

# Value for Money review: Communications

**Andrew Hadfield-Ames**

Head of Communications

**Taryn Pearson-Rose**

Assistant Director for Customer Engagement and  
Libraries

# Contents

- Provide some highly visual and engaging case studies – bring to life the examples in the report
- Explain how and why we deliver engaging multi-media content
- Showcase some of our most effective campaigns and key projects

# Summary

- Role of corporate communications
- Size and scale of the service
- Key benchmarking information

Annual budget (2019/20)	Team size (FTE)	Press articles (average per month)	E-mail (subscriptions)	Video views (per year)
£925,301	18.5	202	90,000	214,000



# Multi-media approach

## Your Hertfordshire

A guide to your county council services



www.hertfordshire.gov.uk



### Domestic abuse is everyone's business

An appeal has been launched by the Hertfordshire Domestic Abuse partnership asking for local businesses and services to help victims and survivors of domestic abuse. In town centres up and down the county, volunteers will be visiting local businesses and encouraging them to get involved.



### Awareness week highlights our vital anti-fraud work

The Shared Anti-Fraud Service (SAFS) is reminding residents to be on their guard during this week's International Fraud Awareness Week. SAFS is a partnership between Hertfordshire and Bedfordshire councils which uses shared intelligence to combat fraudulent activity.



### Show true grit by entering our competition!

We have launched a gritty competition asking the people of Hertfordshire to help name our fleet of gritters. A number of gritters will be named through our competition being rolled out on our social media channels, website and through our media partners.

# Social media case study: HIV testing kits



How to order a free confidential HIV self-test kit in Hertfordshire



[www.hertfordshire.gov.uk/sexualhealth](http://www.hertfordshire.gov.uk/sexualhealth)

X2 requests

£11,461

HIV testing week (12/12/18)	Social media (organic views)	Paid media (£50 boosted post)	Blog (website) clicks
6,426 views	1,486 Twitter	N/A	258
	785 Facebook	<b>4,200</b> Facebook	

# Crisis comms case study:



# Newgrange

▶ ⏪ 🔊 0:09 / 1:59





# Campaign case study: Maeve

M News • UK News • Trading Standards

## Scam victim bravely makes video to help others caught out by fraudsters

Widow who lost £28,500 says victims shouldn't feel embarrassed

SHARE       1 COMMENT

By **Andrew Penman**  
18:00, 27 MAR 2019 | UPDATED 15:47, 28 MAR 2019

NEWS





# Cross-cutting and corporate case studies:

Our Good Growth Ambitions

County of Opportunity



# Conclusions

- Finite resources focussed on priority areas
- Constantly learning and evolving
- VFM considerations

Any questions?