



APPENDIX A COMMUNICATIONS AND MARKETING CAMPAIGN RESULTS 2012-13

See below for a list of highlight results for the twelve priority areas.

Please refer to any referenced ([items shown in blue](#)) accompanying case studies and campaign evaluation reports for further details.

Please note the highlight results listed and accompanying reports provided only capture **a sample** of the total overall activity undertaken, so is not an exhaustive list of campaigns or activity undertaken.

1. Recruit adopters and fosterers

See the [evaluation report on National Adoption Week](#).

Other campaigns/activity achieved:

- **Effective tracking and monitoring of enquiries in place for the first time** – individuals are tracked through from an enquiry generated directly from promotional activity to if a conversion is achieved. Better information than ever before is available on how people heard about the Council, which directly informs promotional activity methods.

Adoption:

- **Best ever conversion rate from enquiries to visits** – 50% conversion rate achieved, based on 104 adoption enquiries to end November 2012. Whilst the number of enquiries is comparable to 2011, the quality of enquiries has increased due to improved targeting of promotion. The total number of approval is currently unknown.
- **86% increase in enquiries during September and October 2012** (compared to same period on 2011) – directly attributable to the 'back to school' campaign.
- **99% month on month increase web page visits** – as a direct result of increased promotion.

Fostering:

- **Improved quality of enquiries** – based on 645 enquiries to end December 2012. There were 198 requests for further information following initial enquiry; 4 applications have gone on to be approved; and 9 applications are still in assessment/info gathering stage. Whilst the number of enquiries is comparable to 2011, the quality of enquiries has increased due to improved targeting of promotion. For example, the majority of enquiries are coming from the more affluent South of the county due to deliberate targeting of campaigns.
- **27% of enquires in September and October 2012 was a direct result of media activity** - directly attributable to the 'back to school' campaign.
- **58% month on month increase in web page visits** – as a direct result of increased promotion.

2. Reduce household waste and increase in-house energy saving

- **100% increase in awareness of local Love Food Hate Waste (LFHW) road show** - following a campaign which took place in November 2012. This is compared to awareness levels in 2011. A 1,470% increase in unique web visits was also achieved from 110 in August 2012 to 1,727 in September 2012.

3. Promote independent living/avoidance of care

See the [case study on County Enterprise Foods](#) - this campaign was a short-listed finalist in the national LGcommunications Reputation Awards in May 2013.

Other campaigns/activity achieved:

- **81% increase in Handy Person Adaptation Scheme jobs** - in the three month period after the campaign.
- **Target almost doubled for generating enquiries from people interested in becoming Shared Lives carers.** The target was 50 enquiries between November 2012 to March 2013 and 72 enquiries were received. Web page views were also the highest ever recorded, with 4,161 unique page views compared to 219 in the same period previously.
- **£5k saving on leaflet distribution** - promoting a range of services for elderly residents, delivered to 110,000 residents aged over 60 years old (included in their concessionary bus pass renewal letter).

4. Increase use of library services and facilities

See the [evaluation report for West Bridgford library](#) opening - this campaign will be shortly entered into the Chartered Institute of Library and Information Professionals' PPRG Marketing Excellence Awards.

Other campaigns/activity achieved:

- **14% increase in Summer Reading Challenge participants in 2012** - 4,973 completed the challenge compared to 4,359 in 2011. 100 volunteers were also recruited, which equates to 1,365 hours or 189 days of volunteering.
- **78% of people attending Southwell Poetry Festival 2012 knew this event was organised by the County Council** – with 97% of attendees rating the festival as 'very good' or 'good'.

5. Increase use of bus services and reduce road congestion

See the [case study for Notts Bus Connect](#) - this campaign was a short-listed finalist in the national LGcommunications Reputation Awards in May 2013.

See the [case study for the Mansfield bus station launch](#).

6. Increase take-up of school meals

See the [School Meals case study](#) - this campaign was a short-listed finalist in the national LGcommunications Reputation Awards in May 2013. The research undertaken for this campaign also made a significant contribution to the Council winning the national LACA Catering Business of the Year award.

7. Promote road safety

See the [Road Safety case study on the Ditch the Distraction campaign](#) - this campaign won a Silver award at the national LGcommunications Reputation Awards in May 2013. On 10 June 2013, the Council will find out whether this campaign has been short-listed for a national Network Rail Partnership Award.

8. Increase visits to country parks

See the [Robin Hood Festival 2012 evaluation report](#) - this campaign was a finalist in the national Chartered Institute of Marketing Excellence Awards in October 2012.

9. Increase income for registration services

- **High awareness achieved for naming ceremonies** – there were almost 3 million opportunities to see the naming ceremony Facebook advert (2,895,703 impressions), with 598 click throughs to the Council's website as a direct result of this advertising.

10. Increase use of community sports and arts/extra curricular education

Other campaigns/activity have achieved:

- **£28,384 income from the 2012 Earth and Fire event** – improved promotion also generated a 36% increase in Earth and Fire online searches and 71% increase in the Earth and Fire web page visits.
- **£54,000 income for Notts Performing Arts** – helped the service achieve its income targets ahead of schedule.
- **1,000 local people volunteered to give at least ten hours to organising or leading sporting activities in 2012** – as part of the Sport Makers campaign. The campaign target of 1,000 sign ups was met and the scheme's success meant it was continued into 2013.
- **£1,950 saving on the Rufford Craft Guide** – through an improved format.

11. Increase staff engagement in strategic change

- No specific 'campaign' has taken place, although there has been a variety of ongoing internal communications and engagement activity.
- New communications products included: Team Talk for managers to deliver face to face messages; a redeveloped staff magazine (**91% of Frontline readers were happy with the magazine content**); and a comments facility was established on the Chief Executive's Bulletin on the intranet.

12. Consult about Council budget plans

- **13% increase in online response as a result of the consultation on the 2012/13 budget** – which demonstrates that channel shift has been achieved through the budget consultation campaign. A total of 1,431 responses (from a mixture of online and offline channels) were gathered.

Other

In addition to the above, there were a range of other key campaigns and activity delivered in 2012-13, including:

- Diamond Jubilee Beacon event promotion
- Olympics Torch Relay communications
- Broadband campaign
- Services to Schools catalogues (hard copy and online)
- School admissions promotion
- MASH communications

Individual case studies and evaluation reports now follow...

**Marcomms activity evaluation
Fostering and Adoption Campaign: National Adoption Week**

Background

Activity date/s: 5 – 11 November 2012

Target audience:

- County residents - particularly empty nesters and residents in South Nottinghamshire who fall into Nottinghamshire's mosaic groups 'settled suburbia' and 'symbols of success'
- People who can look after or adopt sibling groups; teenagers and; children/young people with additional needs
- Employees of Nottinghamshire County Council/partner organisations
- People working in caring professions, specifically education or health
- Current foster carers who may wish to adopt children in their care
- Current adoptive families/second time applicants

Marcomms objectives:

- Increase enquiries from people interested in both fostering and adoption by 2% during November
- Achieve a 2% conversion on enquiries received during the campaign into applications

Evaluation summary

Average cost to the council:

- £300-400 a week to place children with county council carers
- £3k a week for external placements

Total cost: £2589.87 – less than 1p per resident (766,400 residents) and approx £30 per enquiry

Overall ROI:

For the **£2,590** (rounded to the nearest pound) campaign cost we have saved the council:

- £300 (minimum saving for external placement) x 86 (enquiries) = £25,800 per week x 52 (weeks) = £1,341,600 or **£1.3m a year min saving**
- £3k (maximum saving external placement) x 86 (enquiries) = £258,000 per week x52 (weeks) = £13,416,000 or **£13.4m a year max saving**

This means **for every £1 spent on promotion we have potentially saved the council between £502** (£1.3m divided by campaign cost) **and £5,174** (£13.4m divided by campaign cost). We need to say that obviously not every enquiry brings a conversion.

86 enquiries in total received (adoption and fostering), broken down as follows:

32 enquiries received by adoption

54 enquiries received by fostering

	Adoption enquiries	Fostering enquiries
November 2012	32	54
November 2011	20	47

- 60% year on year increase in adoption enquiries during November
- 15% year on year increase in fostering enquiries during November
- 28% overall increase year on year combined

- Fostering enquiries for November were below the average monthly figure (based on 2011 data – 65 a month average, 780 in total)
- Adoption enquiries for November were 3.5 times the average monthly enquiry figure (based on 2011 data – 9 a month average, 109 in total)
- PR accounted for 40% of enquiry sources during the campaign period
- Digital media analysis shows there were more than 2000 visitors to the adoption and fostering landing page during November (almost 1000 during National Adoption Week)

NB: Conversion data to be supplied by adoption and fostering about enquiries during the campaign period resulting in applications

Marcomms activity

Marketing materials

- A4 poster (2 kinds – 1 general, 1 appealing for foster carers during weekends and school holidays)
- A5 flyer
- 6 vinyl banners (2 kinds – 1 general, 1 appealing for foster carers during weekends and school holidays)

Advertising

- Bus back advertising – 20 lower rears predominantly targeting South Nottinghamshire
- Google adwords
- Facebook advertising
- Netmums homepage web advert – displayed for 3 months
- Plasma screens in libraries
- Plasma screens at County Hall
- Advertorial in Primary Times

External communications and media

- County News
- Advertorial style ‘talk up’ with presenters
- Media releases and case studies focusing on particular priorities ie. support care for weekends and during holidays; types of children who need placing
- Columns in local newspapers
- TV and radio interviews with case studies

Digital media

- Update to the council's Facebook page
- Twitter
- Library e-shot footer message

Partner channels

- Message for schools and circulation of materials via wired appealing to schools to support us
- Publicity materials circulated via partners (district/borough council's; police and health) with some re-tweeting the council's messages and displaying information on their websites

Activity results – channel evaluation

Media:

- **22 enquiries were generated as a result of media activity accounting for 40% of all enquiries during the campaign period - the second most popular source of enquiry.**
- 9 items of coverage were received during the campaign period across the County's main newspapers and radio stations:
 - 9 items of coverage were received across the County's main newspapers resulting in 22 enquiries. News items featured both in hard copy and on their websites. Readership across the County's main newspapers is around 399,560 their websites are global.
 - Coverage included a feature on Gem 106 (reach of approx 404,000)
- A breakdown of all media coverage received during the campaign is shown below.

Date	Media	Headline
05/11/12	Gem106.co.uk	Adoption in the East Midlands
06/11/12	Gem106.co.uk	Adoption Week

13/11/12	Mansfieldpeople.co.uk	Equal rights for adopters
14/11/12	Chad.co.uk	NCC backs better deal for adoptive parents
15/11/12	Carltonpeople.co.uk	NCC welcomes equal rights for adopters
19/11/12	Nottingham Evening Post	Maternity leave for adoptive parents backed by council
21/11/12	Ashfield Chad	Council welcomes adoption changes
22/11/12	Retfordpeople.co.uk	Council welcomes adoption change
22/11/12	Retford Times	Council welcomes adoption change

Paid for advertising:

- There was 1 enquiry for fostering that is known to be as a result of paid for advertising.
- No enquiries confirmed netmums as the source, and there were no referrals from this site to the council's web pages.

Social and digital media:

- 950 visits during National Adoption Week to the council's adoption and fostering landing pages. In total there were 2185 visits to this page during the whole of November, a 93% increase compared to the previous month. There is no year on year comparison available because the landing page is new for 2012.
- 297 visits to the council's adoption pages during National Adoption Week, a year on year decrease of 3% (compared to National Adoption Week 2011 308 visits).
- 791 visits to the council's adoption pages for the whole of November, a month on month increase of 93% (compared to October 408 visits), but a year on year decrease of 48% (compared to November 2011).
- 252 visits to the council's fostering pages during National Adoption Week, a year on year increase of 1% (compared to National Adoption Week 2011 249 visits).
- 697 visits to the council's fostering pages for the whole of November, a month on month increase of 37% (compared to October 508 visits), but a year on year decrease of 22% (compared to November 2011).
- 476 click throughs were generated via Google Adwords (24,229 impressions).
- 707 click throughs were generated via Facebook advertising (reaching an audience of 281,240).
- A small number of visits came via partner websites including district/borough councils; police and health. Some also came via schools indicating they had acknowledged the information and messages sent out via wired.

Enquiry analysis

The cost per enquiry was approximately £30.

Enquiries – adoption

Total number of adoption enquiries during November was 32. This is a 60% year on year increase when compared to November 2011.

10 enquiries were received via the internet.

Enquiries – fostering

- Total number of fostering enquiries November was 54. This is a 14% increase when compared to the same period in 2011.
- The highest number of enquiries was received from South Nottinghamshire (18), the area with the greatest concentration of activity.
- 22 enquiries or 40% were received via the internet, this was the most popular source of enquiry.
- 8 enquiries were generated via newspaper articles (the second most popular source of enquiry after the internet).
- Additional cited sources of enquiry were: friend (5); an existing foster carer (4); unknown/other (4); bus advert (1); leaflet (1)

County Enterprise Foods

1. Brief and Objectives

- Timing:** April - December 2012
- Objective:** Increase by 2% the number of meals ordered and by 3% the income generated (by new customers between April and December 2012)
- Budget:** £5,000

2. Challenges

- Maintaining customer numbers as people go into care homes or pass away.
- An increasingly competitive marketplace with private sector competitors.

3. Research and planning

- Campaign strategy was based on competitor analysis.
- Audience segmentation was as follows:
 - Vulnerable/frail residents who cannot make meals for themselves
 - Lifestyle users i.e. people in their 60's who are still active and want convenience
 - Families/carers of potential service users

4. Delivery and tactics

- New high quality images - by a specialist food photographer.
- Key message of 'Simply the best' - delivering delicious meals straight to your door.
- Marketing materials redesigned - from a folder with 7 inserts to one 32pp A5 booklet; plus a promotional A5 flyer.
- Integrated promotion - including: wider distribution, targeted advertising, digital strategy, heavy-weight PR plan and word of mouth promotion.

5. Evaluation

- Results:** Targets were far exceeded with a 6.1% increase in meals and 8.1% increase in revenue as a result of new customers.
- The highest number of monthly referrals ever achieved happened during the campaign period in October 2012 (this represents 106 new customers).

6. Value for money and cost effectiveness

- Return on investment:** For every £1 spent on promotion, £2.50 income was achieved.
- Enabling people to live at home longer diverts high costs to public sector organisations plus reduces the burden and financial costs to family members for looking after relatives
 - The campaign came in under budget at a total cost of £4,990 - this represents a cost of less than 1p per resident.
 - £7,400 print saving was made by consolidation of 7 leaflets into one.



Menu guide

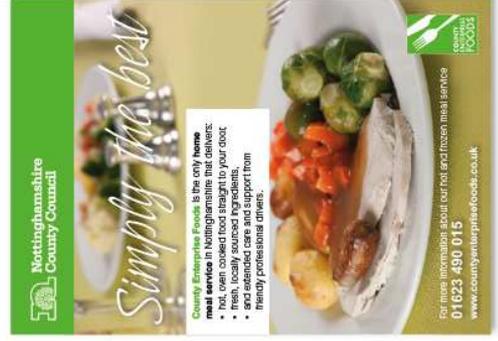
A5 Flyer



Facebook icon



Web banner



MARKETING CAMPAIGN EVALUATION

West Bridgford Library and Young People's Centre Launch 2013

Background

West Bridgford Library is the most well used library in Nottinghamshire, serving a population of 41,430 residents (109,800 in Rushcliffe). Following a £5.3 million construction project, West Bridgford Library re-opened to the public on Saturday 16 March 2013.

A comprehensive marketing campaign took place from January 2013 to March 2013 to inform existing users of the closure of the temporary library and the re-opening of the new library. The campaign aimed to encourage and recruit new members and increase book issues. Key communications and marketing activity included a strong proactive media campaign, direct mail shot to existing users, advertising on hoardings, bus shelters and lamppost banners and digital activity.

Campaign Results

- In the first month of opening, the library:
 - attracted 37773 visitors compared to 7350 visitors during the same period in 2012 (414% increase) and 21131 visitors during the same period in 2011 (79% increase). The target increase was 25%
 - recruited 1559 new members compared to 88 during the same period in 2012 (1672% increase) and 144 during the same period in 2011 (982% increase)). The target increase was 25%
 - issued 51605 books compared to 16479 during the same period in 2012 (213% increase) and 27456 during the same period in 2011 (88% increase). The target increase was 20%
- 208 of 8694 library users returned the direct mailer to the library (2.4%)
- Bus shelter advertising around Loughborough road, Wilford Lane, Bridgford Road and Rectory Road ran over a two week period giving over 32,150 opportunities to see the advert (based on traffic flow data)
- the West Bridgford Library web page received 10,846 views over an eight week period surrounding the launch;
- 1049 eshots were sent out and 646 were opened (62%)
- 583 visits to the West Bridgford Library webpage were as a result of Facebook advertising and information about the opening appeared 5,684 times on search results pages via 'Google Adwords';
- Between February and April, seven press releases were issued and 18 media enquiries were received. This led to strong press and media attention with over 25 features in the press, online and in trade media. The new West Bridgford Library and Young People's Centre also featured on BBC East Midlands Today, Radio Nottingham and ITV national news.
- 73 people completed the West Bridgford Library Customer Survey; 88.5% were white, 3.3% mixed heritage, 6.6% Indian and 1.6% Caribbean.
- 92% of evaluation respondents knew that West Bridgford Library is run by the County Council
- evaluation respondents indicated they had found out about the library opening as follows:
 - 12% leaflets and posters
 - 32% word of mouth
 - 22% press, broadcast media and wrap
 - 14% website, facebook, twitter, e-shot
 - 50% advertising on hoardings, bus shelters, lamppost banners and ABoards
- 88% of respondents said they were either 'Very Satisfied' or Satisfied' with West Bridgford Library (75% were 'Very Satisfied' whilst 13% were 'Satisfied');
- 32 % of respondents said they would like to be kept informed about council events in the future

- campaign spend amounted to £7105.84 (0.17 pence per West Bridgford resident; 0.06 pence per Rushcliffe resident / 0.18 pence per visitor attracted).
- This investment contributed to a smooth transition from the temporary library to the new one, ensured the library was promoted positively and the reputation of the County Council enhanced.
- Feedback from the Libraries Service reveals that the number of visitors to West Bridgford Library's opening day was considerably more than expected and attendance at the first event sold out by the second day.

Nottsbus Connect

1. Brief and Objectives

Timing: March to December 2012
Objective: Achieve £1m savings in 2012-13 by reconfiguring and integrating bus services
Budget: £19,000

2. Challenges

- Meeting the needs of local communities with a reduced budget.
- Working with key stakeholders to change behaviour:
 - Enabling children and young people to use public transport for school journeys wherever possible
 - Supporting those using specialist transport to travel independently if possible
 - Using increased voluntary and community transport services

3. Research and planning

- Target audiences were: people in rural areas, older people, parents with children receiving specialist transport, patients attending hospital appointments, those using public transport to get to work.

4. Delivery and tactics

- Strategic decision to undertake a pilot in one of the Districts before roll-out across the whole county.
- A two stage approach was taken to ensure the most effective consultation and engagement:
 - Stage one (March to May) - consultation document produced to ask the public how they wanted to see transport provided in their area, with awareness-raising activity.
 - Stage two (June to September) - network plans drawn-up based on stage one findings, with further consultation and engagement via a series of roadshows including rural venues.

5. Evaluation

- Results:** £1m savings were made by the end of December 2012.
- The most extensive and thorough consultation ever undertaken by the Council - everyone had the chance to influence the final routes and several changes were made to the plans as a direct result of feedback.
 - A high response rate - over 500 responses received in stage one and 180 people attended stage 2 roadshows.
 - Satisfied customers - no complaints received, a major achievement given the sensitivity of the proposals.
 - Positive reputation for the Council - savings achieved without detriment to travelling public and with support from the commercial sector.

6. Value for money and cost effectiveness

- Return on investment:** The key objective was achieved just under budget at a total cost of less than 1p per resident.
- Promotion in stage one cost £6,000. The total cost of consultation in stage two, plus the new route information and promotion, cost just under £13,000.
 - A further £1.8m is expected to be saved by 2014 - by equipping vulnerable people with the skills and confidence to undertake independent travel.

Campaign Posters

Route Posters

Leaflets

Web banner

Web graphic

MARKETING CAMPAIGN EVALUATION

Mansfield Bus Station – May 2013

Background

The new Mansfield Bus Station opened for business on 31 March 2013. The day before the station was opened up to the public for a 'Family Fun Day' where they could see the new facilities. The £9m project was developed in partnership with Mansfield District Council with the majority of the funding coming from central Government. An official opening ceremony was held on March 11 with the station being officially opened by the Secretary of State Patrick McLoughlin.

A large and comprehensive marketing and communications campaign took place from February to March 2013 to inform residents and visitors about the new bus station opening and its new facilities, and from which bay bus journeys will now depart. The campaign featured a strongly designed creative which was featured on a range of materials and channels.

Key activity included leaflet distribution (including direct mail sent to 25,000 bus users in Mansfield), lamp post banner and bus shelter advertising in Mansfield town centre, an exhibition in the Four Seasons shopping centre, various digital activities including a bespoke Facebook page that showed the development in progress, and advertising on the local radio station Mansfield 103.2. A heavy-weight PR Plan which included which included timed press releases, targeted photo call opportunities and media interviews supported all the activity.

Campaign Results

The campaign results can be divided into three stages of the project: the official opening, the family day, and post opening operations.

The Official Opening

A plaque showing the date of the opening and logos of the partner organisations was unveiled by the Secretary of State Patrick McLoughlin.

- The ceremony was covered extensively in the local media, with features on East Midlands Today lunch and evening TV broadcasts, interviews on Radio Nottingham and Mansfield 103.2, the event was also reported in the local press including the Nottingham Post and the Mansfield Chad.
- In the period from 1 March to 19 April 7 press issues were issued, 14 media enquiries were received with the result of 19 pieces of media coverage, including 3 on TV.
- This TV and press coverage also showed the extensive on site branding of the County Council.

Family Fun Day

On the Family Fun Day over **1,500 people attended** to look at the new station and also enjoy live music, tours, a play bus and other attractions for the whole family.

101 of these visitors completed a survey, which had the following results:

- **65% of respondents knew the bus station is jointly managed by Nottinghamshire County Council and Mansfield District Council.**
- **81% of respondents rated the new bus station as 'good' or 'very good'.** This compared with a previous survey of the old bus station where only 7% rated the general appearance as 'good' or 'very good' and 43% rated it as 'poor'.
- 70% of respondents thought the location of the new bus station was better than the location of the old one.
- Evaluation respondents indicated they had found out about the festival as follows:

30% Newspaper	21% Leaflet picked up
27% Bus shelter poster	19% Leaflet through door

22% Poster	12% Lamp post banners
22% Word of mouth	10% Advertisement on a bus

Post Opening Operations

After becoming operational on March 31, the transition of moving from the old to the new bus station has been smooth with all 5,800 weekly bus movements continuing but with little complaint or confusion from service users. This was achieved by:

- Production of 60,000 copies of a leaflet that included information about the new bus departure bays; this was distributed directly to 25,000 service users and also distributed to all the main public buildings in Mansfield and the surrounding districts.
- Extensive signage at the old bus station with directions of how to get to the new one and again information about the new bus departure bays.
- Up to the minute operational information published on the County Council website.

The bus operators calculate the number of passengers on their journey; this will be available later in the year for further evaluation.

Digital

Information, news and plans for the new Mansfield bus station were published on the County Council website from the beginning of March 2013.

- In the period March 1 to April 16 2013, there were 5,817 page views and 4,193 unique page views of the Mansfield bus station webpage.
- Page views peaked on March 18 (when residents received the direct mail) and March 31 (the Family fun day).

The Mansfield bus station Facebook page received 224 likes and also had the following success:

- From 24 March to 5 April 2013 an average of 9,150 unique people per day saw content associated with the page.
- From 29 March to 4 April 2013 56 people created a story about the page.
- The top five posts in terms of reach all contained photo updates of the work.

Costs

The total communications and marketing budget for the campaign was **£24,500**. This was split as follows:

- £7,900 - Nottinghamshire County Council
- £7,900 - Mansfield District Council
- £5,000 - from the capital budget.
- A further £2,000 was added to the budget as contribution from the 'Switch and Save' campaign that included their promotional material in the direct mail that was already being sent out to service users.
- Once passenger numbers are compiled later in the year further evaluation will be able to determine if there as been an increase, an increase will help support the local economy and the promotion of sustainable transport.
- The campaign largely focused on residents in the Mansfield District, with approximately 100,000 residents the **campaign cost less than 8p per person** based on the County Council's contribution. This however is a conservative estimate, as the campaign would have reached and affects many more residents in the other districts.
- This investment contributed to a smooth transition from the old bus station to the new one, ensured the facility was promoted positively and in the process enhanced the reputation of the County Council and its partners.

School Meals

1. Brief and Objectives

Timing: February - December 2012

Objective: Increase by 2% the total number of pupils receiving school meals between April and December 2012

Budget: £8,000

2. Challenges

- A competitive market as schools become academies.
- Persuading parents and pupils that the Council's school meals offer good value for money.
- Competition from fast food retailers near the school gates.

3. Research and planning

- A survey was conducted with primary school children and their parents to inform the campaign.
- The results showed high satisfaction rates from existing customers but potential customers needed persuading of the value, quality and other benefits of the service.
- Segmentation of the market revealed a need for different messages and formats targeted at the relevant audience.
- Parents were the decision makers for primary school meals and it was the young person themselves for secondary school meals.

4. Delivery and tactics

- Printed menus were redesigned into different formats to reduce costs and target the relevant audiences.
- The design of the secondary menus was developed to be competitive with fast food chains (e.g. Subway and McDonalds).
- The design of the primary menus were focussed on parents and promoted the fresh, tasty and good value food.

5. Evaluation

Result: The campaign exceed its objective with a 3.6% increase in the number of pupils having school meals between April 2012 and December 2012.

6. Value for money and cost effectiveness

- Return on investment:** For every £1 spent on promotion, £39 income was generated.
- The increase in business meant that the Council was able to maintain the cost of meals to customers (despite inflation and rising costs of food).
 - 91,000 copies were produced for the same cost as 72,000 copies previously (by segmenting the audiences and redesigning the menus).



Secondary menu



Primary menus

Menu posters



Ditch the Distraction

1. Brief and Objectives

Timing: 3 - 28 September 2012

Objective: Reduce by 2% the number of 11 - 18 year old pedestrian casualties during the activity period (through behavioural change).

Budget: £8,000

2. Challenges

- Ensuring the design and messages appealed to young people.
- Working with road safety colleagues to plan an effective campaign with a SMART objective.

3. Research and planning

- Focus groups were held with the target audience to test the reaction to the creative and messages.
- Campaign strategy and targeting was based on research and trends shown by Nottinghamshire Stats 19 Road Casualty data.

4. Delivery and tactics

- Awareness was raised through:
 - Pavement art and signs installed at the main entrances of 44 schools, 6th forms and colleges.
 - A4 posters and A6 postcards distributed as part of the road safety educational programme.
 - Facebook advertising, Twitter messages and web content
 - Media releases issued to local press, radio and TV.

5. Evaluation

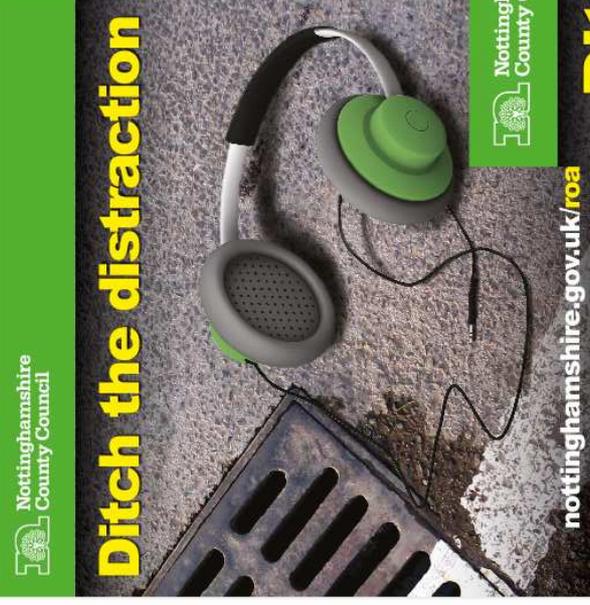
Result: The campaign objective was significantly exceeded with a 23% reduction achieved.

- Facebook advert was seen 3,193,610 times.
- Road safety web page received 113% more visits in September 2012 (compared to September 2011).
- Media coverage achieved in two local newspapers with a combined circulation of 76,703 copies.

6. Value for money and cost effectiveness

Return on investment: For every £1 spent on promotion, an estimated £14,000 was saved for the taxpayer.

- The campaign was delivered under budget at £5,510 - this represents a cost of only 12p per pupil (reaching 47,550 students).
- Department for Transport data shows the cost of a road accident to wider public services can be up to £1.9m.
- This means the Council also reduced the cost to attend accidents – saving up to an estimated £7.6m.
- Network Rail has used the campaign nationally to reduce railway crossing accidents.



Nottinghamshire
County Council

nottinghamshire.gov.uk/roa

Pavement
art

Ditch the distraction

Ditch the
distraction

A6 postcard



A4 correx
panels



Facebook
icon



Web banners



Don't let your mobile phone distract
you when crossing the road

nottinghamshire.gov.uk/roadsafety



MARKETING CAMPAIGN EVALUATION

Annual Robin Hood Festival - August 2012

Background

The 28th Annual Robin Hood Festival was held at Sherwood Forest, Nottinghamshire from Monday 13th August – Sunday 19th August 2012. The festival is the largest event in authority's calendar and one of the biggest celebrations of the Robin Hood in the world, attracting visitors from around the country and globe.

A large and comprehensive marketing and communications campaign took place from July to August 2012 aiming to inform previous visitors and attract new visitors. The campaign's strongly designed creative featured on a range of materials and channels. Key activity included leaflet distribution, banner advertising in Sherwood & Rufford Abbey country parks, various digital activity including an e-shot to last year's visitors, a bespoke Facebook page, a life-sized Robin Hood with QR code and a number of 'Ye Olde Tweets'. A heavy-weight PR Plan included timed press releases, targeted photo-call opportunities and media interviews with a local, national and international focus underpinned and supported all the activity.

Campaign Headlines

The campaign was challenged by visitors being influenced by bad weather forecasts for the week and some festival days suffering heavy downpours, however by working together in an integrated way, the Communications & Marketing Team were able to achieve the following results:

- the seven-day festival was attended by 25k visitors compared to 20k in 2011's five-day festival (a 25% increase / target was 10%);
- 53% of visitors were from outside Nottinghamshire County (target was 40%). This works out at between an estimated £396,970 and £2,763,022 financial benefit to the local economy (based on 53% of 25k visitors being 13,250 visitors and using STEAM data figures that the average day visitor brings £29.96 and the average overnight visitor brings £208.53 to the local economy, to work out the minimum and maximum estimated amount of economic benefit through tourism to the festival);
- 49% of survey respondents were first time visitors;
- 97% of survey respondents rated the event as either 'Very Good' or 'Excellent';
- 76% of survey respondents knew the event was organised by NCC;
- a 28% increase in total income was generated (£140,866 in 2012 compared to £116,332 in 2011);
- 89% of survey respondents travelled to the festival by car resulting in a 43% increase in car parking income and generating £40,560 (compared to £28,188 in 2011);
- there was a £24.32 return on investment and £5.63 income generated per visitor;
- campaign spend amounted to £6,511 (26p per festival visitor attracted) taken from the central communications and marketing budget (£5,411 design & print and £1,100 advertising);

Channel Evaluation

- Evaluation of survey respondents indicated visitors became aware of the festival as follows:
 - 30% word of mouth
 - 28% leaflets & posters
 - 25% website
 - 15% What's On Guide
 - 14% press and media
 - 13% banners/signs
 - 10% have been before
 - 8% Facebook and Twitter
- This year's festival also saw high press and media attention, eight proactive press releases were released with 20 positive and one reactive media enquiry received. As a result, 25 positive features on & offline covered the festival, as well as listings in a range of press and media:

- **pre-festival** - media interviews included Robin Hood and Friar Tuck appearing on Radio Nottingham's afternoon show, BBC News Online, Nottingham Post, Gem 106FM, listings in a range of What's On magazine titles nationally;
 - **during the festival** – ITV Central Tonight, BBC East Midlands Today, Radio Nottingham, Country File, Big Issue magazine, Mansfield Chad, Gem 106FM and Mansfield 103FM covered the event, it was also featured on ITV's 'This Morning' as part of a piece of free events taking place around the country;
 - the festival was attended by **6 international journalists** from Dubai, Russia, South Africa and London who were in the country reporting on the Olympics Games (organised by Experience Nottinghamshire);
 - **post-festival** – various local media articles reporting the event with photographs, including a spread in the Nottingham Post, articles in the Mansfield Chad, Newark Advertiser and the Worksop Guardian, plus a front page picture of Robin Hood in the Retford Times.
- This year's festival embraced the most digital channels in its history, as follows:
 - over an eight week period the Robin Hood Festival **web page** received 36,380 visits (compared with 27,974 in 2011 - a 30% increase / target was 20%) and 29,562 unique visits (compared with 21,493 in 2011 - a 31% increase);
 - circa 860 visits to the Robin Hood Festival webpage were as a result of **Facebook advertising** and a further 6,133 visits were generated via **Google Adwords**;
 - two key e-shots were issued, 50% of recipients opened the first (announcing the dates), whilst 43% opened the second (announcing the event programme);
 - a new Robin Hood Facebook page was created attracting 204 'likes' in 3 weeks, 70 were as a direct result of scanning a QR code on a life-sized Robin Hood placed onsite at the Festival;
 - 21 tweets (including 12 'Ye Olde Tweetes') were issued;
 - Partnership working resulted in a variety of FREE and reciprocal marketing activity as follows:
 - **Nottingham City Homes:** FREE activity including - article in tenant and leaseholder newsletter circulated to over 30k homes, flyer distribution in eight city housing offices, articles on the website & staff intranet site and messages via Twitter;
 - **Nottingham Playhouse:** reciprocal activity included a banner stand in reception area, half page colour advert in the 'BBC's CBeebies Grandpa In My Pocket' programme, 1k flyers to exiting audience members, link on their website, staff intranet and Facebook, a tweet to over 4,700 Twitter followers, an e-shot to 14k people on their mailing list, flyer e-shot to 2k Infish staff and flyer on E-On's staff intranet.
 - **Nottingham City Council:** reciprocal activity including a half page advert in their What's On Guide, re-Tweets of Twitter messages and a note on the staff intranet.
 - **Experience Nottinghamshire:** FREE e-shot and website advertising, FREE PR activity aimed at the national and international media, FREE half page advert in 'All About Tourism' e-magazine, listing on Visit England website.
 - 483 visitors completed the Festival Visitor Survey: of the parties visiting 58% were male whilst 42% were female, 93% of respondents were white;
 - Mosaic analysis reveals two key visitor groups: **Group J: Owner occupiers in older-style housing in ex-industrial areas** and **Group B: Residents of small and mid-sized towns with strong local roots**;
 - 61% of respondents said they would like to be kept informed in the future about similar events (235 email addresses were gathered, with permissions);
 - A variety of visitor feedback was received which is available from the service.

This year's festival benefited from a strong integrated marketing campaign whose success will be replicated and built upon next year.