

Review of Electoral Arrangements Consultation – Communications

Campaign duration 12 Weeks (Monday 9 January 2017 – Friday 31 March 2017)

Poster campaign

Posters to promote the consultation will feature in all council buildings including libraries/hubs, Council Offices, Thameside complex, housing complexes, bus stops. Posters will also be sent to stakeholders for display on their premises.

Press advertising

Three half page adverts (four weekly) to run in the Thurrock Gazette. They will feature in prominent positions near the front of the newspaper. We will also run online banner ads with a direct click through to the consultation.

Thurrock News

Consultation coincides with three issues of the recently launched Thurrock News e-newsletter and the consultation will feature prominently. The number of current subscribers is around 11,000, which is expected to rise before the start of the consultation.

Media

There will be press activity in the run up to and throughout the consultation. A press release will be issued to launch the consultation, one halfway through to comment on response levels, and a release before the end to remind residents to have their say.

Social Media (free)

Twitter and Facebook activity will be planned in the run-up to the start of the consultation and throughout the 12 weeks. Posts will be at different times of the day to ensure the maximum exposure in line with people's social engagement habits.

Social Media (paid for)

Paid for Facebook adverts will be targeted to those in Thurrock and immediate surrounding area. As well as providing a way for people to respond to the consultation directly, it will also raise general awareness.

Thurrock Council website (including My Account)

The consultation will feature on the home page of the Thurrock Council website, inviting people to have their say. There will also be a 'landing' page when residents log into My Account, directing them to take part in the consultation.

Council Tax leaflet

The Council Tax annual bill is sent to every household in early March. This will also be used to remind residents of the consultation.

Internal

Internal channels will be fully utilised to ensure the staff at Thurrock Council are informed and engaged through internal poster sites, Insight, Inform and Thurrock Manager newsletter.

Community Forums

Community Forums will be engaged across the borough to get involved and debate electoral arrangements. The forums could then either submit a response on behalf of the forum or share the information with members and wider community.

Stakeholder engagement

Business and community organisations based or have an interest in Thurrock will be engaged to respond as an organisation or disseminate information to their network. Some of the organisations who will be contacted are CVS, Thurrock Clinical Commissioning Group, Essex Police, Colleges and Sixth Forms, Thurrock Business Board, and Essex Federation of Small Businesses. Elected members of the council, UK Parliament and European Parliament representing the area will also be sent links to the consultation.

Approximate cost: £3,000