

SUCCESS STORY | HERTSMERE BOROUGH COUNCIL

HERTSMERE BOROUGH COUNCIL USES A MULTI-CHANNEL COMMUNICATION APPROACH TO GROW ITS DIGITAL PRESENCE AND ENGAGE MORE CITIZENS.



SITUATION

The Council was tasked with promoting its services, enhancing the public profile, and improving citizen engagement.

Hertsmere Borough Council is a local borough authority situated in the southwest part of the county of Hertfordshire. The Council was recently tasked with formulating a strategy to engage residents and customers of the Council. Like many public sector organisations, the Council had the added challenge of coming up with a budget-friendly solution.

The Council had three primary goals in mind:

1. **To promote and transform Council services.** Accelerate and streamline the usage of online services like registrations, training, applications, renewals, and purchases.
2. **To enhance public awareness of the Council.** Inform and engage the citizens of Hertsmere to drive behaviour change – like education, preparation, attention, and responsiveness – throughout various stages of engagement.
3. **To improve citizen involvement.** Increase the number of community contributions through attendance, participation, feedback, and services usage.

To this end, the Council enlisted the support of GovDelivery to strategise a digital communications plan aligned with agency goals and resources.



SOLUTION

Using multi-channel digital communications, the Hertsmere Borough Council “News for You” campaign was born.

To empower Hertsmere citizens to obtain government resources while also enhancing the Council’s public profile, GovDelivery



ABOUT

Hertsmere Borough Council is a local borough authority situated in the southwest part of the county of Hertfordshire. This local authority offers resources and services for its resident from tax, business, community, refuse and recycling, housing, and health, to employment, parks, planning, and transportation. For more information visit hertsmere.gov.uk

“We developed our e-alerts - News for You - as part of a wider channel shift programme that aims to reduce calls and visits to the council by encouraging people to use our website”.

KEELY JAMES

CORPORATE COMMUNICATIONS OFFICER

and the Council devised a solution: a multi-channel digital communication campaign.

First, the “News for You” campaign was developed to promote the Council’s online



SOLUTION

services. The “News for You” webpage allowed citizens of Hertsmere to receive email alerts on nearly 20 topics. Subscribers could opt in to receive updates about council news, government jobs, tax, waste and recycling, business resources, health and wellness, built environment, and community news. The opt-in nature of the email campaign allows citizens to obtain information they want by subscribing to their chosen area of service.

Each email was also delivered through GovDelivery technology, allowing for built-in automation, customisation, templates, tracking, and analytics. In using the platform, the Council sent action-based communications to best serve the citizens of Hertsmere. Additionally, the Council – with the support of GovDelivery – leveraged email best practices like calls to action, clean design, and web-friendly content.

Hertsmere Borough Council leveraged multi-channel promotion through GovDelivery to drive the interest and engagement of the campaign. For example, the Council promoted “News for You” within an attention-grabbing widget on the Council’s homepage, found at www.hertsmere.gov.uk. The campaign was also promoted on the Council’s social media channels – Twitter, Facebook, Flickr, and YouTube – and in additional communication streams like Council publications and the waste vehicle livery to maximise exposure.

improved online presence. The uptick in visits is largely a result of the digital campaign executed by the Council and partners.

Campaign Metrics

Since the campaign launched in February 2013, the Council’s email subscriber base doubled.



METRICS

2X GROWTH IN
SUBSCRIBERS

350% INCREASE
IN TRAFFIC

“The GovDelivery system is really easy to use, so training has been straightforward, and the support team has helped us create a modern, engaging, bespoke identity for Hertsmere”.

KEELY JAMES

CORPORATE COMMUNICATIONS OFFICER



RESULTS

Digital communications drive quantifiable growth in the Council’s awareness, engagement, and adoption.

Success was defined by the Council’s ability to meet its goals of awareness, engagement, and action, and the numbers prove the campaign’s success. With the multi-channel approach to communicating to the citizens of Hertsmere, the Council grew its overall digital presence, with amazing campaign-specific results.

Overall Metrics

Over a two year period (between 2013 and 2015) the Council’s website visits rose from 70,000 to 250,000, proving the Council’s



2015 WINNER
DIGITAL STRATEGY
& IMPACT AWARDS

ABOUT GOVDelivery

GovDelivery empowers government to create better lives for more people. More than 1,000 organisations worldwide use the GovDelivery platform and network to inform and engage over 90 million people. GovDelivery is the only digital marketing platform built exclusively for public sector organisations in order to promote usage of services, enhance public awareness, and increase the contributions and involvement of citizen communities.