

Communications Performance Report

Quarter Two: 2022/23



Highlights



Sustainability at the heart of everything we do

Working together with the HCCSP we generated nearly **2,000** registrations for the **Solar Together** scheme, putting us third in Hertfordshire for sign-ups.

We were also a top performing district in giving away free trees, using up our allocation in just **10 days**.



Love Parks Week

Working closely with the leisure and parks team, we helped attract hundreds of visitors to our two Love Parks week events, generating a **double page spread** in the local press and engagement through social media as residents competed to name the new sculpted cow in Pishiobury.



Operation London Bridge

Following the sad news of the death of her Majesty the Queen, we helped enact the council's Operation London Bridge plans, enabling the district to mourn and commemorate the life of Queen Elizabeth II.



New look employee awards

Working with HR, we helped to revamp the employee awards, giving it a fresh new look to drive over 20 nominations and celebrate the hard work of colleagues from across the council.



Other support / issues managed



Sworder's Field Skate Park / Castle Park budget

Healthy Hub drop-ins

Waste and parking consultations

Hunsdon / Kingsmead
Neighbourhood Plans

ASB Awareness Week

Old River Lane SPD

Planning: enforcement issues at Stortford
Fields and development in Buntingford

Digital

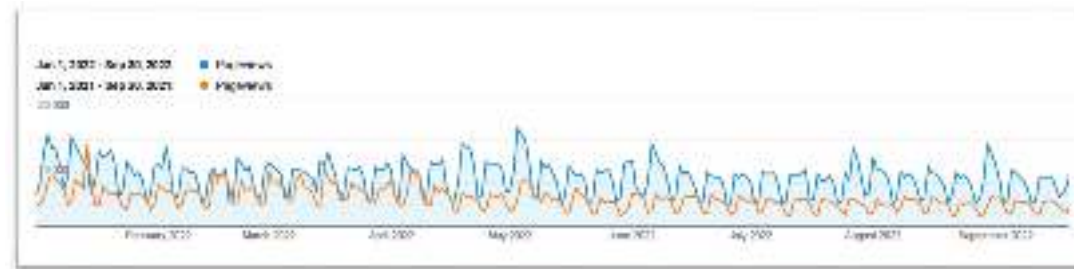


Email Marketing

- ✓ 88 new sign-ups to Network this quarter
- ✓ Open rate decreased 2.75% to 57.25% (still above industry average of 40%)
- ✓ Top stories: Parking, Solar Together, Plastic Free July

Website Stats

- ✓ Our website was viewed **632,962** times – a decrease compared to last quarter – but more than double Q2 the previous year



Website / Intranet Development

- ✓ Elements of new branding implemented
- ✓ Exploring options for future of intranet



Social Media

Channel Growth



We gained **91** new followers on Twitter



We gained **261** new likes on Facebook.*



Instagram grew by **40** followers



Total reach across all social media: **26,641**



*Channel has grown 18% over last 12 months

Top Posts

Our posts about the reinstatement of parking restrictions in Hertford town centre and ASB Awareness Week generated the highest levels of engagement, with a combined reach of **26,766**.



Press and Media

Coverage

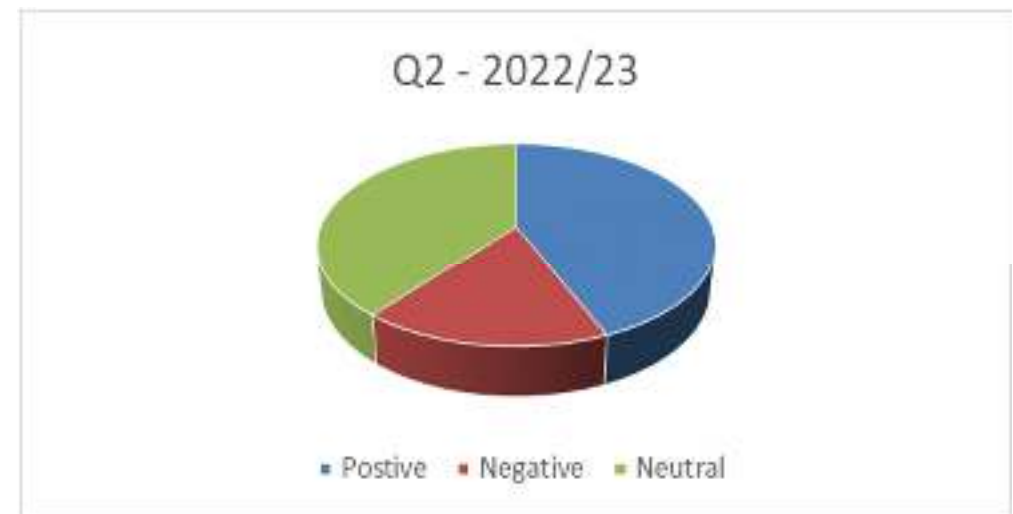
- ✓ Total of **130** articles about the council were published
- ✓ Positive press score of **109** (minus 26 from last Q1)

Favourability

Less favourable coverage came from articles about proposed parking changes, delays to Sworder's Field Skate Park and reader letters re NGE multi-storey.

Press releases

We sent 27 press releases – above target of two per week



Press and Media



Residents compile Neighbourhood Plan

In the latest in a regular series, East Herts Council leader Cllr Linda Hayley updates indie readers on the authority's flagship Old River Lane project in Bishop's Stortford



More households to get energy from East Herts Council

Large numbers of households will be able to benefit from the council's energy saving programme as the cost of living continues to rise, before...

p moves ahead



Contractor

THE refurbishment of the Theatre is entering its final stages. How works ready to go. Active involvement in the assessment. The Growth has been registered with strict terms of its impact on communities, the will be taken to ensure environment, and high standards. Some demolition is needed to prepare the main construction phase. Lewis, the appointed contractor...



Looking Ahead

October	November	December
Parking and waste (Graham)	Hertford Theatre progress update (Eric)	Free tree giveaway (Graham)
3G Pitch and Grange Paddocks (Eric)	ORL SPD adoption (Jan)	Budget setting (Geoffrey)
October half term activities (Peter)	3 x affordable housing developments (Peter)	Parking (Pay by Phone / NGE) (Graham)
Sustainable warmth (Graham)	Community Grants (Jonathan)	Sustainable Xmas / collection messaging (Graham)
East Herts Lottery new organisations (Jonathan)	CSP you said / we did (Peter)	
	Global Enterprise Week (Jan)	