

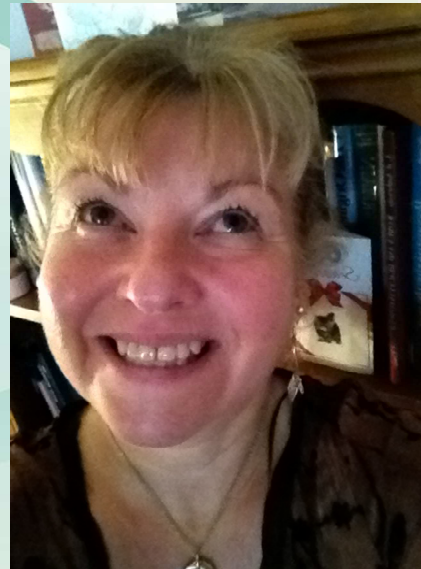
STRATEGY AND PERFORMANCE ADVISORY COMMITTEE
28 January 2014 at 7.00 pm

At the above stated meeting the attached presentation slides were shown for the following items:

7. Communications Strategy and Working Group Report

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Your Team



Supported by **The Communications Team**

Powered by

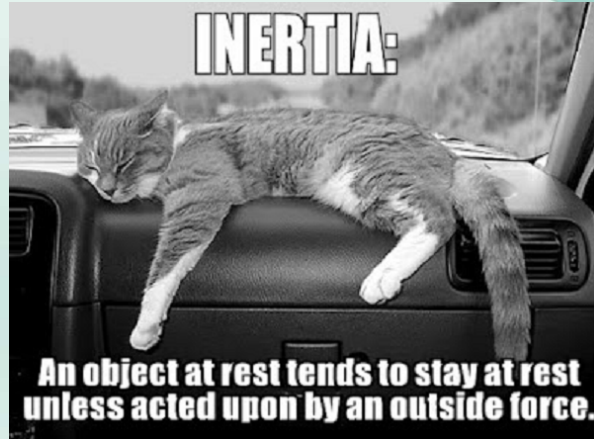


Our Brief

Destination: Self Sufficiency



When you innovate, you've got to be prepared for everyone telling you that you're nuts!



THE REASON MEN
OPPOSE PROGRESS IS
NOT THAT THEY HATE
PROGRESS, BUT THAT
THEY LOVE INERTIA.

ELBERT HUBBARD



Letting go of your ego opens the door to taking a new and creative course of action.

(Suzanne Mayo Frindt)

ixquotes.com

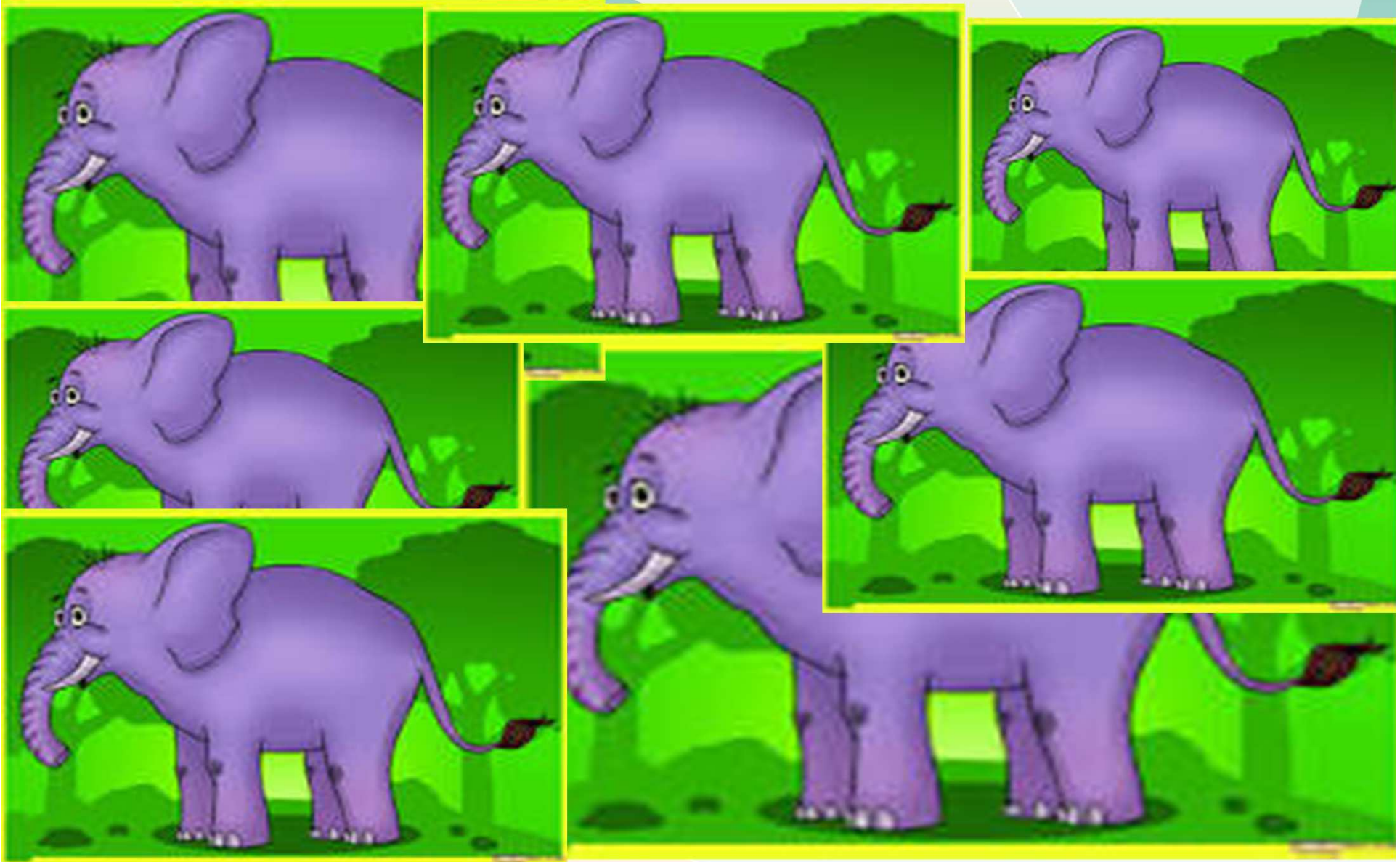
The national deficit is unsustainable

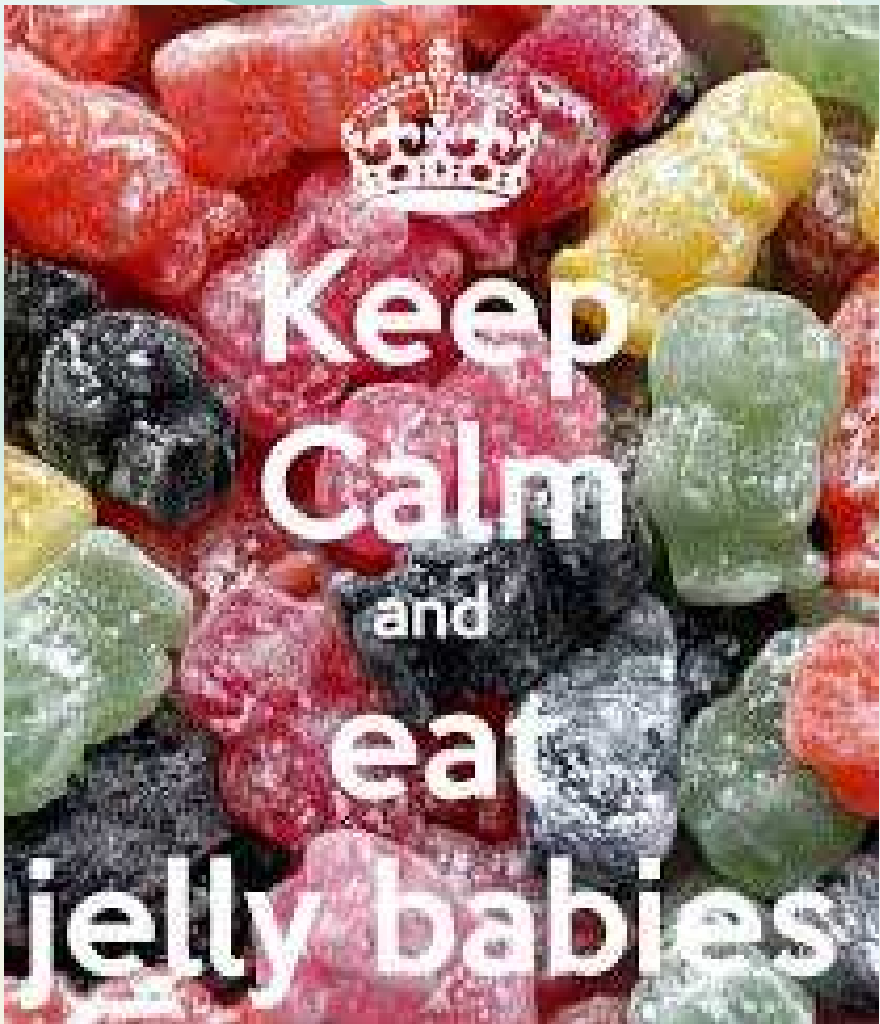


Eating the Elephant



Not just one Elephant we have a herd!!





Customer Experience Brand Touch points

“touchpoint” is a marketing jargon for a moment (time and space) when the Brand comes into contact with the audience

*There are lots of them, and **every single person** within an organisation contributes to the customers brand experience **even if they don't come into contact with them***





It's not what you say
it's the way that you say it

Your voice is...
A personality trait

Write like this...
A positive example

Not like this...
A counter example

Why?
Rationale



We're closing in on undeclared income

The 100% declaration rate is a testament to the hard work of our staff and the support of our residents. We are now closing in on undeclared income.

But first of all we need a brand



What is a brand?
A brand is not just a logo or a strap line,
it's how your customers perceive
your business.

Brand DNA



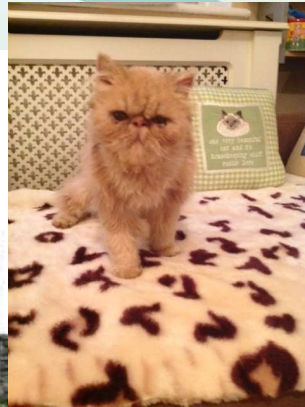


We need an 'Umbrella' Brand for
all services
(statutory and commercial)

We need to define our Brand
Essence
What is at our Core?

Character vs Personality

Internal reality



External perception



Brand Essence



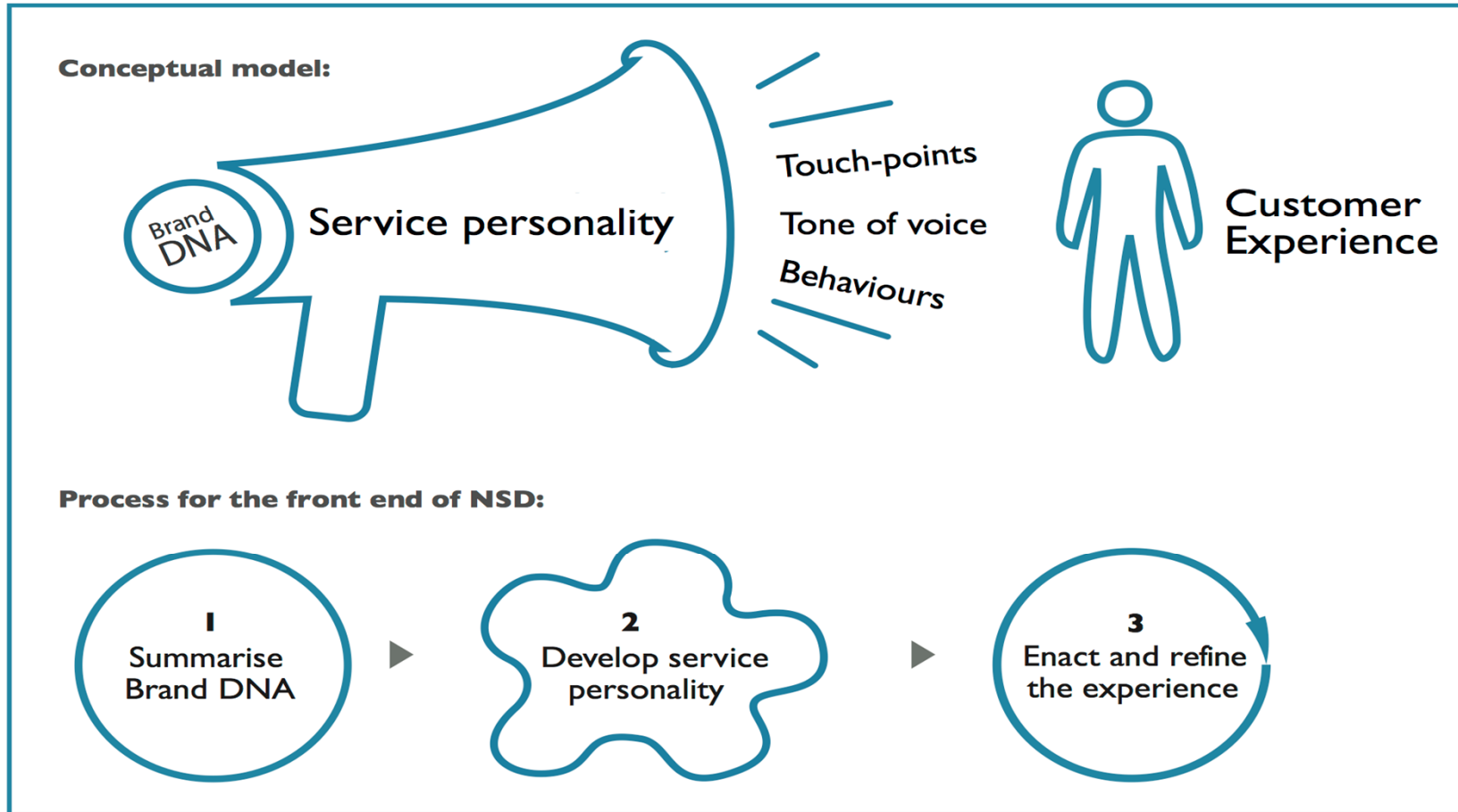
Combination of heart, soul and spirit - the inner core



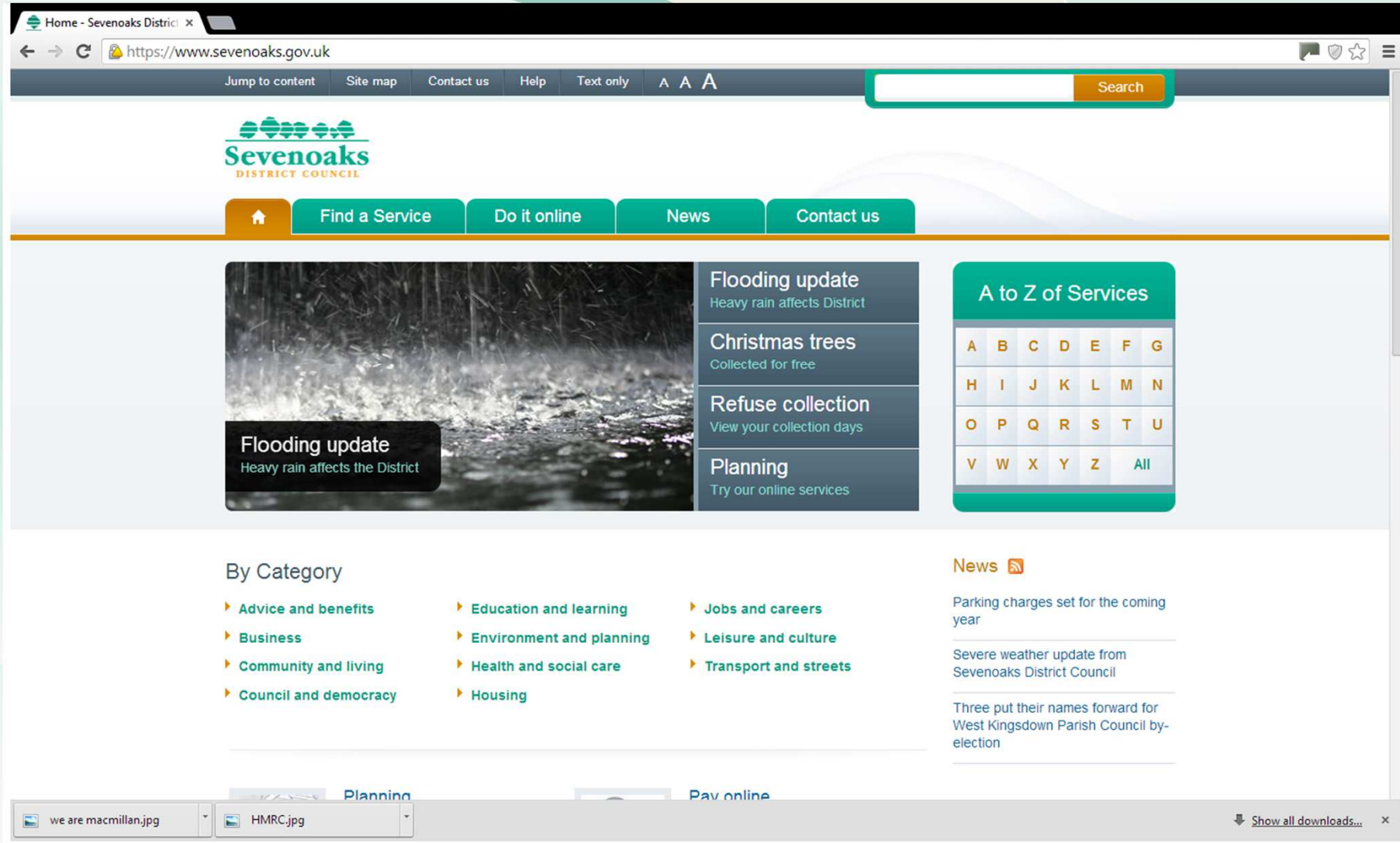




Tone of voice



Website




Home - Sevenoaks District x
https://www.sevenoaks.gov.uk

Jump to content Site map Contact us Help Text only A A A Search

Sevenoaks DISTRICT COUNCIL

Home Find a Service Do it online News Contact us



Flooding update
Heavy rain affects the District

Flooding update
Heavy rain affects District

Christmas trees
Collected for free

Refuse collection
View your collection days

Planning
Try our online services

A to Z of Services

| | | | | | | |
|---|---|---|---|---|-----|---|
| A | B | C | D | E | F | G |
| H | I | J | K | L | M | N |
| O | P | Q | R | S | T | U |
| V | W | X | Y | Z | All | |

By Category

- ▶ Advice and benefits
- ▶ Business
- ▶ Community and living
- ▶ Council and democracy
- ▶ Education and learning
- ▶ Environment and planning
- ▶ Health and social care
- ▶ Housing
- ▶ Jobs and careers
- ▶ Leisure and culture
- ▶ Transport and streets

News

Parking charges set for the coming year

Severe weather update from Sevenoaks District Council

Three put their names forward for West Kingsdown Parish Council by-election

we are macmillan.jpg HMRC.jpg Show all downloads...



Our Website Challenge



Scores on the Doors



Aspiration

The screenshot shows the Manchester City Council website interface. At the top, there is a navigation bar with the council's logo, the text 'MANCHESTER CITY COUNCIL', and links for 'Accessibility', 'Sign in', and 'Register'. A search bar is located on the right side of the navigation bar. Below the navigation bar, a yellow banner displays a 'TECHNICAL ISSUES' message: 'We are currently experiencing technical problems with some forms (this doesn't affect any online payments). We are working to fix the problem. Sorry for the inconvenience.' Below the banner, there is a grid of service categories, each with an icon and a list of sub-services: 'Council Tax' (Payments, benefits, discounts), 'Bins' (Rubbish, recycling, collections), 'Work' (Job, careers & training advice), and 'Libraries' (Collections, downloads & history). A second row of categories includes 'Schools & education' (Including... Holiday dates, Find a school), 'Benefits & support' (Including... Claim benefit, Benefit changes), 'Environmental problems' (Including... Dumped rubbish, Litter and debris), 'Roads, parking & transport' (Including... Where to park, Parking, bus-lane fine), and 'The Council & democracy' (Including... Find a councillor, Meetings & minutes). A red button with the text 'Can't find it? See other services' is positioned below the grid. At the bottom of the page, there is a dark blue banner with the text 'GET RID OF YOUR CHRISTMAS TREE' and a link 'See how and where to recycle your real Christmas tree.' A footer at the very bottom contains a cookie consent message: 'We use cookies on your computer or mobile device to help make this website better. You can change your cookie settings at any time. Otherwise, we'll assume you're OK to continue.' and a button that says 'Don't show this message again'.

TECHNICAL ISSUES

We are currently experiencing technical problems with some forms (this doesn't affect any online payments). We are working to fix the problem. Sorry for the inconvenience.

Home / Latest news / Big Lovie success as Manchester council website voted one of Europe's best

Big Lovie success as Manchester council website voted one of Europe's best

Wednesday, 16 October 2013

More Articles

Latest news

News archive

Our redesigned website has been named the best government site at the prestigious People's Lovie Awards.

The website came top of a public vote as the best website in the government category, beating off two other contenders after two weeks of frantic voting.

Aside from the public vote, impressed Lovie judges also bestowed the website a silver award - the highest classification given to any site in the category.

Chosen from a list of more than 1,500 entries from 20 European countries, the website was also shortlisted in the 'best homepage' category in The Lovie Awards.

We use [cookies](#) on your computer or mobile device to help make this website better. You can change your cookie settings at any time. Otherwise, we'll assume you're OK to continue.

Don't show this message again

Recommendation

Detailed analysis

- Scope of task
- Investment needed

Bring back to this and other appropriate
Committee/s

Involves high level of stakeholder engagement and
consultation plus some external resource

So what do Councillors Do?





WESTKENT



Sevenoaks
DISTRICT COUNCIL
Dispatched 22.01.14

DEVELOPMENT CONTROL COMMITTEE
20 January 2014 at 7.00 pm
Council Chamber, Argyle Road, Sevenoaks

AGENDA

| Membership | |
|--|------------------------------------|
| Chairman: Cllr. Williams | Vice Chairman: Cllr. Miss Thornton |
| Cllr. Mrs. Ayrin, Brockbank, Brown, Clark, Oakley, Mrs. Davison, Mrs. Dawson, Dickins, Edwards-Winsor, Geywood, McDaney, Otridge, Mrs. Parkin, Piper, Miss. Stack, Underwood and White | |

| Apologies for Absence | | Pages |
|---|--|----------------|
| 1. Minutes | To approve the minutes of the meeting of the Committee held on 7 January 2014, as a correct record. | (Pages 1 - 6) |
| 2. Declarations of Interest or Pre-determination | (including any interests not already registered) | |
| 3. Declarations of Lobbying | | |
| 4. Planning Applications - Chief Planning Officer's Report | | |
| 4.1. SE/13/03178/F18 - Land North of Oak Tree Farm, London Road, Redgore Mount, Malstead TN34 7AB | Demolition of 4 buildings & a silo. Change of use of land for the erection of a new crematorium, memorial garden, fencing, landscaping and car parking together with new entrance driveway off | (Pages 7 - 48) |

**STAND FOR WHAT YOU BELIEVE IN.
BE A COUNCILLOR.**



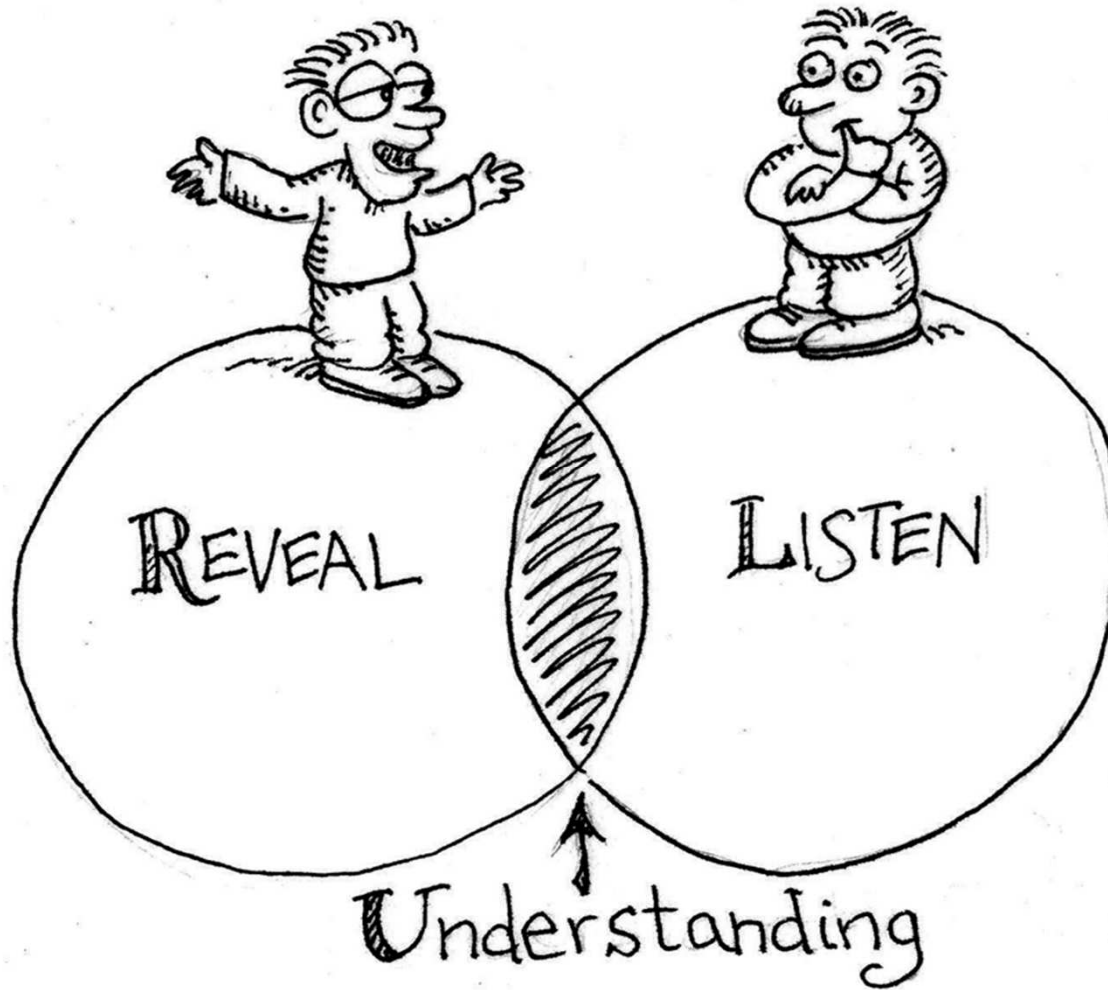
**Interested in
becoming a
Councillor?**



**Click here to find out
what's involved**



Members' Survey



Recommendation

- Appraise what we do now
- Align with Members' survey responses
- Commence a new piece of work

Current and Potential Councillors

Income Generating Services

What we have
What they do now
Potential for Growth

So the **Brand** is built on Trust

Products have to be commercially appealing to the customer and accountable to the public purse

Position

Price

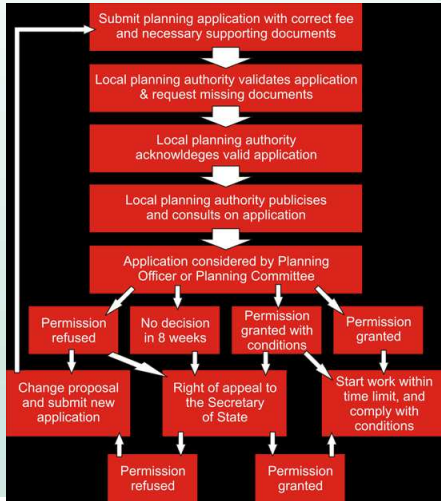
Promotion

Profit

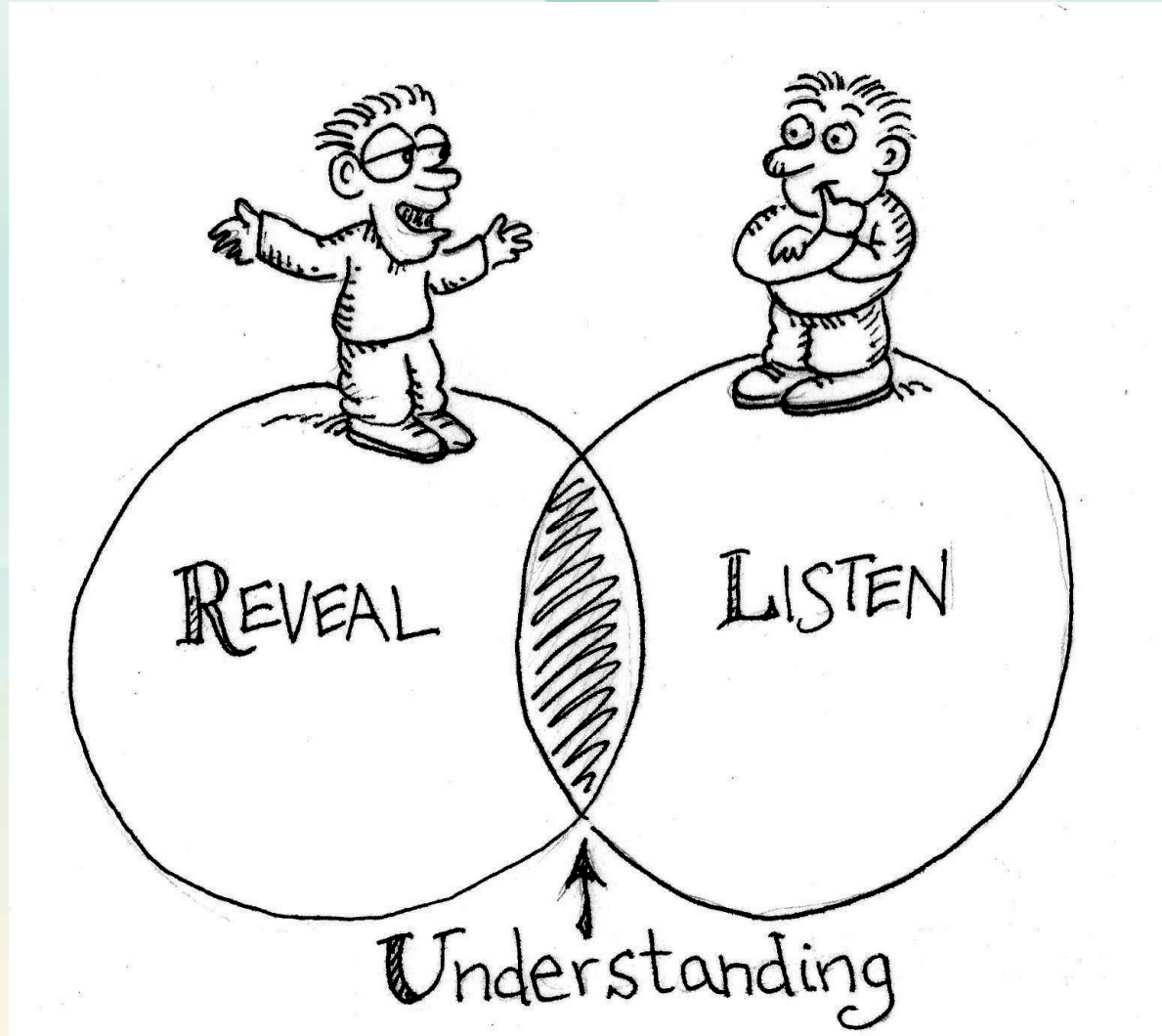
Product Development Model

| Pricing strategy | Description |
|--------------------------------|--|
| Packaging | Adjust pricing based on the product package (e.g., enterprise, small business, personal use; closely tied to product features and functionality) |
| Regional pricing | Regional variations to pricing as defined by regional hierarchy, for example, EMEA pricing vs. US pricing |
| Customer/Market segmentation | Price adjustment based on customer and market segment |
| Loyalty discounts | Discounts provided based on customers historical spend |
| Volume discounts | Discounts provided based on quantity purchased at the point of transaction |
| Payment and credit adjustments | Price premiums to provide nonstandard billing options (e.g., quarterly vs. monthly) or extended credit terms (e.g., net 180 vs. net 45) |
| Usage type adjustments | Variations to price based on license type (e.g., subscription vs. pay-per-use) |
| Promotions | Pricing lever to promote a product for a limited time in a region |
| Upgrades/Cross grades | Pricing lever to provide discounts for customer to upgrade to newer version or license higher end products |
| Channel discounts | Discounts based on partner type (e.g., standard channel vs. specialised partner) |

Our Product Portfolio



Our Approach



Strengths Weaknesses Opportunities and Threats

SWOT ANALYSIS

A guide to help you complete the SWOT

S

Strengths

- What would our customers say we are good at?
- What do we do better than the competition?
- Are there particular areas of experience, knowledge, competence, capabilities or unique characteristics that this service offers?
- Available resources – the positives
- Is there a Geographical/location advantage?
- Quality, reputation of the service, Repeat business?
- Price?

W

Weaknesses

- What would our customers say are the weakest points of the service we offer? Are these justified?
- What do the competition do better?
- What factors might be inhibiting our service, such as:
 - Gaps in experience, knowledge
 - Financial aspects
 - Reliability and trust
 - Staff & available resources
 - Geographical factors
 - Awareness of the service

O

Opportunities

- What current opportunities do we face?
- What future opportunities do we face?
- What opportunities might give this service competitive edge?
- What other external factors may help us?
- Strategic alliances, partnerships
- Product development opportunities
- Innovation and technology development
- Marketing and communication opportunities?

T

Threats

- What current threats do we face?
- What future threats do we face?
- What other external factors may hinder this service?
- Likelihood of new entrants to the market, or new products or innovation from competitors?
- Potential Loss of alliances and partners?
- Impact of price inflation/deflation?

Our Quick Wins





- No local Competition for class 5 MOT provision (community transport)
- Approved by VOSA
- Commercial acumen
- Capacity
- Capability
- Minor investment capitalised over ten years required
- Immediate incremental revenue
- Easy to Market

SEO on website needs improvement





- Commercial Acumen
- No VAT= price advantage
- Business Plan
- Capacity
- Capability
- Minor operational adjustments
- Investment in training
- Marketing Plan easy to execute
- SEO on website needs improving



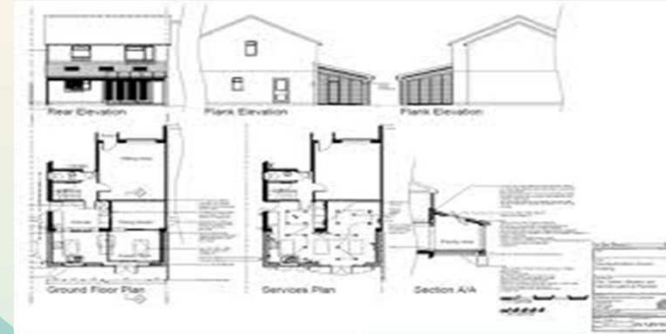


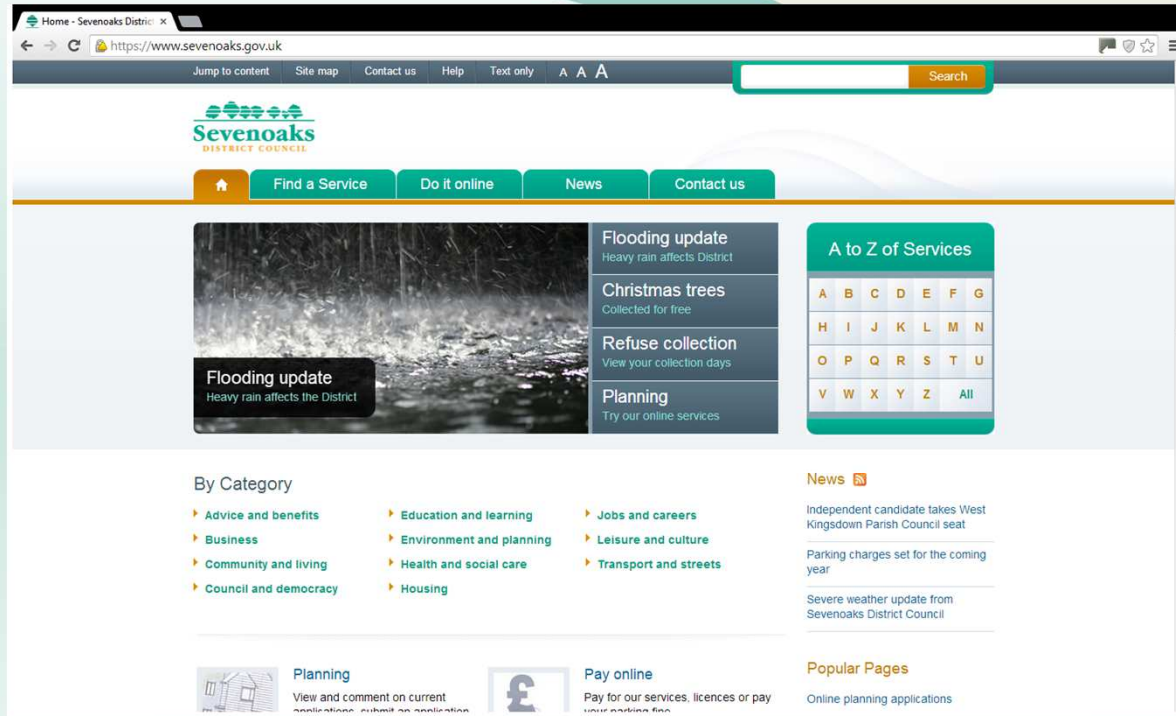
- Capacity
- Capability
- Some minor operational
- Marketing Plan easy to execute
- Identified market
 - Local Authorities
 - Voluntary
 - Charity
- Full design production and print service

- Need to be official Brand Guardian and report to comms team not individual departments – need improved and supported traffic management
- **CANNOT COMPETE ON THE OPEN MARKET WITH PRIVATE BUSINESS**



- Capacity
- Culture brilliant – hot to trot
- Capability
- Some minor operational adjustments
- Marketing Plan easy to execute
- Identified market
 - Local Planning Agents
 - Developers
 - Private Individuals
 - Surveyors
- Marketing easy to execute
- Lots of competition out there
- Website does not support them in terms of SEO and data management





**Needs serious investment
Barrier to growth without**



Let's get cracking

Communication Plan

Agree which services we can progress and
schedule into Plan
Alongside Residents' Survey Results

Questions

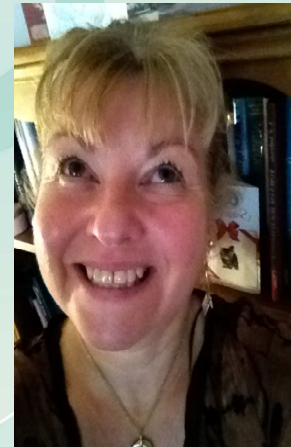
Questions on the flip chart
Questions will be answered collectively
post meeting



Very importantly

We hope we can continue with this work
we'll share our jelly babies if you say

Yes!!



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