

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

Press releases issued	Total number	65	
	Relating to Investment Programme	12	18% of total
Coverage in local and national media	Total number of articles placed	158	
	Relating to Investment Programme	39	25% of total
Arising from proactive activity	Total number of proactive articles placed	115	73% of total
	Relating to Investment Programme	23	59% of total
Coverage tone	Total number of articles	95% positive or factual	5% negative
	Relating to Investment Programme	100% positive or factual	0% negative
Media enquiries	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

Website traffic	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

Facebook	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)	

Twitter	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