

BARNSELY METROPOLITAN BOROUGH COUNCIL

**South Area Council Meeting:
25th October 2019**

Report of South Area Council Manager

Communications and branding

1. Purpose of Report

- 1.1 Following on from the South Area Council meeting on the 6th September 2019 this report seeks to make recommendations for the use of the £1837.50 community magazine underspend.
- 1.2 For the South Area Council manager sets out a number of options to better promote and communicate the work of the South Area Council and commissioned services together with costings for recommendation by Members.

2. Recommendations

- 2.1 That Members consider the options for spend and make recommendations based on the options provided.

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. £1837.50 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 has 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 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.
- 3.2 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

4. **Reviewing the communication and branding**

4.1 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

5. **Improving communications - Initial ideas for discussion**

5.1 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 recommendation was made at the South Area Council meeting on the 6th September to ring-fence the fund for communications with options for a decision outlined below:

- 1) **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 and used when providers are running sessions. **Area Council wide? per commissioned service? Roadshow type content? Costs up to £40 per banner. A3 - £25**



stand out with your high quality print displays

- 2) **Include information in existing publications.** Barnsley Today is the only magazine that covers the whole area. Communication team are currently looking into working arrangements for their team. Costs estimated at **£300 per page**, glossy magazine, no deliver charges, monthly magazine.
- 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. **Design costs 4 page A5 booklet - £60 - £80. 500 printed £82, 1000 printed £127.**
- 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. **£20 per boost.**
- 5) **Developing video content for Area Council commissioned services** Video content could be produced by a provider and be funded from the £1837.50 or look at the possibility of asking projects to record short clip and / or Area Team with some support from communications team for editing. **Based on costs for a Town Spirit 90 second video for half day filming, 3 interviews, 2 locations, licensed music, cost £1095.**
- 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. **No costs**
- 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.

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