

NOTTINGHAMSHIRE COUNTY COUNCIL IMPROVES CITIZEN SATISFACTION AND SUPPORTS CHANNEL SHIFT GOALS USING DIGITAL COMMUNICATIONS.

## SITUATION

### A need to improve satisfaction with council services.

Nottinghamshire County Council was losing control of its brand. With more than 100 different logos and a plethora of communication leaflets, the council knew it needed to reign in its marketing efforts to present a more consistent, sustainable and effective identity to its stakeholders. The council was managing many communication silos and different databases across departments that were not updated or used frequently. These fractured efforts were time-consuming, inefficient and tedious.

So the council focused on what it saw as the main objective of communications: improving citizen satisfaction. The council found three drivers that contributed to its ability to improve citizen satisfaction: value-for-money perceptions, if people felt influential in the council's decision making processes, and how informed people felt.

## SOLUTION

Nottinghamshire County Council implemented GovDelivery in October 2013 as part of the solution to improve citizen satisfaction with council services. By digitising the content in its leaflets and consolidating its marketing efforts under one logo and email marketing system, the council was able to focus on a more targeted marketing approach.

The council was up and running quickly with GovDelivery, which it rebranded as "emailme", integrating the recognisable red envelope from GovDelivery in its email messages. In the first six months after launching, Nottinghamshire focused on promoting and driving awareness of its new communications service to engage people in its messages.



## ABOUT

Nottinghamshire County Council is the 11th largest local authority in the UK employing 20,000 people, including those working in schools. The council administers an annual budget of £504 million to provide cost effective public services to over 792,000 people in the County.

*"We changed the way we delivered the marketing. Rather than just be about pushing things out, we concentrated on pulling people in. Obviously GovDelivery was part of that solution".*

**MARTIN DONE**  
SERVICE DIRECTOR OF COMMUNICATIONS



**RESULTS & STATS**

The council set challenging targets to achieve with its emailme GovDelivery service: to get 5% of Nottinghamshire’s population signed up by October 2014 with a 45% average engagement rate. The GovDelivery Network is one of the main ways the council is on track to reaching its audience goals.

“The Network was a real bonus point for us in terms of going with GovDelivery. The Network allows us to cross-promote our topics with other public sector organisations that are using GovDelivery and vice versa so we can all gain more subscribers”, said Sarah Lay, Senior Digital Officer at Nottinghamshire County Council. “As you complete the subscription process it asks whether you’re interested in signing up for topics from any of the other clients. This method has worked in our favour”.

So far the Network has contributed to more than 1,000 new people subscribing to the council’s updates, helping Nottinghamshire target hard-to-reach audience members, or connect with the people who aren’t coming to its website and haven’t acted on other marketing material.

The council sees higher Network sign-ups when other clients are experiencing high traffic. When the South Coast experienced bad winter weather, more people were signing up to Met Office (one of the council’s top Network referrers) for updates, so more people were presented with Nottinghamshire’s topics as additional news to sign up for. This increased Nottinghamshire’s referrals by more than 62%.

The council also promotes sign-ups to its communications on every message it sends, on its social media channels, and on every page of its website. It was the first U.K. client to work with GovDelivery to implement an overlay box that “pops up” for visitors on key pages of the website that are associated with emailme topics, such as job or park updates. The website overlay helped Nottinghamshire County Council double the daily amount of people signing up to the service.

GovDelivery is also helping the council to achieve some of its wider channel shift goals for the department. “We’ve started



**REAL-WORLD EXAMPLE**

GovDelivery has become a top citizen engagement and satisfaction tool for Nottinghamshire County Council. As a result of its new emailme service, citizens are more satisfied with council services. When surveyed, residents responded positively to the communications service with the following:

- “I can check the news on my smartphone on the go”
- “It provides information directly to your inbox about topics you are interested in”
- “I don’t have to trawl the website to find info – I get it straight to my inbox”
- “It saves hanging on a phone line”

Citizen satisfaction as a result of communications has increased by 29 percentage points to 63%, during a time when the council delivered £100m in cuts in council services.

to see how emailme GovDelivery is helping us to achieve some of those channel shift targets within the council, particularly in relation to print reduction”, Lay said. In total, Nottinghamshire County Council has reduced its marketing spend by £900k since centralisation of the communications function.

It is also achieving its citizen satisfaction goals, increasing satisfaction by nearly 30 percent by keeping residents more informed.

**ABOUT GOVDelivery**

Over 1,000 public sector organizations use GovDelivery’s, highly-secure, cloud solutions every day to enhance the citizen experience for more than 90 million people. GovDelivery offers leading solutions for managing government communications, internal and external learning, and open data. The GovDelivery Network offers a unique and impactful way for public sector organizations to work together to cross promote content and increase digital reach. Organizations using GovDelivery see higher utilization of citizen services and greater citizen engagement.

**69%**  
OF RESIDENTS  
FEEL MORE  
INFORMED

**23K**  
PEOPLE SIGNED  
UP IN 7 MONTHS

SUPPORTED  
**£9.5M**  
CHANNEL SHIFT  
SAVINGS