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

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

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Website traffic

<table>
<thead>
<tr>
<th>Website traffic</th>
<th>Average number of unique visitors</th>
<th>Percentage of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average number of unique visitors to investment (overall progress)</td>
<td>736</td>
<td>0.18%</td>
</tr>
<tr>
<td>Average number of unique visitors to regeneration (individual projects)</td>
<td>1,644</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Total number of page likes</th>
<th>Number of posts</th>
<th>Relating to Investment Programme</th>
<th>Total reach (number of people reached via posts, shares and likes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>19,962</td>
<td>134</td>
<td>18</td>
<td>101,403 (w/c 2 June)</td>
</tr>
<tr>
<td>Twitter</td>
<td>29,812</td>
<td>915</td>
<td>59</td>
<td>8,063</td>
</tr>
</tbody>
</table>

**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
Website homepage and content

- Homepage story 10-17 April 2014
- Users directed to dedicated webpage, 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