDDC.</p> <p>We now have 3.5 FTE posts in Comms for both BDC and NEDDC (this has only just been increased to 3.5, from 3).</p> <p>We are now doing more work in-house, whereas years ago this would be outsourced: eg: photography/videos.</p> <p>We are also increasingly being asked to do more, as service areas are asked to evidence what they do.</p>
10.	<p>Is there anything else you would like to tell us</p> <p>I don't think so.</p>

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Questions 1 – Write Up
Clare Jarrauld

1.	<p><i>What is your role in this area and how does it contribute to effective communications</i></p> <ul style="list-style-type: none"> • Joint officer working four days a week (3 design and print, 1 marketing) but the design and print eats into the fourth day. Could do with an extra designer on both sides • People want jobs quickly, without planning in advance. Did not use to be so
2.	<p><i>What methods do we use to communicate and which are the most effective</i></p> <ul style="list-style-type: none"> • Website, social media, tweeting, Facebook (although not at Bolsover), Instagram and printed matter
3.	<p><i>How do we ensure the information provided is accessible, up to date, accurate on our various methods both internally and externally</i></p> <ul style="list-style-type: none"> • Have a digital officer keeps an eye on looking at the website. • We also look at calendar and service areas for changes. Rely on services to come to us but prompt where we can
4.	<p><i>How effective do you think our communication to internal employees is</i></p> <ul style="list-style-type: none"> • Good, now with new extranet. People can access on their mobile. Think our information is good. Put posters in kitchen • SAMT opportunity missed to cascade down as no communications officer attends. Believe they used to go. They then fed back to us. Don't know what's out in the departments so being missed. Problem with joint officer having too much work and missing opportunities
5.	<p><i>How do we measure performance</i></p> <ul style="list-style-type: none"> • Don't think we do other than send the survey out
6.	<p><i>How do we identify and understand what customers want from us</i></p> <ul style="list-style-type: none"> • Posts on Facebook, feedback and tweets. • From service areas feeding back to us • Survey and consultations
7.	<p><i>What steps do we take to ensure people whose first language is not English and</i></p>

	<p><i>people with disabilities can access our communications</i></p> <ul style="list-style-type: none"> • Can change the language, printed material has a statement re language. Also have large format and braille options. • One issue information going out from service direct. We are gatekeepers and need to oversee, ensure visual for say Dyslexia. Depends who audience is.
8.	<p><i>Do we share any work in this area with partners</i></p> <ul style="list-style-type: none"> • Bolsover – we do printing for them and them for us. Not Rykneld Homes. We created their brand. They use freelance designers at a fraction of our price. Income dropped over the years. Also we have no staff.
9.	<p><i>Have you any suggestions for how the service could be improvement</i></p> <ul style="list-style-type: none"> • We react to demands, not proactive. Like to be more creative • Need more manpower in every area. Advertising and sponsorship needs a full time position. Was proposed as such but could not fill so got tagged on to my post for one day. Ringing a few businesses to take adverts is the most I can do with the time available. • Managers no time to talk to other managers about talking to the public
10.	<p><i>Is there anything else you would like to tell us</i></p> <ul style="list-style-type: none"> • Proud of the team. Client pleased but batting it off. Would like time to visit other authorities and network and compare • Before we split (strategic alliance) more staff. Had three other printers. Did not need in printing. • Say if department want a leaflet – they can do some of this but then we need to be involved. Need to look at plain English and most effective marketing method • Q - Yes our kit is up to date. New laptops on the way, helps homeworking. Ten years since last upgrade. Digital copiers good but finishing equipment old and in need of updating • Q – About advertising policy being up to date or restrictive. It can be but regarding example of pubs and alcohol and advertising, if a pub and restaurant I would have no issue. • Q – Teams don't know who to come to could you do an advice sheet. Yes could do a sheet explaining who we are and put it on the intranet • Q what strategy important to Authority – Both design and marketing. But marketing is a role in itself.

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Questions 1 – Write Up
David Vickers

1.	<p><i>What is your role in this area and how does it contribute to effective communications</i></p> <ul style="list-style-type: none"> Joint – manage both websites, extranets, all social media channels. Also Facebook, Flickr, You Tube, Instagram. Do all web changes at all levels and also work on creating campaigns
2.	<p><i>What methods do we use to communicate and which are the most effective</i></p> <ul style="list-style-type: none"> The News goes to 40,000 residents. Website – has half a million hits so it's a massive communication tool Social media – 6500. Twitter, if retweet can reach thousands of people. Facebook 1000
3.	<p><i>How do we ensure the information provided is accessible, up to date, accurate on our various methods both internally and externally</i></p> <ul style="list-style-type: none"> Website – documents from service areas, policies I actively check links and that they are the latest documents. Some not accurate when I receive them e.g. might have word draft on them, contacts incorrect. If a customer raises an issue respond very quickly
4.	<p><i>How effective do you think our communication to internal employees is</i></p> <ul style="list-style-type: none"> Has improved since new intranet. Use to be dry and corporate, no fun, not updated quickly, with a backlog. Now information much quicker and real time. Social room being used. People had been cautious of using it. Tried to cut down all officer/member emails.
5.	<p><i>How do we measure performance</i></p> <ul style="list-style-type: none"> Website use google analytic provides information on hits on both website and individual pages. Gives breakdown on male, female, device used etc. Social media stats on how many people reached. Last two years people using mobile increased from 40% to 60% <p>Q Do we use our stats? Answer- use on perform. Need to change, not about increase in number and need to interact better – channel stat the right way. Example given regarding a campaign with 20,000. Had complain using false information but could produce facts no opinion.</p> <ul style="list-style-type: none"> Communications officer at Bolsover made full time her office part time. Does show firefighting, so room for improvement

6.	<p><i>How do we identify and understand what customers want from us</i></p> <ul style="list-style-type: none"> Information from website stats, where people getting stuck on pages, time spent on a page. Enquiries in box, critique us At Bolsover I meet with customers services to discuss things but that does not happen at NEDDC. However, could be a capacity issue
7.	<p><i>What steps do we take to ensure people whose first language is not English and people with disabilities can access our communications</i></p> <ul style="list-style-type: none"> Have a number of languages available. Google translate (30+). Had a customer ring say his language was not there, within a day had put it on. Do stuff on website Features on website – font size, colour change say to black and yellow
8.	<p><i>Do we share any work in this area with partners</i></p> <ul style="list-style-type: none"> Local businesses, if promoting sa6y start up event. Link (tag) to other business users, Sheffield City Region, D2N2 or prominent businesses interested in the event. Rykneld Homes – social media content, Leisure Centres and Parish Councils. Share that information out. SMTs, Police. Worked well with fly tipping e.g. picture of offender can send anonymously. Had good response
9.	<p><i>Have you any suggestions for how the service could be improvement</i></p> <ul style="list-style-type: none"> Volume too much, one person across both authorities (e.g. website updates), no cover. Job Vacancies, get allsorts big and small jobs. Had one job from planning central govt officer which was 100 documents. We react, not proactive. If had more time could do quality jobs
10.	<p><i>Is there anything else you would like to tell us</i></p> <ul style="list-style-type: none"> Enjoy the job. Viewpoint Survey, can do more to improve people using. Could create media hub, could use video. Not be static and try new things to see what works for residents. Tourism could do more to promote district – hook then to take a pub lunch or stop overnight. Need to go down mobile route rather than IPad, having to zoom in <p>Q Are officers aware of you? In pockets Have different levels of contact. Could give information to officers, pointing what we can do for customer, what service is</p>

	<p>Q What happens when you are not there? Answer – have sites to be monitored. Scott picks up but he has his own work. Checking, loading one pair of eyes. When on holiday there could be 500/600 emails not done. With the Social media try to write in advance.</p> <p>Q Why do Bolsover no longer use Facebook? Felt duplication and negative comments that can escalate. We have phone at home so can respond</p>
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Scrutiny Review of Communications and Advertising
Questions 2
Phil Bramley - DT

1.	<p><i>What do you want from our communication/relationship with your organisation</i></p> <ul style="list-style-type: none"> • Including the Derbyshire Times look after 12 newspapers, 6 in Derbyshire and 6 in Nottinghamshire. • A mutually beneficial relationship, two way street. Opportunity to help each other. • Openness, sometimes a struggle to get your side of the argument over. Ask for response first before publish (e.g. MP's letter) but of late response been perfunctory or not at all. My view there is a lot of chat around and good to get message across
2.	<p><i>Are we meeting this expectation and if not how could we improve this</i></p> <ul style="list-style-type: none"> • Yes but room for improvement on both sides. We don't come to you enough e.g. things coming up
3.	<p><i>What do you think of the Councils communication with the public</i></p> <ul style="list-style-type: none"> • More people using Facebook, bulk of people come to the website to read and invigorate discussion. Cam drive audience through social media. Need to grasp this more. CBC do more, could be resource issue but need to embrace this.
4.	<p><i>Have you any suggestions for how the service could be improvement</i></p> <ul style="list-style-type: none"> • Get together with Communications department to look at things on horizon. Need time. Would be beneficial and absolutely would respect confidentiality • You want to do press release. Say Audio Trails helps to think of a multi-platform not just paper. Put image on or video footage, something easy to use the will use in that format • More communication when come to you (knocking stories). If error own up, being honest earns more points • A61 transport issues. Could work together to get message across
5.	<p><i>Is there anything else you would like to tell us</i></p> <ul style="list-style-type: none"> • Always happy to come and talk to you. Welcome more dialogue. Need to build trust. Need both to make sure make time • Issue of press release being re written because not right for publication. Cllr question – if we did staff training on press releases etc. would you be involved. Happy to put media angle. • We try to keep out of the politics as would be commercial suicide not to

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Jill Ward

6.	<p><i>What is your role in this area and how does it contribute to effective communications</i></p> <ul style="list-style-type: none"> • Work for Rykneld Homes, have two in team, one full time/one part time. Work as a team, everyone does everything and all pick jobs up from each other. All multi skilled but each member assigned to an area of the business. Cover holidays and know what's happening across the business. My role to guide co-workers but they are given freedom for their area. I trust them.
7.	<p><i>What methods do we use to communicate and which are the most effective</i></p> <ul style="list-style-type: none"> • Website increasingly important, the future • Magazine, twitter, send tenant satisfaction survey • Contact centre first preference with tenant magazine second for tenants • Look at every method
8.	<p><i>How do we ensure the information provided is accessible, up to date, accurate on our various methods both internally and externally</i></p> <ul style="list-style-type: none"> • Have staff whose role is to check up to date. Check Twitter every day, Facebook every couple of days. Website liaise with teams to check still relevant
9.	<p><i>How effective do you think our communication to internal employees is</i></p> <ul style="list-style-type: none"> • Staff magazine goes to staff every 6/8 weeks. Done through staff think tank, put forward ideas. All staff can contribute. Has some corporate info in it but staff led so hopefully relevant
10.	<p><i>How do we measure performance</i></p> <ul style="list-style-type: none"> • Corporately – tenant survey – asks how well communicated and then views taken account of/engagement – responses. How well we are doing • Use google analytics – how information being found, relevant or not
11.	<p><i>How do we identify and understand what customers want from us</i></p> <ul style="list-style-type: none"> • Do two/three standalone surveys. Asks how relevant Your Rykneld is. • Google analytics tells us a lot and we adjust • Work with other teams to see what feedback they get

12.	<p><i>What steps do we take to ensure people whose first language is not English and people with disabilities can access our communications</i></p> <ul style="list-style-type: none"> • Five language translation service but can accommodate others. Have talk back and translation on request service. Website is disability compliant. Font, resolution and browse aloud provided for.
13.	<p><i>Do we share any work in this area with partners</i></p> <ul style="list-style-type: none"> • NEDDC important partner. Communication and do joint press releases. Meet with Scott (NEDDC Communications Manager) re projects • Also with colleagues from police, Derbyshire County Council and Health. Share information. Retweet tweets
14.	<p><i>Have you any suggestions for how the service could be improvement</i></p> <ul style="list-style-type: none"> • Always room for improvement. Formalising the communications meetings that happen between us rather than having them adhoc
15.	<p><i>Is there anything else you would like to tell us</i></p> <ul style="list-style-type: none"> • Good working relationship with NEDDC • Q - In past used NE for print work. A – Policy says over 5k get three quotes, although we tend to do it for all jobs. Lots of different printers used. Following refresh 2 years ago, magazine now done in house. Reduction in graphic designers at NE so not enough flexibility. Can do small runs but not the large ones

Scrutiny Review of Communications and Advertising
Questions 1 – Write Up
Scott Chambers and Councillor Steve Fritchley
Lorraine Shaw

1.	<p><i>What is your role in this area and how does it contribute to effective communications</i></p> <ul style="list-style-type: none"> • Communications, everything you do. Want to make sure we communicate. My team does the work but I know exactly what they are doing. Key things for me – Corporate Plan/Business plan. Three key objectives are embedded in staff. Sometimes get it wrong on message
2.	<p><i>What methods do we use to communicate and which are the most effective</i></p> <ul style="list-style-type: none"> • Lot of online communications but the best way is face to face. E.g. patch officers etc. • Do own design, photography etc. Good social media presence. Videos online for repairs, allocations, adaptations. Works well. Customer portal, consultation including members Videos on you tube helping people to do their repairs, great results. Use Twitter ad Facebook. Do leaflets, contact centre excellent. All operatives mobile with I pads. Communicating with people and talking. Have Patch officers and Housing Managers • Customer first here to support not judge • Different methods sought for part of the community – elderly don't always like social media, young want to text etc. not talk to someone
3.	<p><i>How do we ensure the information provided is accessible, up to date, accurate on our various methods both internally and externally</i></p> <ul style="list-style-type: none"> • Most data in real time on website. Updated regularly. Housing Management going on line soon. Doing with Trades so up to date information there. Business plan refreshed every year. Performance data available every month • Do annual customer report. Have Customer Excellence Award. Won awards in communications
4.	<p><i>How effective do you think our communication to internal employees is</i></p> <ul style="list-style-type: none"> • See previous comments, think tremendous. Internal Rykneld Times. Contents – compliments, new starters, mental health, wellbeing. Provide yoga, 12 first aiders. Joint imitative employee satisfaction survey 50% returned. Toolbox talks. Other communication through meetings with union • All in house • Six week 1:1's
5.	<p><i>How do we measure performance</i></p>

	<ul style="list-style-type: none"> Performance Indicators suite, contact centre. Are you satisfied with how we communicate with you.
6.	<p><i>How do we identify and understand what customers want from us</i></p> <ul style="list-style-type: none"> Tenant groups, repairs and maintenance groups, through Scrutiny groups, resident groups, consultation. Find out if we are doing the right thing, feedback to board. Look at subject in scrutiny annually and report back. Can be critical but learn from it. Lots of consultation, keep in touch with members
7.	<p><i>What steps do we take to ensure people whose first language is not English and people with disabilities can access our communications</i></p> <ul style="list-style-type: none"> Translation service, not a lot of language barriers – Polish, Chinese braille, larger fonts. Within housing system we get to know who has what requirement. Have access to three signers for hearing impaired. Have staff members and if in the room will have signers their
8.	<p><i>Do we share any work in this area with partners</i></p> <ul style="list-style-type: none"> Work with Council. Have several groups meet monthly. Housing Operations – strategic. Communications, HR, work with other Councils when appropriate Try and communicate key methods
9.	<p><i>Have you any suggestions for how the service could be improvement</i></p> <ul style="list-style-type: none"> Scott and Jill work well together – very happy. Could look at business plan/objectives with staff. Handles emergencies well. Fire everyone round table. Partnership level works well. Perhaps business plan and objectives may not be as embedded at NE as at Rykneld
10.	<p><i>Is there anything else you would like to tell us</i></p> <ul style="list-style-type: none"> Have three full time people in team Everything goes through communications team to ensure profession and accurate. Internally HR gave a view on what put to staff. Always willing to talk and improve. Decent Homes - moved away now as been going long enough. Objective to do more regeneration, new build, structural work. Need to tell the story