

Marketing and Communications delivery plan 2021-24

Background

- Strategic Plan refresh
- Team's desire to work to a plan and be as proactive as possible
- Prioritisation of requests
- A balance of communications

Our objective

- To demonstrate how the Council is delivering its Strategic Plan

Strategic Priorities

- People, Place and Business
- Children and young people; Vulnerability; Crime and anti-social behaviour; Climate change; COVID-19 recovery; Physical environment; Town centre; Culture; Quality of service

Marketing and Communications Strategy

- To create positive perceptions with different audiences by demonstrating how we're delivering under the People, Place and Business banners
- All our work will link back to the Strategic Plan. A drip-feeding of activity will raise awareness of our priorities and how they deliver for residents and businesses

Tactics

- We will operate as a publisher and view ourselves as a PR agency for the town, extending our messaging beyond the activities of the Council
- Our approach to 'media relations' will evolve into a digital news service led by the Council's strategic priorities and more closely linked with marketing campaign activity

Digital news

- Day-to-day work – not always big ticket items
- A publishing schedule linked to the directorates' workplans
- Social media – friendly as well as functional to make the Council relatable
- Media releases packaged for digital platforms
- Drip, drip, drip...



Middlesbrough Council

Published by AnneMarie ODonnell · December 11, 2020

This is Gary and Derek, two of our Area Care staff on the job in Hemlington. The team have had a busy few weeks out and about in all weathers around Middlesbrough picking up dumped waste from grass verges and pathways around different estates, making them cleaner and safer for our residents. Give our teams a wave if you see them over Christmas!

Remember if you spot fly tipping in your area you can report it to us so our staff, like Gary and Derek, can sort it for you. ... See More



MiddlesbroughCouncil @MbroCouncil · Jun 11

Hello @beckmikkel! We've found two @Boro giants available for your charity game at the Riverside! Want us to bring them along on the big day?

Full story > middlesbrough.gov.uk/news/two-more-...



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Middlesbrough Council

Published by AnneMarie ODonnell · June 17

As you might have heard, Middlesbrough's Charles Clinkard has been named England's top shoe shop in a UK wide survey, and now we want YOUR childhood memories of the Boro shop! Whether it's that momentous day of buying your little one their 'first shoes' in the Corporation Road shop, or maybe you remember going in as a kid to get your school shoes, tell us your 'shoeperb' stories.

<https://bit.ly/clinkard>

10 big ways Middlesbrough town centre will change when it reopens after covid-19 lockdown

From free parking to hand washing stations with one way systems in between

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By [Mike Brown](#) Senior Reporter/Content Editor
11:24, 6 JUN 2020

NEWS

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'Staff have been amazing across the board, and are just really keen to do their best by the students - who themselves have adapted remarkably well'





How Middlesbrough's skyline is set to change in 2021 with these 10 developments

MIDDLESBROUGH COUNCIL 26



Middlesbrough Council

Published by Claire Jennings · 1d ·

Did you see the news about an urban farm coming to Middlesbrough? Promoting healthy eating, exercise and positive mental health, the farm has been given the green light by the Planning and Development Committee.

The site at the corner of Stockton Street and Commercial Street would boast a street cafe, a shop selling produce grown on site and will create jobs for local people It will also have areas for chickens and an edible forest could feature too!

The proposals have be... [See More](#)



23,493
People Reached

1,255
Engagements

[Boost Post](#)

Campaigns

- Marketing campaign plan hand in hand with the digital news service
- They will feed each other and ensure we are pro-active and promote behaviour change linked to the Strategic Plan
- More follow-ups

Style and approach

- We must remember who we're working for
- Words, phrases and terminology that wouldn't be used in an average Middlesbrough home, pub or gym class should become off limits
- We won't attempt to reinvent the wheel. We will keep it simple, but think big in attempting to change perceptions

Key messages

- We will show people who live here how they can be part of a prosperous future
- Show potential investors how they can be part of our success
- Show people who work here how they can enjoy their leisure time and come to live here
- By focusing on the now and next we can change perceptions

Channels

- Increasingly digital but not ignoring demographics and digital poverty
- Website project due to start
- New formats – podcasts, voice recognition technology

Evaluation

- Ongoing evaluation will ensure we do more of what engages people and refine or stop doing the things that don't work
- If we get it right, our strategic priorities will become clear to all staff, members, residents, businesses and the wider world

Internal

- Recognise work carried out by our staff and share their stories
- Build understanding of the strategic priorities and how our values underpin everything we do
- Share info and encourage positive activities to support staff health & wellbeing

Next steps

- Work with HR on a staff survey around internal communications
- Appendix on how the team can support ward members
- Link the communications delivery plan to the workplans for each strategic priority