

# BARNSELY METROPOLITAN BOROUGH COUNCIL

**South Area Council Meeting:  
6<sup>th</sup> September 2019**

## **Report of South Area Council Manager**

### **Communications and branding**

#### **1. Purpose of Report**

- 1.1 To review the current arrangements of how the South Area Council promotes and communicates its work.
- 1.2 To start a discussion on how to better promote and communicate the work of the South Area Council and commissioned services.
- 1.3 To provide information and an update on community magazines, potential communication actions from the Area Council review and the use of current branding and logos.

#### **2. Recommendations**

- 2.1 **That Members consider the background information at section 3, branding and acknowledging funding at section 4 and communication channels at section 5, in order to inform the discussion.**
- 2.2 **That Members note the underspend of £1837.50 at 3.1.**
- 2.3 **That Members consider the suggestions outlined at 7.2 for discussion and provide a steer on a way forward suggesting recommendations for the underspend and communication approach for the South Area Council, taking into account the budget options presented at 7.1.**

#### **3. Background information**

- 3.1 The following information may be useful to take into consideration when discussing communications and branding:
  - Community magazines – a second edition was planned but has not been taken up due to challenges with the last edition as discussed at the Area Council on 14<sup>th</sup> December, 2018. £1,837.50 remains unspent for delivery costs for a second edition.
  - Area Council Future development workshops were held in April and May 2019. A draft report has been pulled together by the Head of Communities with a draft action plan. The next steps are that this will be going to SMT and DMT. Some actions include developing specific branding for Area Councils which may need to be taken into consideration in the future.
  - A number of South Area Council contracts started or have been renewed at the start of this financial year. This is a good time to review how we have promoted and branded work previously and make any changes at the start of the contracts.

- The South Area Council have a number of projects funded through the South Health and Wellbeing Fund, again this is an opportunity before these projects start to look at how these are promoted and pilot some different approaches.
- Neighbourhood networks were developed across Ward Alliances when they were first launched, the neighbourhood networks have evolved across different areas and some Ward Alliances are currently reviewing their communications. It would be useful to discuss Area Council communications alongside this work.
- Following the introduction of GDPR legislation the number of contacts held by the Area Team for mailing lists, distribution and email have reduced as we have had to take people off the lists if they have not confirmed consent.

#### 4 **Branding and acknowledging funding**

- 4.1 The South Area Team follows BMBCs brand guidance when promoting its work. This includes using the BMBC logo below to identify that the Area Team are BMBC officers and that any funding is BMBC funding.



- 4.2 Where services are commissioned and funded through the South Area Council the following logo is used alongside the BMBC logo to identify that the funding is from a budget that is delegated to the 12 Councillors that make up the South Area Council:

**South** Area Council

Darfield, Hoyland Milton, Rockingham, Wombwell

- 4.3 If a project, commission or piece of work involves celebrating volunteers, recognising people coming together and being part of a wider movement of volunteering, trying to encourage new volunteers or promoting a volunteering opportunity then we will use the Love Where You Live logo.



- 4.4 The Love Where You Live logo sits under Loveit which is one of the eight Town Spirit themes. The #Loveit is often used alongside Love Where You Live logo to help promote the message of how people can get involved in volunteering and how we as an area team and part of BMBC can support people to do that. The other hashtags and branding themes work to evidence projects that develop people's skills, resilience, improving the environment etc.



4.5 When working with partners communication activity needs to be jointly branded in line with the BMBC branding guidance. The lead organisation or main funder would be given prominence while including the appropriate logos. The Area Team have in the past tried to recognise all partners that contribute regardless of level of contribution or support. This is something that could be reviewed especially when you have a number of contributors and limited space for acknowledgement.

4.6 When providers enter into contracts with the Area Council they are made aware that this means making a commitment to acknowledge the support and funding for the duration of the contract period. This requires the use of appropriate logos and following written statement: This project is funded / part funded by the South Area Council/ Ward Alliance. It is also expected that projects will acknowledge the funding and support with appropriate logos and wording on the following for the duration of the funding:

- Posters
- Leaflets / flyers
- Information boards
- Websites and social media
- Press releases
- Job adverts
- Presentations
- Newsletters
- At events

4.7 There is also an expectation that the project should recognise the funding and support at all events, presentations, in the media and any public relations.

## 5. Communication channels

5.1 The following are the ways in which the South Area Team promotes the work of the South Area Council and Ward Alliances:

- South Area Facebook Page and twitter
- Ward Alliance Neighbourhood networks – a list of emails and contact details of groups and volunteers for each Ward Alliance
- Community Magazines
- What's on Guides
- Area Council reports – public documents on BMBC website

- Love Where You Live Facebook page, digital newsletter
- Straight talk – BMBC Intranet
- Events and stalls – Winter wellbeing, Netherwood Enrichment session
- Community display boards and posters
- Leaflets, posters and flyers
- Corporate report – one case study per ward submitted per quarter

## **6. Reviewing the communication and branding**

6.1 The following are issues and inconsistencies that have been highlighted by the Area Team, Councillors and our BMBC Communications officers:

- BMBC logo not always used alongside Area Council/ Ward Alliance logo so it hasn't always been clear that this is BMBC funding and supported by BMBC
- Sizes of logos have not always been consistent with the branding guidance and recognising the lead partners
- Contracted services have not always been consistent in featuring Area Council and BMBC logos or haven't consistently used appropriate wording on printed material and social media
- Often projects promote the funding at the start of projects but has dropped off towards the end of the project
- Projects/ commissioned services not always clear about when to use which logo in particular the Love where you live logo and BMBC logo
- Posters have sometimes been too crowded with logos
- Hashtags not always used in the right way

## **7. Improving communications - Initial ideas for discussion**

7.1 As outlined in 3.1 there is currently an underspend of £1837.50 that was agreed for the second edition of a community magazine. A decision is now required as to how the funding is used.

**Option A: Funding to be returned to the South Area Council commissioning budget to be used for something different**

**Option B: Consider allocating the £1837.50 towards alternative communication suggestions as outlined below**

**Option C: Fund other ideas to deliver communications identified at the meeting**

**Option D: Top up the £1837.50 to develop a wider communication strategy**

7.2 Find below a list of suggestions that have come out of discussions with Elected Members, Briefing meetings, Area Team and communications:

### **1) Find another provider to carry on with a community magazine**

This option can be explored but there are not many companies that provide this service, only one provider applied. There is very little interest from other Area Councils so this may no longer be viable or of interest to a provider or deliverable on a smaller scale.

### **2) Include information in existing publications.**

There isn't one magazine that covers the South area.

### **3) A5 leaflet**

Work with the communication team to create a template for each area or one for South Area wide to fill with content once the initial set up and design is in place – there would be a cost for initial design and then print and distribution for each publication. **Initial design set up costs up to £150. Printing costs up to £200.**

Distribution could be to all households across the South Area Council, Ward by Ward or distributed in key locations. This would require a review of key locations ward by ward.

**4) Social Media boosts**

Boosting social media post is a tool to increase the amount of people that see a post. The concept behind boosting is that you pay to have your post show up as sponsored content on non-follower' timelines to gain a wider profile. **Up to £20 per boost.**

**5) Developing video content**

Producing snippets of content that can be used to promote commissioned work and groups, evaluate projects and raise the profile of the work and impact. There is an opportunity to pilot this with the Successful South Health and Wellbeing Funded projects. The video content could be produced by a provider and be funded from the £1,837.50 or look at the possibility of asking projects to record short clip and / or Area Team with some support from communications team for editing.

**6) Produce 'How to acknowledge your funding/ support' guidance**

Guidance for commissioned services, projects and partners on when to use logos and how, wording etc.

**7) Dedicated communication support**

Options and viability would need to be considered and discussed with appropriate services but could include buying time from the communications team or outside provider, graduate trainee, commissioning discrete pieces of work.

**8) Promotional displays and banners**

Purchasing a range of display boards and banners. These could be used at roadshows, events and / or moved around key locations. **Up to £500 depending on one per ward, Area Council, per priority, per commissioned service etc**

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