

# SP&R Committee report – Capital Programme Update

## Appendix C- Investment Programme communications update (June/July 2014)

### Part I - Overview of all Investment Programme communications activity

#### *Media relations*

<b>Press releases issued</b>	Total number	65	
	Relating to Investment Programme	12	18% of total
<b>Coverage in local and national media</b>	Total number of articles placed	158	
	Relating to Investment Programme	39	25% of total
<b>Arising from proactive activity</b>	Total number of proactive articles placed	115	73% of total
	Relating to Investment Programme	23	59% of total
<b>Coverage tone</b>	Total number of articles	95% positive or factual	5% negative
	Relating to Investment Programme	100% positive or factual	0% negative
<b>Media enquiries</b>	Total number of enquiries received	204	
	Relating to Investment Programme	11	5% of total
	Percentage responded to within 24 hours	90%	

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

<b>Website traffic</b>	Average number of unique visitors	124,270	
	Average number of unique visitors to /investment (overall progress)	555	0.44% of total
	Average number of unique visitors to /regeneration (individual projects)	1373	1.1% 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
- More interactive content, to include more videos, maps and images

#### *Social media*

<b>Facebook</b>	Total number of page likes	22,932	
	Number of posts	261	
	Relating to Investment Programme	23	9% of total
	Total reach (number of people reached via posts, shares and likes)	73,400 (w/c 4 August)	

<b>Twitter</b>	Total number of followers	31,600	
	Number of tweets	547	
	Relating to Investment Programme	35	6% of total
	Total mentions and retweets (in addition to tweets issued)	5,224	

### ***Internal communications***

- Second 'Big Picture' briefing held for staff on 23 June 2014, including an update on Investment Programme achievements to date, and linking back to other key work areas
- 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
  - Regular updates on Interlink, accessed by 1,600 PC users each day, including a full presentation (updated monthly), highlighting Investment Programme delivery so far
  - 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***

- Regular overview column included in July 2014 edition of City Matters, distributed to 130,000 residents as well as public areas across Belfast, and including articles about:
  - Community events at Girdwood Hub
  - Appointment of a contractor for public bike share scheme
  - Extension plans and timescales for work at Belfast Waterfront
  - Start of work at Half Moon Lake
- Continued implementation of a 'look and feel', with branding across all material to identify projects as part of the Investment Programme
  - 152 publication jobs processed, with 11% of these materials for IP projects
  - Signage being progressed for new capital projects, including Belfast Zoo Adventurers' Learning Centre, Cliftonville Playing Fields, Phase 2 of refurbishments to Drumglass Park and Belfast Waterfront Exhibition and Conference Centre