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**#GranicusSummitUK**

# Email marketing to influence outcomes

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# Stay Connected



Sign up for email updates  
from Bradford Council

- 86,000 subscribers
- 366,000 topic subscriptions

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METROPOLITAN DISTRICT COUNCIL

# Popular topics

Recycling and Waste	21K
Library news and events	17K
Extreme weather	14K
Job vacancies	13K
Events and what's on	12K

# Council priorities

- Skills, jobs and economy
- Affordable homes
- A great start for all children
- Health
- Safe, clean and active communities
- A well-run council

# Popular topics, just two priorities

Recycling and Waste	21K
Library news and events	17K
Extreme weather	14K
Job vacancies	13K
Events and what's on	13K

## Your council tax bill is on its way

We are about to send out the annual Council Tax bills. This means we will receive **lots of calls** and you will find it very difficult to get through. If you have any queries about Council Tax, it's possible you will find the answer on our website. But if you still need to get in touch with us, please use our online [Council Tax enquiry form](#).

### Outstanding Council Tax?

If you still have some of this year's Council Tax bill to pay, make sure you are up to date as soon as possible. Visit our website to find ways to [pay your Council Tax balance](#).

If you pay your outstanding balance between now and your bill arriving, don't panic as the bills have already been printed and will still show the remaining balance. There is no need to contact us about this.

[Pay your balance](#)

### Pay your Council Tax by Direct Debit

If you don't already pay by Direct Debit, [now is the time to set one up](#).

Direct Debit is the easiest way to pay. Your bank does all the work for you.

You can choose which date of the month you pay (5th, 10th, 15th or 25th).

If you pay by Direct Debit you can get your bill by email.

Visit our website and [set up a direct debit today](#).



[Set up Direct Debit](#)

# Well-run council

## £109K new Council tax direct debits in three days

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# We're collecting **garden waste**

– renew your garden waste subscription

Hedge clippings  
grass cuttings, garden  
plants, leaves, weeds,  
twigs and small  
branches



## Garden waste collections

### Renew now for a discount

Hello,

Don't forget to [renew your garden waste collections](#).

The garden waste collection service will run from 1 June 2018 to 31 May 2019 which includes 12 four-weekly collections, with no collections from 3 December 2018 to 2 January 2019.

Please ignore this email if you have already renewed in the last few weeks.

### Renew early for a £5 discount

The full payment for the garden waste collection service is £36 per year, but if you [renew and pay](#) before 31 May 2018 you will get your garden waste collected for a discounted rate of just £31.

If you would like extra garden waste bins emptying, the full price for additional bins is £18 per bin. But during the discount period each additional bin will be charged at just £15.50 per bin.

**Renew your subscription now**

# Safe, clean and active communities

- 34K garden waste customers
- Fewer phone calls



# Multiple outcomes...



The Beast  
from the East

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# Multiple channels used



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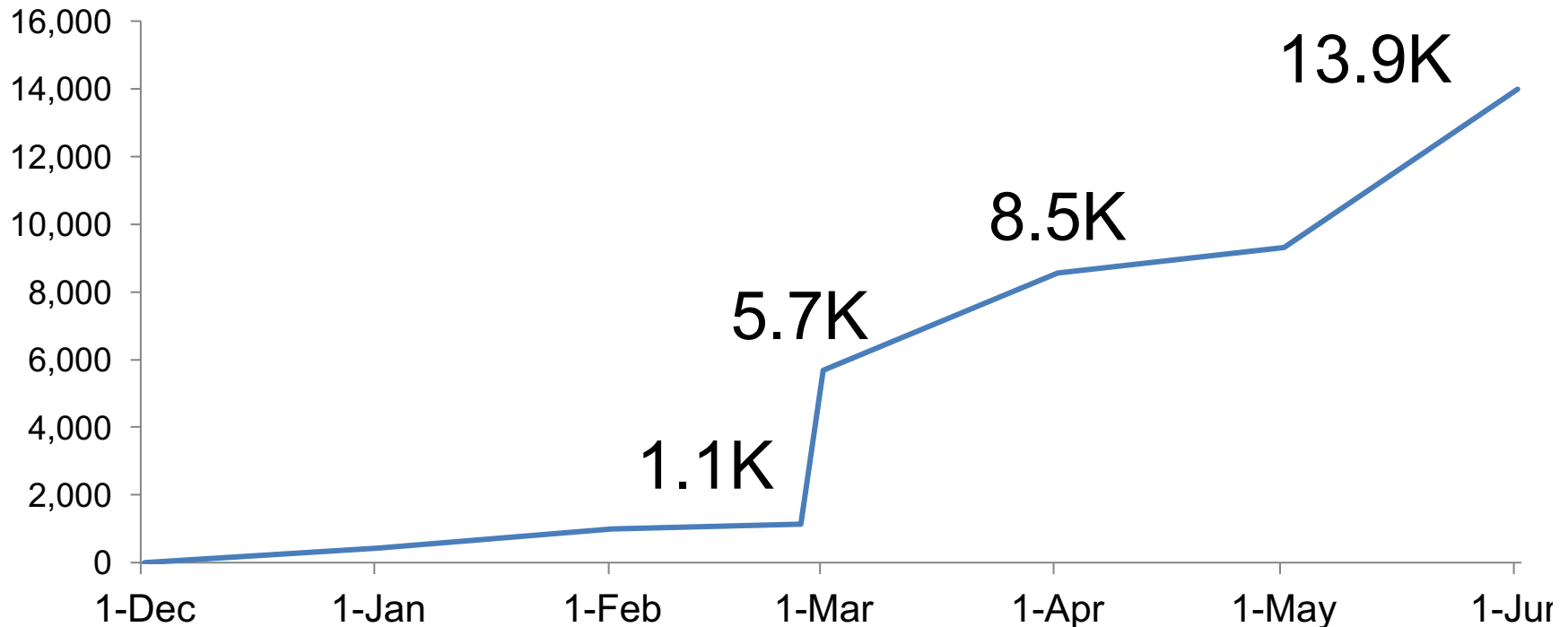
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# Extreme weather subscribers

December 2017 to June 2018



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6,200 new subscriptions  
for extreme weather  
updates in one week

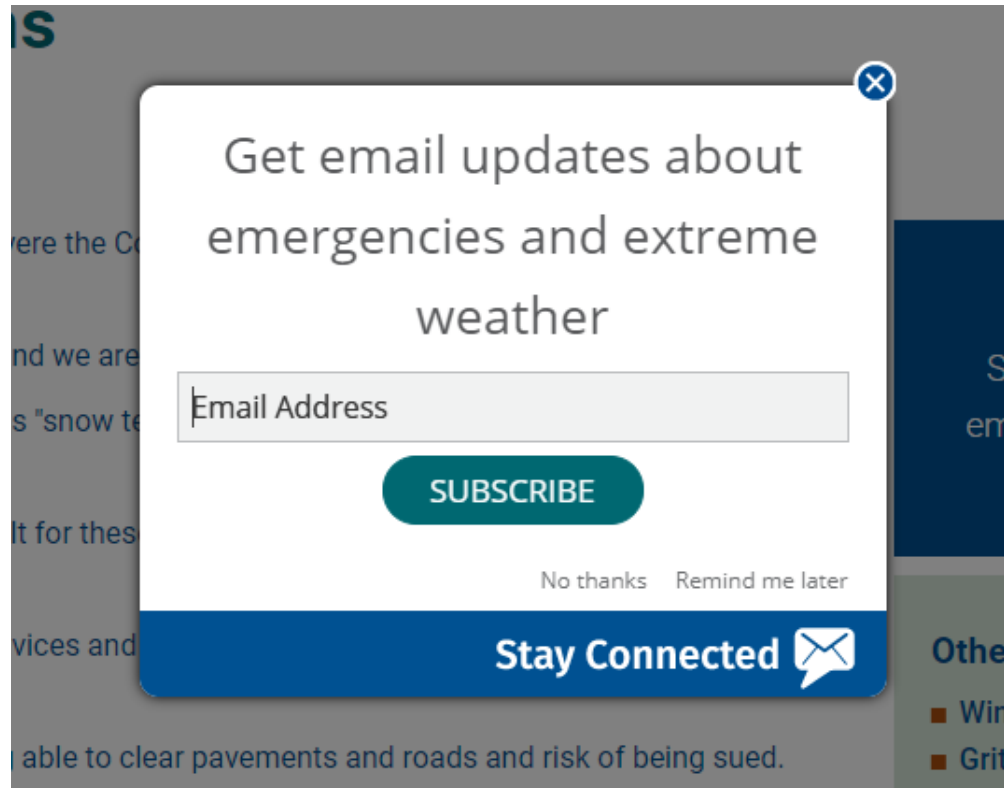
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# Heavily promoted email topic

A screenshot of a website with a prominent email subscription pop-up. The pop-up is white with a blue border and a close button (X) in the top right corner. It contains the text "Get email updates about emergencies and extreme weather" in a large, dark font. Below this is a text input field labeled "Email Address" with a cursor inside. Underneath the input field is a blue button with the word "SUBSCRIBE" in white capital letters. At the bottom of the pop-up, there are two links: "No thanks" and "Remind me later". Below the pop-up, there is a blue banner with the text "Stay Connected" in white, followed by a white envelope icon. The background of the website is dark grey with some text visible, including "ere the C", "nd we are", "s 'snow te", "It for thes", "vices and", "able to clear pavements and roads and risk of being sued.", "Other", "Wint", and "Gritt".

Get email updates about  
emergencies and extreme  
weather

SUBSCRIBE

No thanks Remind me later

Stay Connected 

# Heavily promoted email topic



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## Extreme weather update

### Message from the Leader of Bradford Council

Council leader, Councillor Susan Hinchcliffe, said: "I would like to send out a huge thank you to everyone who has worked so hard this week to keep the district safe and moving, including council staff, our partners, volunteers, community groups and residents who have helped, particularly our vulnerable residents to stay safe and well.

"I'd also like to thank people for their patience where we've not been able to deliver services such as bin collections as we would have liked to. We'll get caught up as soon as we can"

### Weather forecast

The Met Office has not issued any current weather warnings covering the Bradford district. But please keep an eye on the [weather forecast](#) and take extra care on the snow and ice.

### Update on delayed bin collections



Thank you for bearing with us this week. Cancelling bin collections is a very difficult decision to make, but we have to consider the safety of both our staff and residents.

We have decided that the best way to catch up with missed collections will be to collect **all waste** (both general waste and recycling) from missed properties on the next scheduled collection day.

# Success of weather bulletins

- 68% average open rate
- 14.6% click rate
- 8,300 extra bulletin views online



# More rough sleepers housed in temporary accommodation



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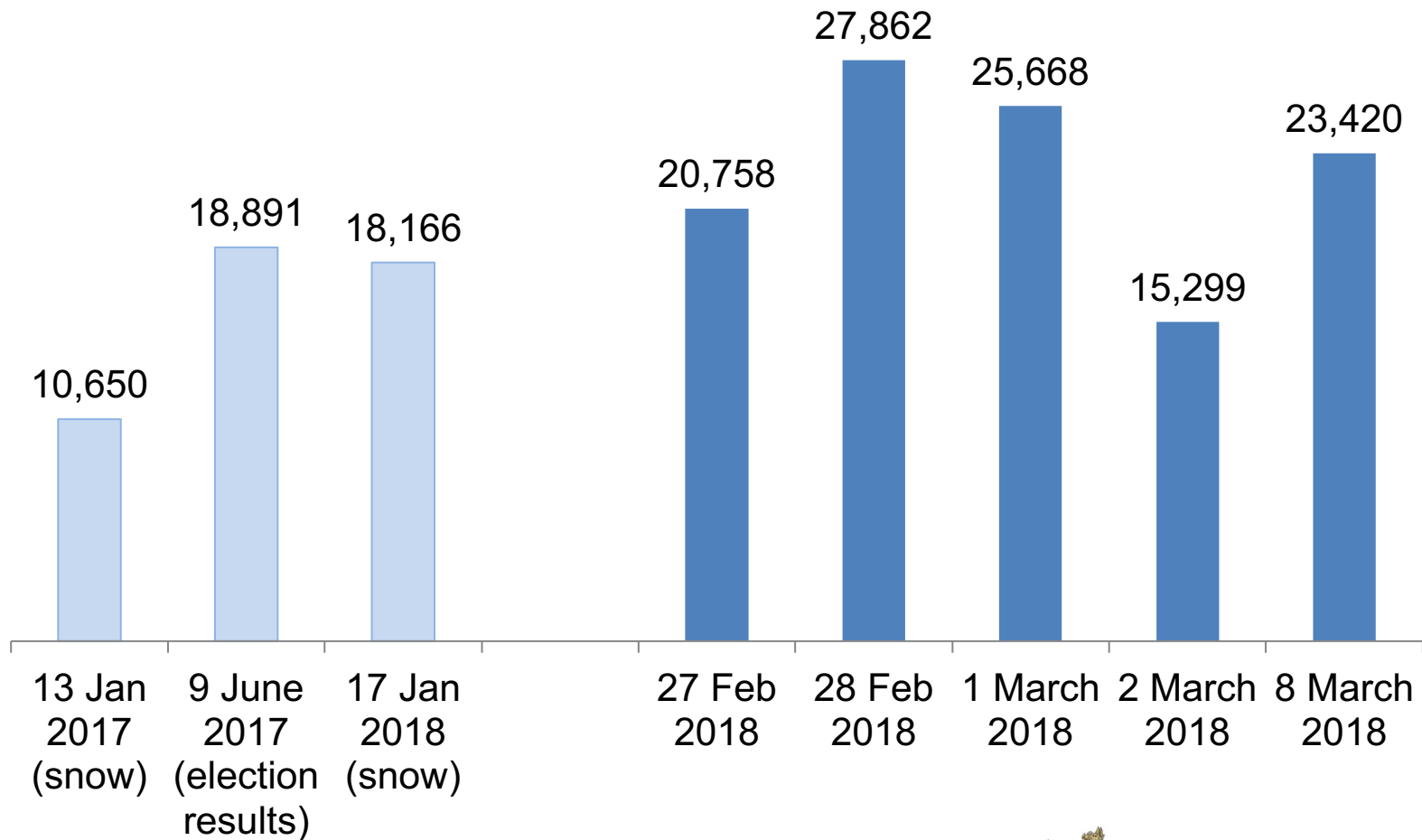


# Top referrers to website

6,500 from email

6,000 from Facebook

# Website's four busiest ever day



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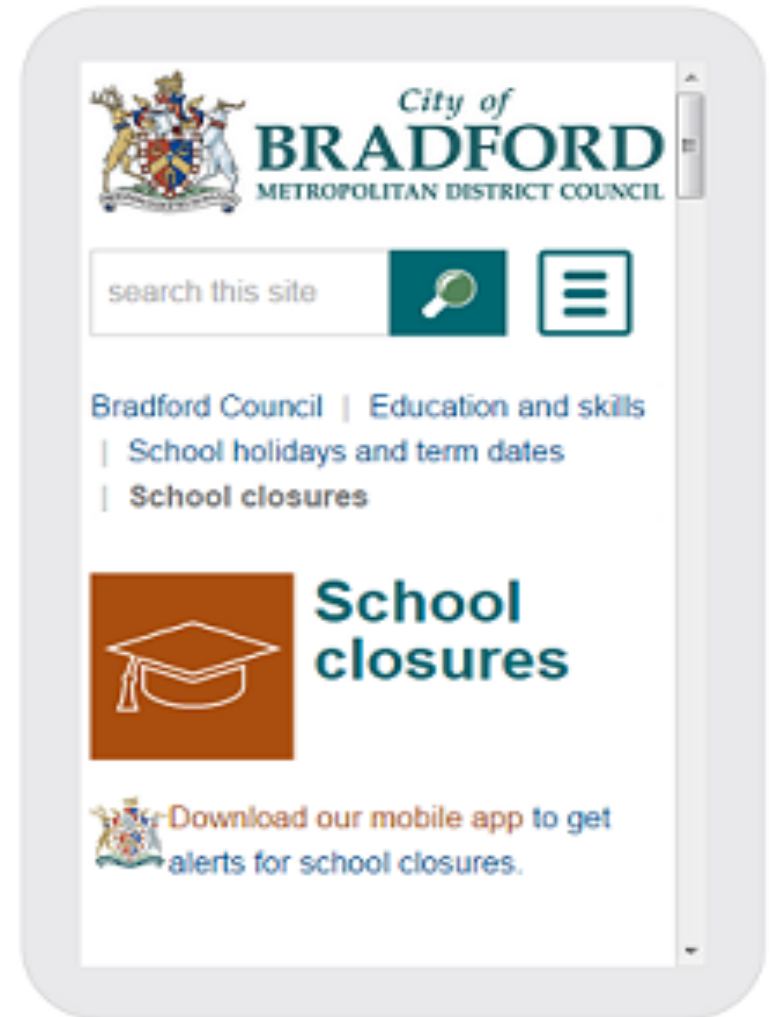
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# School closures

- 92K page views
- Peak time 7am to 8am
- 80% on phones



# Satisfied residents

*"Thank you for providing up-to-date information..."*

*Bulletins were issued throughout the days and sometimes more than once a day.*

*Have a bouquet Bradford Council,  
you deserve it!"*



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# Download our case study

**SUCCESS STORY**

BRADFORD COUNCIL







**ABOUT**

City of Bradford Metropolitan District Council serves 314,400 citizens in West Yorkshire, UK. As part of a wider communications strategy, Bradford uses the GoDeliver Communications Cloud by Granicus to deliver a public email bulletin service for 127k subscribers, comprising 50% subscription inquiries from emergency advice to routine job vacancies.

**Multi-channel communications improve community resilience during severe weather**

**SITUATION**

**Extreme weather puts pressure on council to communicate and help keep people safe**

In February and March of 2018 the UK experienced its coldest weather in years, with heavy snow and sub zero temperatures lasting several days. This had significant implications for Bradford Council and its services, including gritting roads, emptying bins, social care provision, and many other services.

Bradford had the responsibility to let local people know about severe circumstances as well as specialist support available to help keep communities safe and well. Citizens needed regular updates to help them make informed decisions, and they expected it for now, fast.

**SOLUTION**

**Multi-channel integrated communications keep people informed in difficult circumstances**

During the severe weather Bradford Council used its website, Facebook, Twitter, Instagram, made a releases and email updates to share timely information about service disruptions, planned gritting, advice on how to help vulnerable people, and photos of staff and local people working hard to help others. This brought a friendly human touch to the messages, which may even have had a positive impact on the public's patience in these challenging times.

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OR text **"Bradford"**  
to **0161 850 6842**

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