



**Category:** Public Sector Team of the Year

**Company:** Denbighshire County Council

---

**Number of staff employed - including executive / support staff - and annual public relations budget, showing areas directly under the control of the team:**

Annual Budget: £197,616.

Staffing:

- Corporate Communications Manager
- Team Leader - Communications and Campaign Management
- 2 x Public Relations and Digital Marketing Officer
- Internal Communications and Campaign Management Officer
- Welsh Language Officer
- Web Manager
- Website and Social Media Officer
- Public Engagement Officer

Main areas of work:

- Internal communication (intranet, daily news briefing bulletin, production of video news bulletin, staff awards)
- Campaign management
- Strategic communications advice and support for senior managers through an account management approach
- Communications awareness training.
- Events
- Development of digital media, including video production

- Crisis management communications – warning and informing the public in the event of an emergency.
- Production of quarterly residents e-newsletter
- Social media (bilingual Facebook, Twitter, Instagram and YouTube)
- Corporate website
- In-house advertising agency (co-ordination and creation of situations vacant and public notice adverts)
- Co-ordination of the corporate print and design procurement
- Welsh Language policy and strategy
- Communications lead - regional communications projects.
- Public engagement

### **Business objectives and analysis of team performance against budget over the past 12 months:**

The team has delivered its programmes to budget.

It also has clear objectives in the service business plan: to ensure that its campaigns are effective and that staff feel well informed about the Council.

These business objectives are reported on and managed through quarterly monitoring against our service business plan.

Income generation - we have generated £25,441 in the last financial year through providing in-house advertising service and a further £5,000 through providing communications support to a regional campaign.

The team's performance was audited in the last 12 months, with no issues of concern raised.

### **A brief overview of business / team strategy:**

During the past 12 months, the team has developed a new staffing model. It has secured a Public Relations and Communications Officer whose main role is to communicate the Council's Corporate Plan through external and internal channels. This role is funded through a Board but the officer's work programme and management lies with the Team Leader-Communications.

Over the past 12 months, the team has significantly increased its remit, with Welsh Language and Public Engagement becoming significant work streams.

We have employed a Graduate Intern for a term to assist the communications team with digital media activities.

The team has implemented an account management approach to its campaign and publicity work.

The team has generated income through providing communications support to regional projects.

### **A summary of commitment to CPD and professionalism:**

The Team Leader has been selected as a member of the CIPR Cymru committee, with responsibility for arranging events outside of Cardiff and for championing the industry in north Wales.

Power hours have been provided to team members and to the wider Council to enhance their understanding of digital marketing and electronic methods of collating data and measuring success.

Staff also keep abreast of the latest developments in measuring successes of campaigns continuously learn new skills around monitoring algorithms on social media.

The team also attends regular Comms Cymru networking sessions to learn best practice and to share with colleagues.

The team also arrange regional networking and best practice sessions with communications colleagues across North Wales.

A member of the team is learning Welsh, in order to enhance the bilingual service offered by the team.

We led on a regional procurement framework, to learn best practice and to enhance the role of the team in this field.

We have followed a number of seminars and talks to learn about the principles of GDPR.

### **A summary of recent outstanding achievements:**

A 'stand out' achievement was the handling of severe weather communications. We planned our communications activities producing videos which explained which roads we gritted and how people should stay safe in cold weather. This attracted significant interest from BBC Wales and ITV Wales outlets- our team spent a day filming at depots and allowed camera crews direct access to gritting teams. We had staff working 18 hour days to provide information to the public through social media, providing timely updates, details of school closures, impact on roads and on people's health and well-being.

Our social media activity achieved universal praise from the public and from senior management for the Communications team's efforts

We arranged a Christmas video, encouraging people to shop locally. This generated coverage on BBC Wales and ITV Wales and our video was viewed 18,232 times with a reach of 34,985.

We produced a video to showcase a brand new waterpark being launched in the county. The video was viewed 35,000 times with a reach of 75,822.

We attracted £25,441 through our in-house advertising agency. Brand and bilingual.

We have introduced video news bulletins for staff and featuring staff led stories. Staff have also presented items as part of the bulletin.

We have relaunched a brand new bilingual intranet that is a lot more user friendly.

We arranged and facilities successful staff excellence awards.

We have successfully led and relaunched our print and design procurement framework across two counties which provide best value to the organisation in terms of cost and quality of print and design work.

We have produced 59 videos in the past 12 months, with the videos being watched 117,130 times. See Attachment B for a selection of videos produced by the team.

A 360 degree video produced by the team at an Air Show was highlighted as an example of best practice by Comms/ PR blogger Dan Slee.

**A summary of a campaign you are particularly proud of, including details of the brief, objectives, strategy, tactics, outputs, outcomes and budget:**

Campaign: Corporate Plan

Budget: £5,000

- In October 2017, the Council agreed its corporate plan
- Our approach consisted of two elements; consultation / engagement and communications. It was clear that we needed to target people of all ages either living in Denbighshire or who worked in the county.
- We encouraged feedback to the draft corporate priorities through a programme called County Conversation. People submitted views on how the proposed priorities would impact on communities. We worked with designers to develop a brand, agreed the contents of consultation leaflets and web pages, as well as exhibition banners.
- This was supported by a programme of proactive communications.
- We produced a corporate priorities information booklet, ensuring that the publication were distributed to council offices, libraries and leisure centres.
- We created an easy read guide for staff that was distributed to all of our buildings.
- A Communications Officer was assigned to the corporate plan full time. They provide communications support to all projects linked to the corporate plan.

- The officer ensures that all press releases and social media activity make reference to the corporate priorities. We also report the percentage of our news stories that link to the corporate plan in our service business plan.
- The officer also provides reports on communications activities. 65% of all of our stories during the year were linked directly to the corporate plan.
- We also produced videos with lead members, to explain their portfolios.
- Straplines were created for use in publicity materials.