



Digital Engagement Day

**Focused on helping the public sector
save money and generate income.**

#govtour17

15 June 2017

The Studio, Birmingham

Get Involved



NEW WHITEPAPER

Share your income
generation & cost
saving successes with
Darren, Dan or the
Granicus team today
or email
info@granicus.com



TWEETS FROM THE EVENT

Follow @GranicusUK
See photos and ideas from
the event at **#govtour17**



The New Granicus

Dave Worsell
Managing Director
Granicus Europe
@dworsell

#govtour17

CENTRAL

COUNTY

UNITARY

DISTRICT

Power of the Combination

10M+

UK CITIZENS

in the GovDelivery Network
subscribe to receive targeted
government communications

150+

CUSTOMERS

in the UK & Europe are part of
the global Granicus
community

12B+

MESSAGES SENT

annually via the GovDelivery
Communications Cloud's
1,800 users

12

OF THE 24

largest UK cities use Granicus
tools including Birmingham &
Liverpool

3,000

ORGANISATIONS

across the globe use
Granicus' solutions every day
to improve government

5M+

GOVERNMENT

legislative media files are
being accessed by citizens

55M+

CITIZENS WORLDWIDE

use Granicus' solutions to
improve government
transparency and engage

400+

TERABYTES

of data stored in secure and
redundant data centres

97%

RETENTION RATE

with best-in-class customer
care and support teams



Improved Capabilities



Best-in-class
communications platform



World-class process
management



Workflow efficiency



Government transparency
platforms

Technology Framework

Purpose-built for government

GOVERNMENT TRANSPARENCY



*Granicus Video,
eComment & SpeakUP*



AGENDA MANAGEMENT

PEAK, iLegislate & Minutes

LEGISLATIVE MANAGEMENT



*Legistar, Votecast
& Granicus Video*

DIGITAL SERVICES

*SpeakUp, Learning Platform,
Records Management*



SECURITY

Enhanced Security



COMMUNICATIONS

*GovDelivery Communications
Cloud, GovDelivery Network,
Digital Engagement Services*

Examples of how we're helping government do better and improve lives

£770K

extra annual income

from greater take-up of garden waste collection service (London Borough of Havering Council)

26%+

arts & heritage event sales

originate from email marketing (Southampton City Council)

74% or £5K+

reduction in calls

on school offer day due to targeted channel shift campaign (Birmingham City Council)

11K

app downloads

& 250K citizens & emergency responders receiving critical weather alerts (Met Office)

300+

more residents in work

or training after 10 months of dedicated jobs email bulletin (Bedford Borough Council)

37%

conversion rate

as residents book onto ReActiv8 sports & exercise programmes from email campaigns (Bedford Borough Council)

100%

automated campaigns

save staff time & reduce workloads (Wrexham County Borough Council)

£1.3M+

saving for residents

due to increased take-up of community energy schemes (Sheffield City Council)

\$234K

extra annual revenue

from increased engagement with outdoor opportunities/park maps (Georgia Department of Natural Resources)

The Power of the Network



**The only network
that connects
central, local and
international
governments**

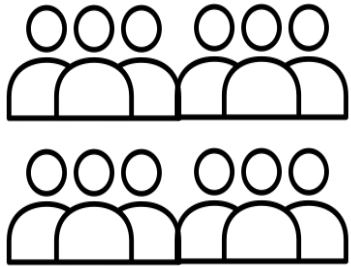
FACTS

- 150 million+ subscribers across 1,800 central, local and international government agencies
- 10 million+ subscribers across the UK
- 50,000 new people sign up to get updates from government every day through Granicus

IMPACT ON YOUR REACH

- Growth: dramatically increase audience size – sometimes by 500%
- Relevance: Cross-promote your content based on industry, location or region
- Engagement: One-stop shop for citizens to sign up for information that matters to them

4-Fold Power of Granicus



REACH

150 million+ subscribers,
3,000 organisations
across all levels of government in US and UK.



FOCUSED

Built for government –
100% of organisations
that use Granicus are in the government space.



SCALE

Invigorated with new resources,
Granicus is innovating and scaling to new levels.




Security

FedRAMP and EU Privacy Shield accreditation.
Audited by major UK government departments.

World-Class Partner = Vista Equity Partners



Vista is dedicated to building a
next-generation SaaS platform
exclusively for Government



Where Are We Headed?



Make our current products better



Expanding our platform with more capabilities to make our customers' lives easier



Develop solutions and services that replicate best practices across our clients



Supplement our technology platform with additional product lines to provide a more comprehensive govtech platform



What's Next?

Granicus Digital Strategy Awards

Submit your nominations before
28 July 2017.

uk.granicus.com/awards

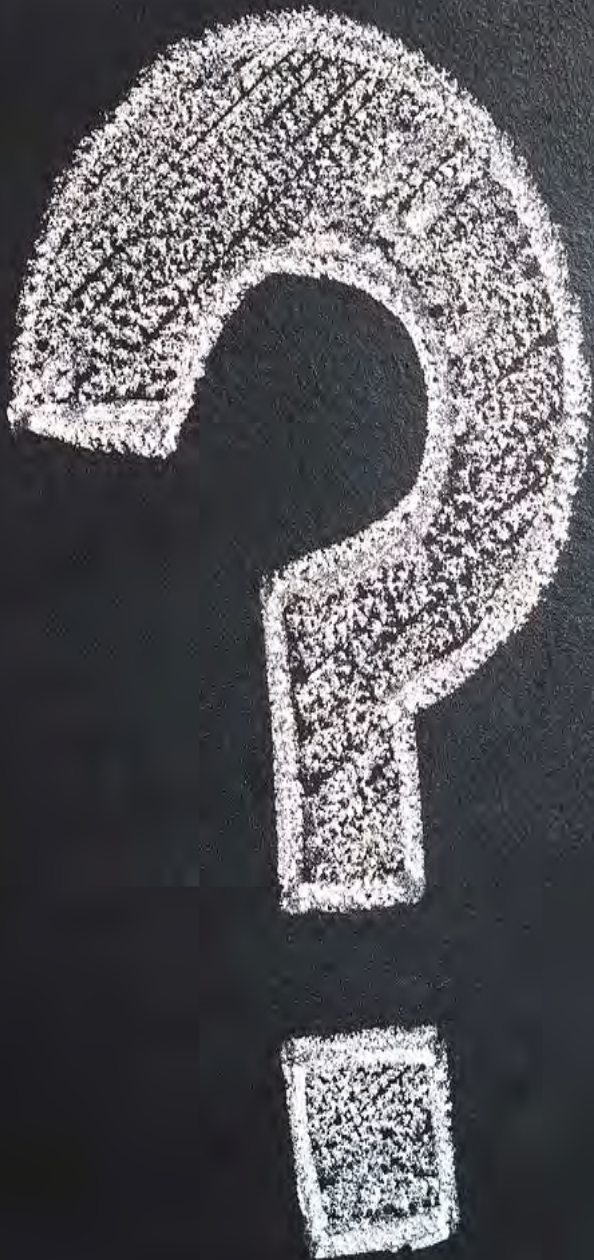


Granicus Annual Public Sector Communications Conference

26 September | RIBA Venues |
London | #UKComm17 | Free

Book your place asap.

direct.granicus.com/ukcomm17



Your Achievements in Print

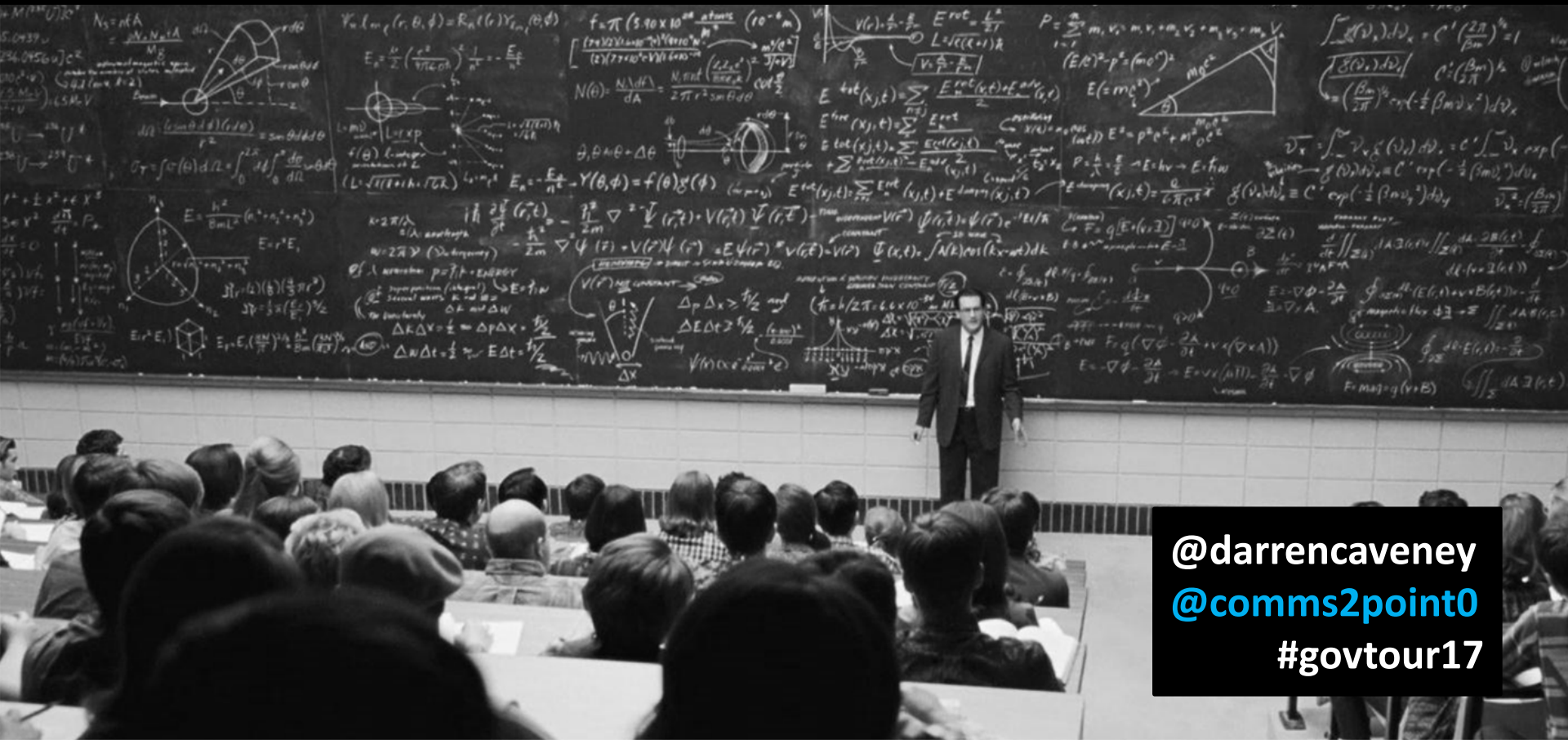
**Is your organisation
successfully saving
money or generating
more revenue?**

**Share your story and help others
learn from a new whitepaper.**

bit.ly/2t1zaeG

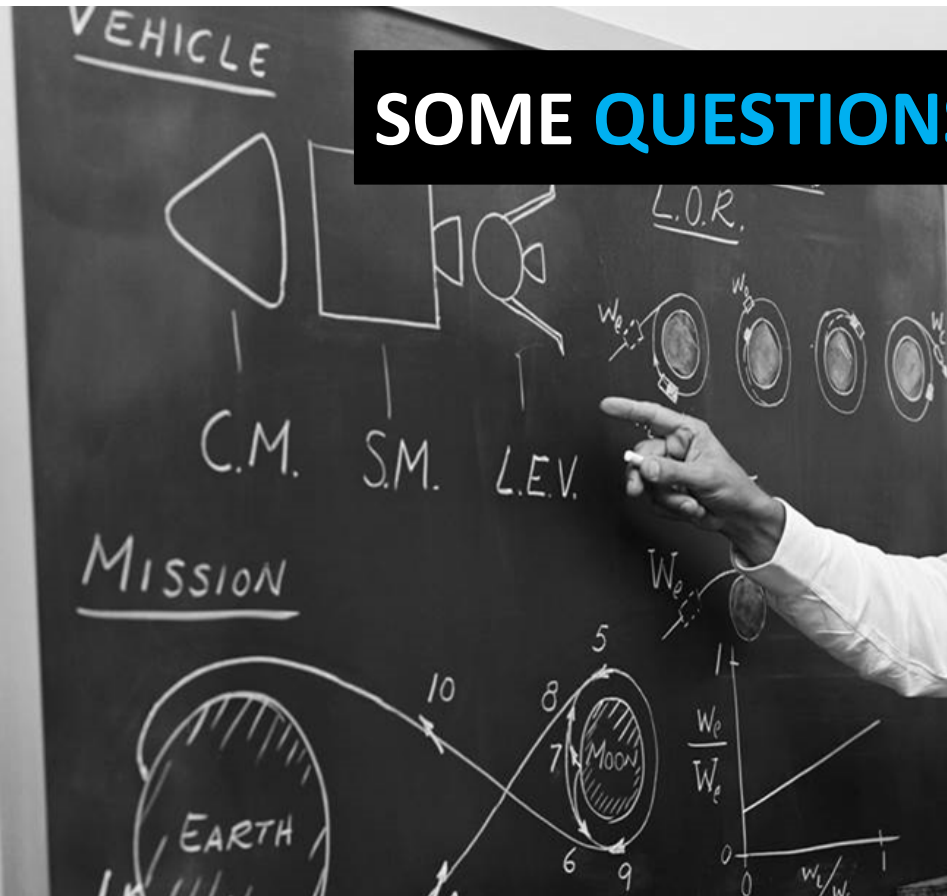
To be presented at #UKComm17 on 26 Sept.

THE CHALLENGE OF INCOME TARGETS >> AND OPPORTUNITIES FOR COMMUNICATORS



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@comms2point0
#govtour17

SOME QUESTIONS TO BEGIN THE DAY



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COMMSEPOINT0
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QUESTION:

WHICH SECTORS ARE REPRESENTED TODAY?

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QUESTION:

WHO HAS AN INCOME TARGET?

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QUESTION: WHO HAS THE **LARGEST** INCOME TARGET?



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Q: HOW MUCH TIME IS SPENT CHASING INCOME TARGETS?



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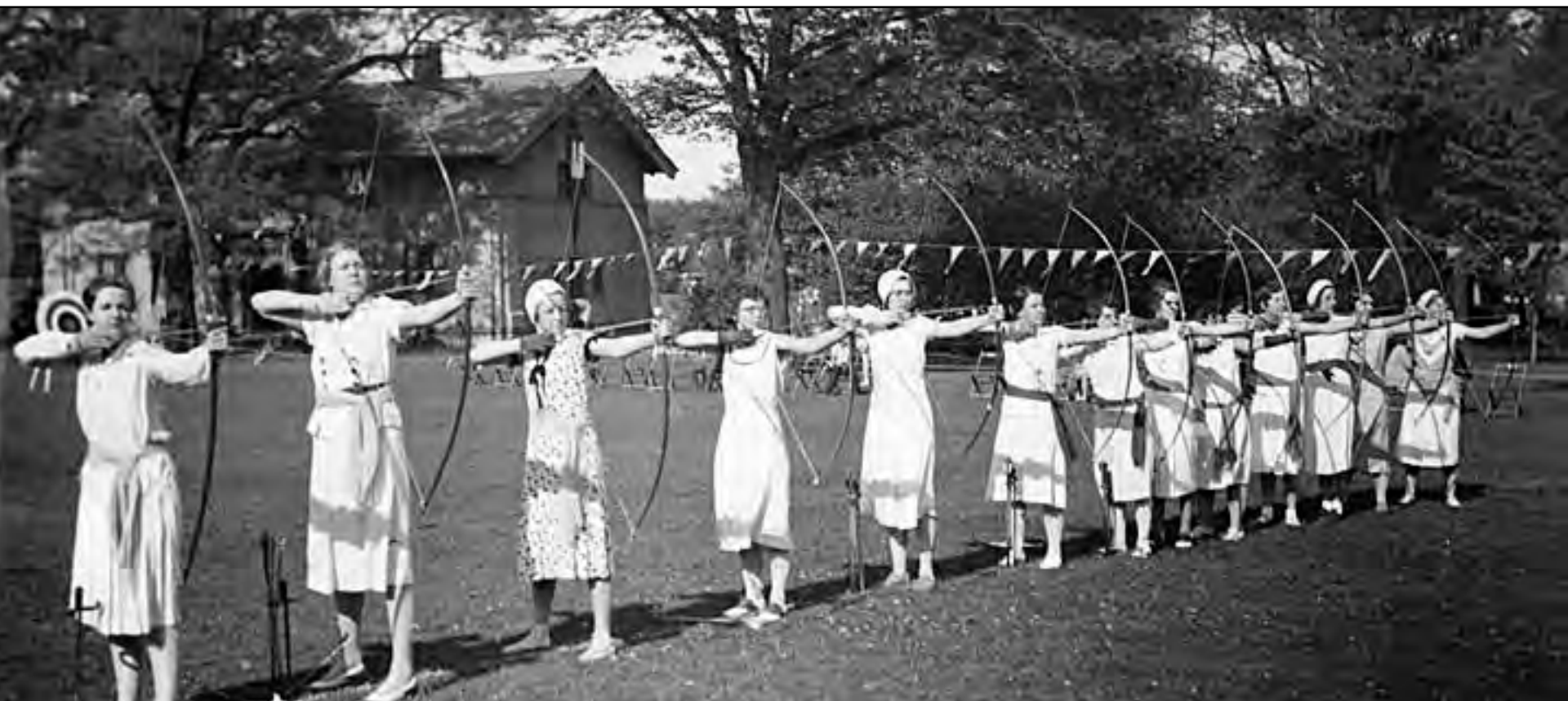
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YOU'RE IN THE RIGHT ROOM 😊



SOME CONTEXT AND SOME ISSUES

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ISSUE 01

INCOME TARGETS NOT ALWAYS BASED ON REALISTIC FIGURES...



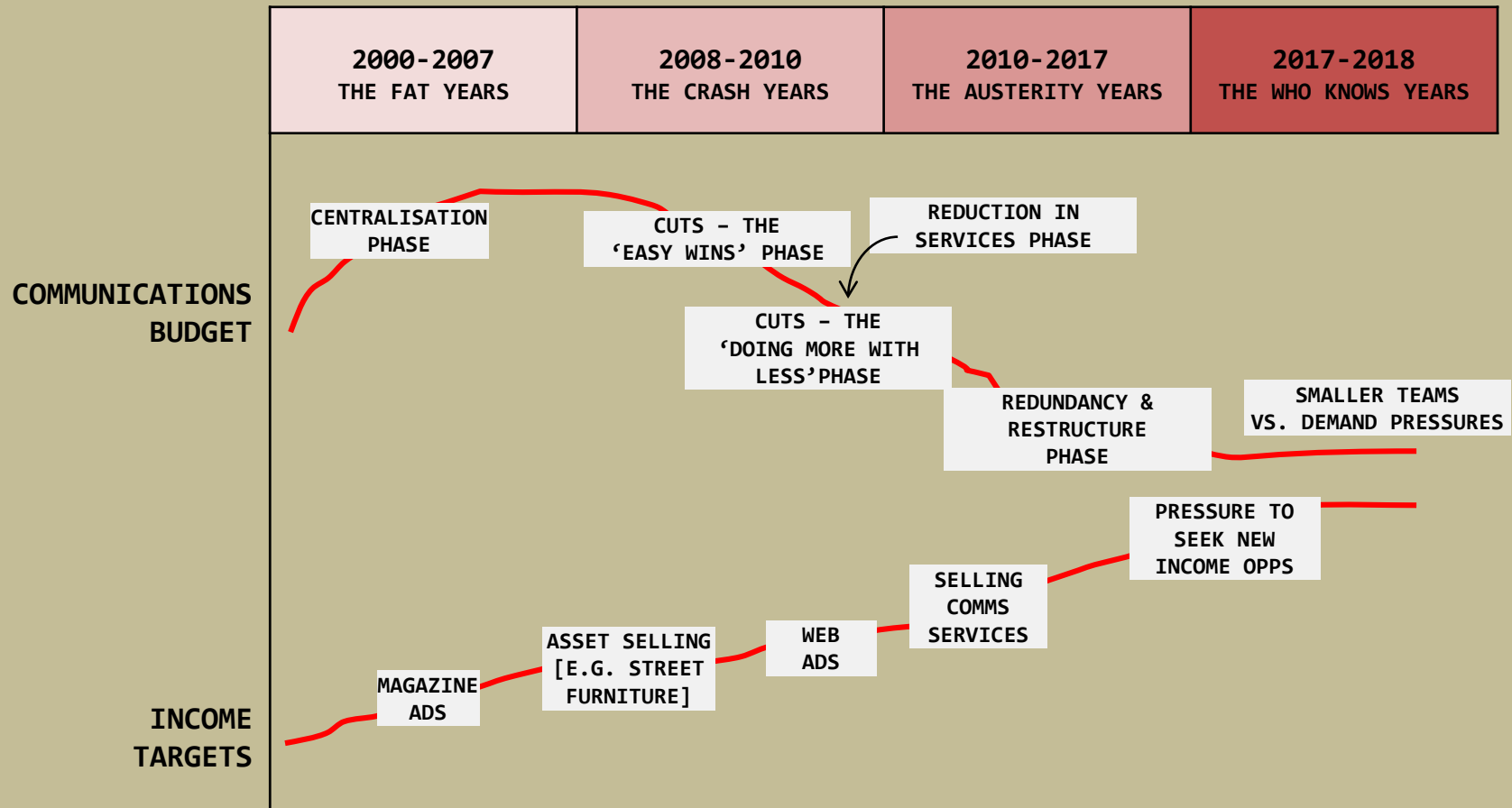
ISSUE 02

THE MORE YOU ACHIEVE **THE MORE YOUR TARGETS INCREASE**



Once Upon A Time...

THE RISE AND FALL OF THE PUBLIC SECTOR COMMS TEAM BUDGET





SO IS IT ALL **BAD NEWS?**

NO

help is at hand...

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organisations sit on some amazing assets...

from airports to football stadiums

from buildings to street furniture

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and you have highly prized **web sites...**

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how are others doing it?

a case study

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case study



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SOME BACKGROUND

budget being reduced each year

+

demand for comms increasing

= a need to generate income

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THE STRATEGY

adopted an agency-style approach

internally

selling additional services to services (e.g. web development)

externally

positioned team as experts to deliver against assets new and old
(e.g. street furniture, advertising sites)

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THE OUTCOMES

delivered **£120k** income targets in 2017/18

but

the 2017/18 target has increased to **£165k**

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THE LESSONS

1. don't ignore the small income opportunities
2. know the market (and your worth)
3. income generation is everyone's job now – think commercially
4. seek the external opportunities (internal teams have their own budget issues)

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@comms2point0

so what next?

today

case studies, advice, ideas, connect

tomorrow

complete the Granicus survey to access a new
whitepaper

sign up for the September event in London [#UKcomm17](#)

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THOUGHTS **QUESTIONS**

say hello

@darrencaveney @comms2point0
darrencaveney@gmail.com





**South
Staffordshire
Council**



Imre Tolgyesi

Business Hub Lead

i.tolgyesi@sstaffs.gov.uk

01902 696210



Ashley Banks

Customer Insight

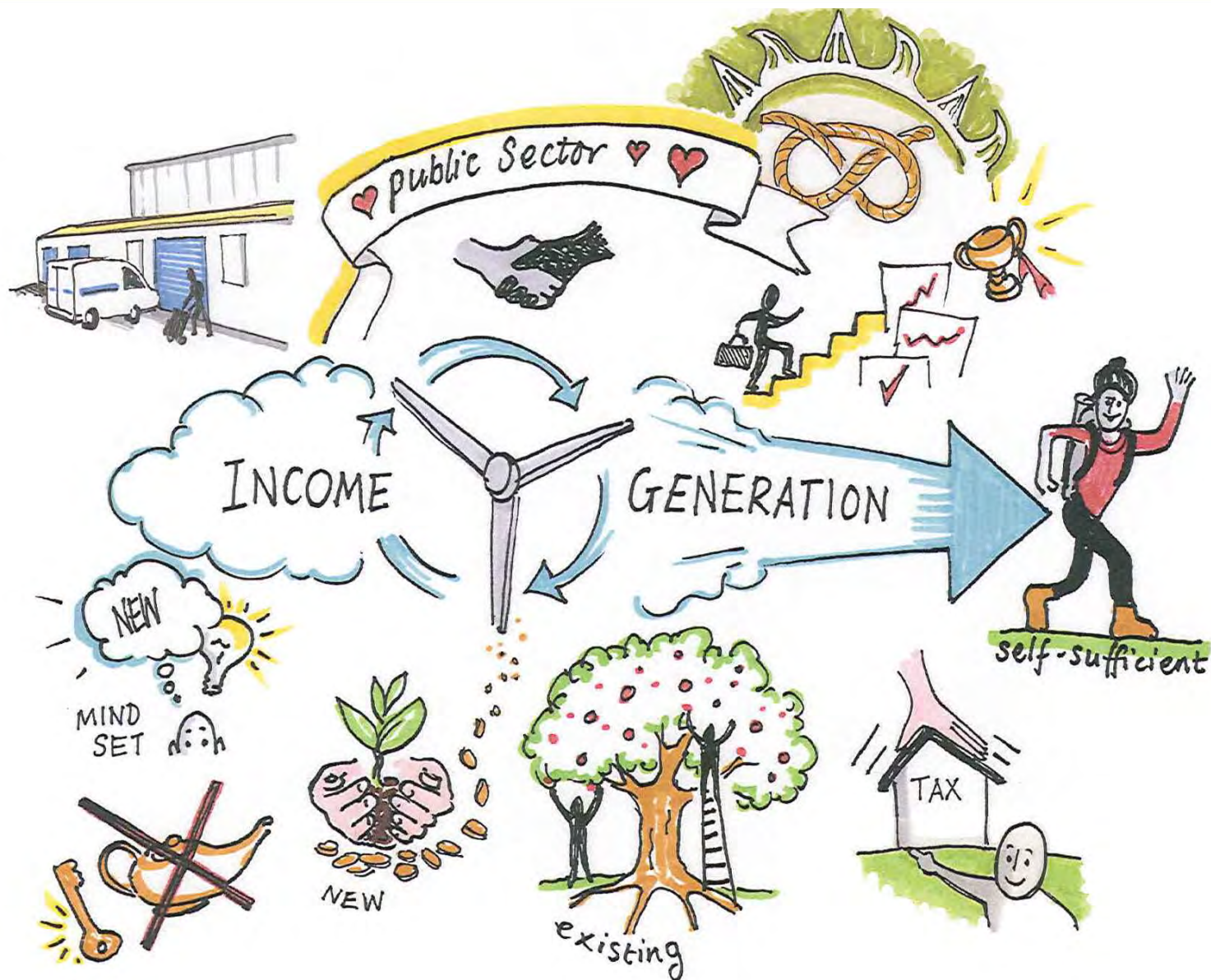
a.banks@sstaffs.gov.uk

01902 696602





Income Generation





South Staffordshire
BUSINESS HUB

Accommodate : Connect : Grow

Save in South Staffordshire

Find great deals from local
businesses on the free

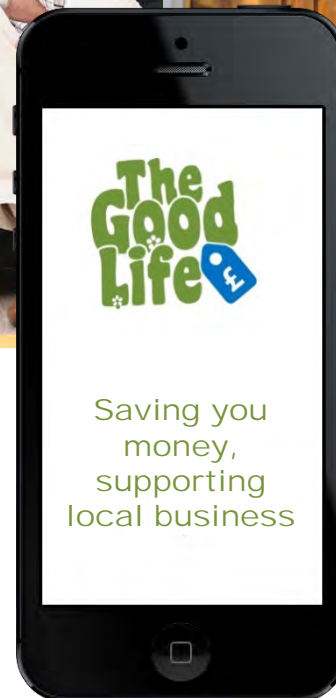
Good Life Deals





[Play video >](#)

Connecting residents and businesses





Good Life Deals App

Save money in 2 simple ways:

1. Find great deals from local businesses
2. Earn cashback through online purchases with  TopCashback

www.goodlifedeals.co.uk






- Around 50% of businesses without an online presence
- We spend 2k online annually
- 80% of our residents have access to the internet
- 90% of those use it weekly for non work purposes
- 80% of internet users own a smartphone
- 89% of peoples time is spent on apps, with 11 % on websites when using a smartphone



Discover great local deals

Stay  Connected

May Half-Term Events

It is not long now until the May half term, have you considered how to keep yourselves and/or your little ones entertained? There are a whole load of activities, events, and workshops going on locally this May half term for you to choose from.

Cannock Chase Parkrun



parkrun organise free, weekly, 5km timed run events every Saturday. People of all abilities are encouraged to take part, regardless of how fast (or slow) you want to run the course.

The event takes place within the stunning Cannock Chase Forest and is a mixture of tarmac paths, trail paths and grass.

[Read More](#)

Half Term Activity Camps

Cheslyn Hay, Codsall and Wombourne Leisure centres are offering children's activity camps throughout the Whitsun school holiday for children aged 5yrs+.

The activity camps focus on engaging children in fun activities whilst promoting the importance of being fit and healthy.

[Read More](#)



Discover great deals from local company's...



10% saving on Tree Top Junior at Go Ape Cannock Chase

[READ MORE](#)



Get a cup of tea and a slice of cake for just £3.50 at Made with Love

[READ MORE](#)



Save on refurbished Amazon Fire Tablets for a limited time only

[READ MORE](#)



Save 10% on your total bill when visiting Langan's Tea Rooms

[READ MORE](#)



Join South Staffordshire Swim Academy and receive FREE swimming

[READ MORE](#)



Brilliant Bouncy Fun offer, hire a bouncy castle for just £45 a day

[READ MORE](#)

[More Deals](#)



Stay Connected



[Help](#) | [Manage preferences or unsubscribe](#) | [Contact us](#)

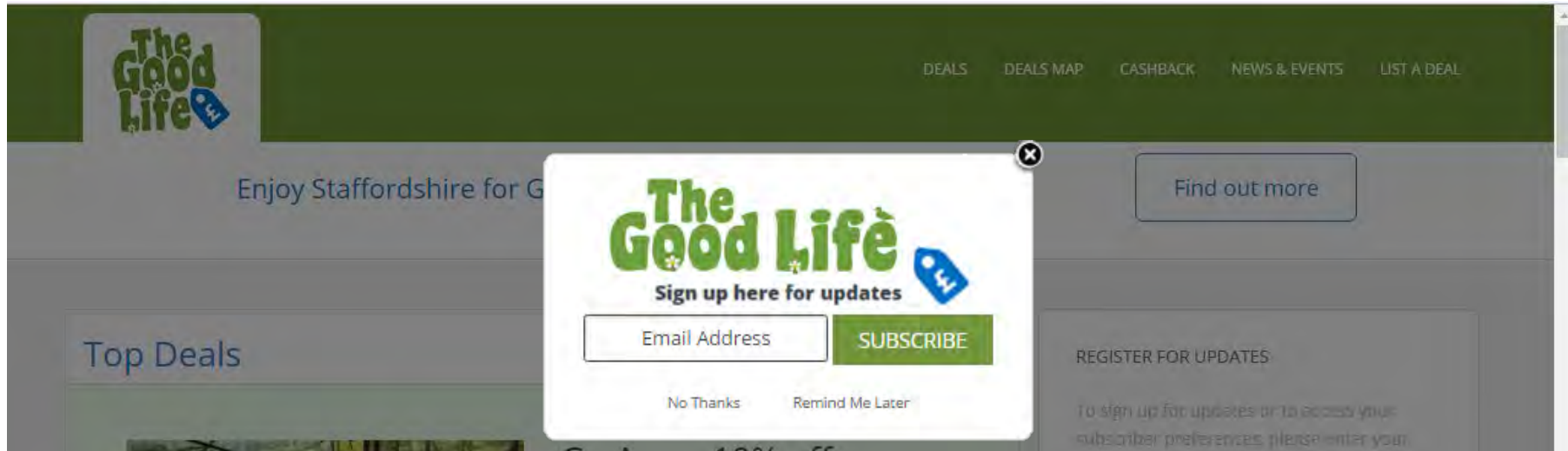
ENTER MONTH:

ENTER YEAR:

ENTER START DAY:

<< TO SCHEDULE LIST

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			01 NatEvt: Volunteers Week Comm: Volunteers Week LocEvt: Antiques/Collectors Market NatEvt: National BBQ Week	02 NatEvt: Volunteers Week NatEvt: National BBQ Week	03 NatEvt: Volunteers Week LocEvt: Cannock Chase parkrun NatEvt: National BBQ Week	04 NatEvt: Volunteers Week LocEvt: Rhododendron Walk NatEvt: National BBQ Week
05 NatEvt: Volunteers Week Elections: Polling day reminder	06 NatEvt: Volunteers Week	07 NatEvt: Volunteers Week Elections: Voting on the day	08 Elections: Voting Day	09 Elections: Results	10 LocEvt: Cannock Chase parkrun	11
12 NatEvt: Carers Week	13 NatEvt: Carers Week	14 NatEvt: Carers Week	15 GovDelivery: Engagement Day NatEvt: Carers Week	16 NatEvt: Carers Week LocEvt: Int. Model Air Show	17 NatEvt: Carers Week LocEvt: Cannock Chase parkrun LocEvt: Int. Model Air Show LocEvt: Food/Craft Market	18 NatEvt: Carers Week NatEvt: Father's Day LocEvt: Int. Model Air Show LocEvt: Kinver Fayre
19	20	21	22	23	24 NatEvt: Armed Forces Day LocEvt: Cannock Chase parkrun LocEvt: 80s Night Codsall	25
26 NatEvt: National School Sport Week	27 NatEvt: National School Sport Week	28 NatEvt: National School Sport Week	29 NatEvt: National School Sport Week LocEvt: Vineyard Tour/Tasting	30 NatEvt: National School Sport Week NatEvt: Wrong Trousers Day		



406%

Increase in
subscribers

42%

Open rate

13%

Click rate

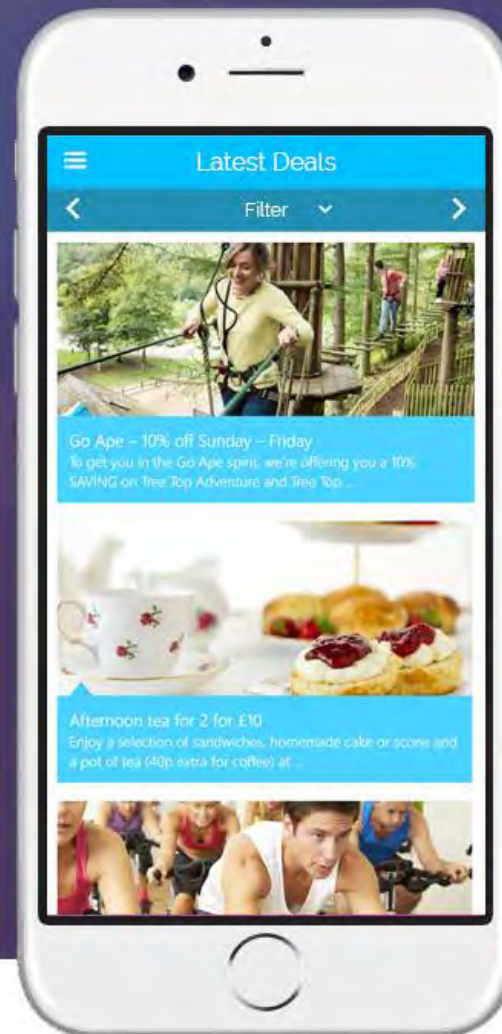


living local

Connecting residents with local businesses.

Living Local is a web and mobile platform that encourages residents to shop locally by providing deals from local businesses.

Find Out More 



HOW IT WORKS

Living Local has been designed to help local regeneration teams. It brings businesses and residents together, by providing a locally branded mobile app and website which promote local deals.



AGREE OFFERS WITH BUSINESSES



ENGAGE WITH RESIDENTS



ALL PARTIES BENEFIT

Thank You



Your thoughts/questions?

ACCELERATING INCOME GENERATION:
A NEW APPROACH FOR
A “NEW” COUNCIL



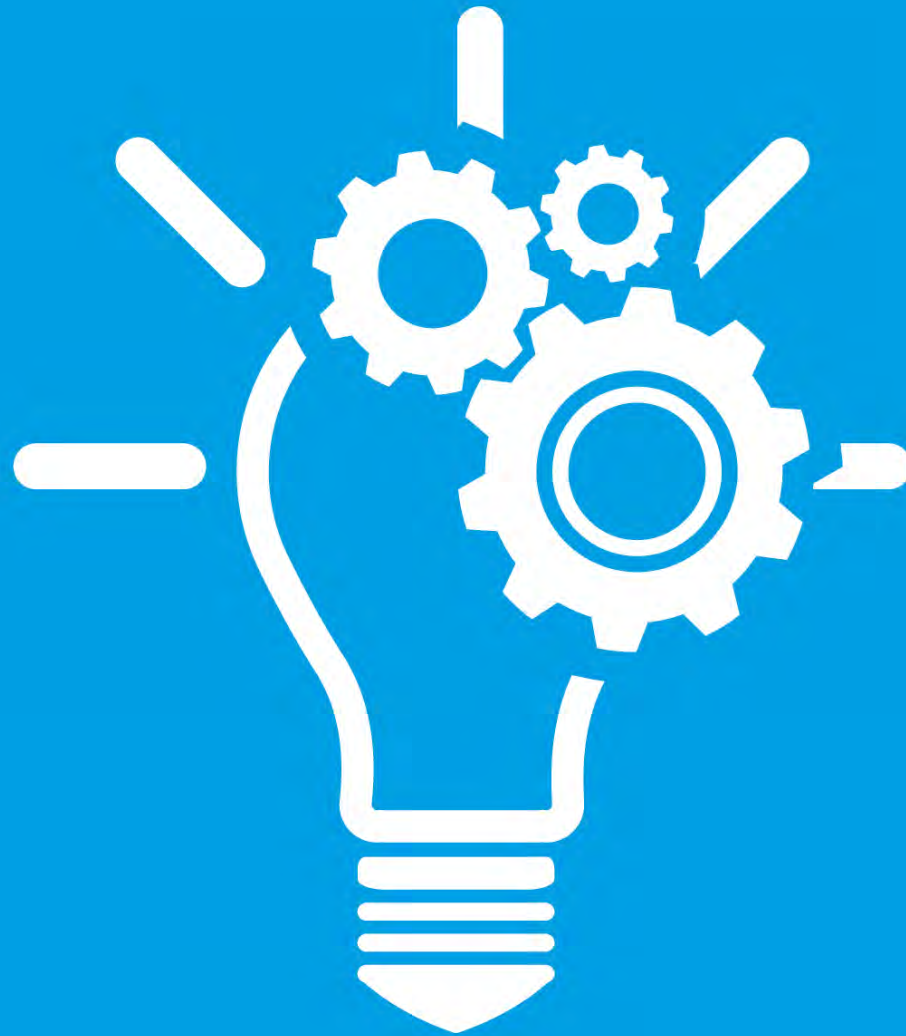
Essex County Council

“We wanted to find an efficient way to identify those services with the greatest commercial potential to generate income. Our financial position made this critical.

It was clear that our people were often experts in their field but they needed the commercial expertise to turn this into a way to generate ongoing surplus income.

The Essex County Council model provided an accelerated learning experience for the service leads and, importantly, gave them the commercial confidence to trade knowing that they had a well-thought out business plan.

The commercial model is now one that we hope to take forward as one of the strategies to tackle our financial deficit. Learning from Essex’s experience and the excellent support we received was critical in helping us to get to this point.”



The team



Karen



Cerena



Maria



Kerry



Louise



Eleanor



Denise



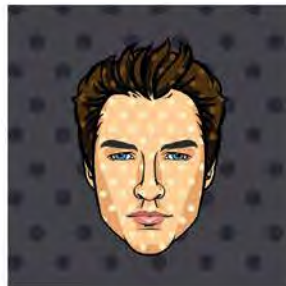
Kate



Tracy



Suiman



Antony



Terry

Trading Services

Revenue generated supports frontline services



CUSTOMER SATISFACTION RATING IN EXCESS OF 95%

DELIVERING WORLD-CLASS SCHOOL SUPPORT SERVICES



2013

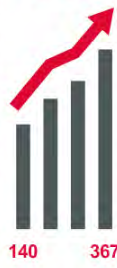


2016

Doubled customer base to 4300 schools in three years



Work with one in four primary schools in England



Staff over three years

ELS

CLIENTS INCLUDE:



SCHOOLS AND ACADEMIES



EMERGENCY SERVICES



HEALTH AND ADULT SOCIAL CARE



LOCAL AUTHORITIES



CHARITIES



TRADING SINCE 1998

OVER 100 LEGAL PROFESSIONALS

LEGAL SERVICES WITH AN UNCOMPROMISING COMMITMENT TO EXCELLENCE

OVER 600 CLIENTS ACROSS THE COUNTRY

essex/outdoors

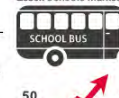
CUSTOMER RETURN RATE IN EXCESS OF 85%



44% of the Essex schools market



+1



CLIENTS INCLUDE: SCHOOLS, CORPORATE, LOCAL BUSINESSES, COLLEGES, PRINCES TRUST TEAMS, NATIONAL CITIZENSHIP SERVICE



Peak Season



RETAINED 99.7%

OF OUR CLIENTS OVER THE PAST 4 YEARS

CURRENTLY MANAGING 517 HECTARES OF LAND FOR NATURE CONSERVATION

MORE THAN 150 HOURS OF CPD TRAINING COMPLETED BY OUR ECOLOGISTS (2016)



19,143

ARCHAEOLOGICAL SITES



3889

LISTED BUILDINGS



264

SCHEDULED MONUMENTS



1

REGISTERED BATTLEFIELD



66

CONSERVATION AREAS



35

REGISTERED PARKS & GARDENS

MORE THAN 100,000 TREES INSPECTED OVER THE PAST 4 YEARS

MORE THAN 2,000 HISTORIC BUILDING ASSESSMENTS COMPLETED 2015-6



ACL OPERATES OUT OF

MORE THAN 200 COMMUNITY VENUES

APPRENTICESHIPS ACCREDITED QUALIFICATIONS SKILLS & CREATIVITY

ACL ESSEX WORKS WITH MORE THAN 20,000 ADULTS AND YOUNG PEOPLE EACH YEAR



ACL HAS 11 CENTRES ACROSS ESSEX 450 TUTORS

ESSEX COUNTRY PARKS

NUMBER OF GREEN FLAG AWARDS



FOUR IN 2017/18

VISITOR NUMBERS UP FROM 781,325 IN 2015/16 TO 860,000 IN 2016/17

DURING 2016/17 COUNTRY PARKS WORKED WITH 20,000 CHILDREN



7 COUNTRY PARKS



1 HERITAGE SITE



5 MILLS



essex
/outdoors



EES is owned by Essex County Council

ESSEX COUNTRY PARKS



Essex County Council



LEGACY GRAZING



LOTTERY



We've found the team to be professional and helpful designers who quickly and creatively grasp the required brief and cover all stages of the project from concept through to final design. Their designers are approachable and flexible and their work is high quality with a quick turnaround time.

Verne Lewis, Marketing and Communications Manager,
Essex County Fire and Rescue Service

As a Local Authority Trading Company, ECL receives proactive and flexible communications and marketing support from our parent company Essex County Council. ECC has provided us with social media training to strengthen our marketing strategy, supported a re-brand of the company to build our own profile within the local community and provided us with access to tools to better measure the effectiveness of our marketing and communications activities.

Claire Shuter, Head of Strategy, Digital and Marketing, ECL



Play video >



How can comms teams help save government money?

Dan Slee
Comms2point0
Granicus Birmingham

<https://flic.kr/p/gvB6Ds>

comms2point0.co.uk
@comms2point0

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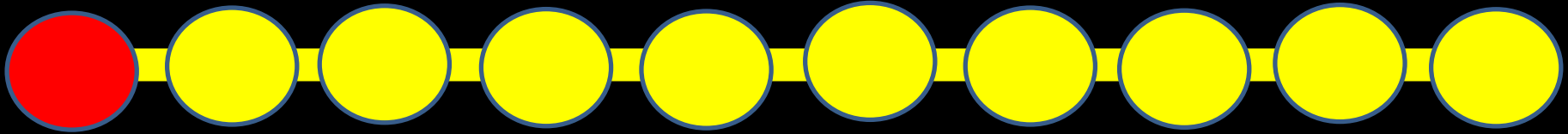
**“EMBRACE
CHAOS.”**

Robert Philips, Trust Me PR is Dead

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COMMSEPOINT0
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2007



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COMMSEPOINTO
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Comms was so simple...

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COMMSEPOINTO
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Nokia N95



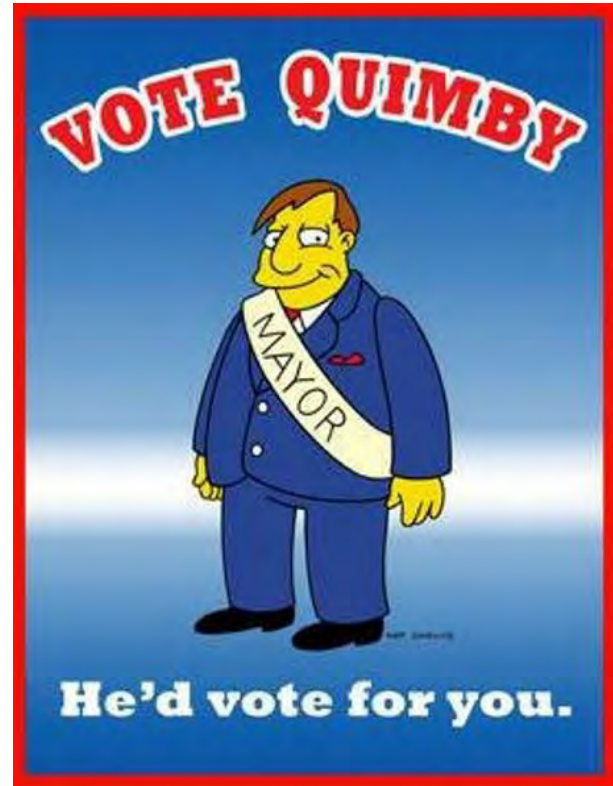
Nokia N95



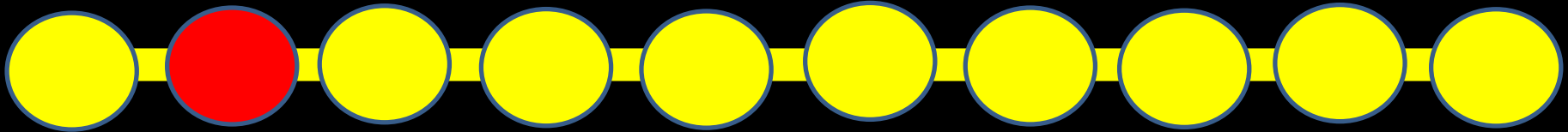
Press release

Key metric:

**Is the
Leader
happy?**



2008




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Periodic Table of the Internet

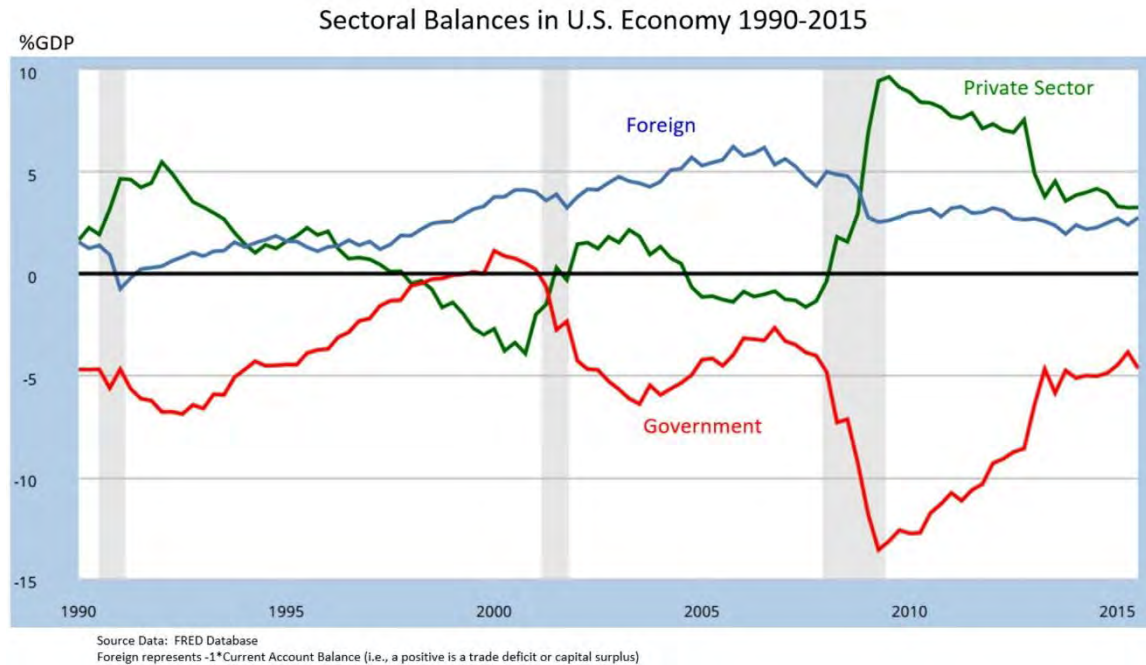
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Skype.com										Hustler.com									
Li 7										Cn 35									
Sk 2,378										Bb 8,043									
Ask.com										Fb 29									
Tt 8,127										Pr 110,962									
Tc 453										Os 134,097									
Gg 24										Ze 23,593									
Pa 20,671										Nt 152									
Lh 3,670																			
Eb 3																			
Ms 11																			
Az 9																			
Ut 12																			
Fr 40																			
Md 49																			
Mk 8,544																			
Jo 470																			
Ya 148,195																			
Gr 149,876																			
An 39,033																			
Bc 177																			
Lc 99																			
Fw 13,386																			
Cm 11,403																			
Dd 1,866																			
Xk 25,769																			
43 75,907																			
Cl 28																			
Ae 48																			
Sn 333																			
Dv 703																			
Ar 1,620																			
Su 2,932																			
Fo 99,425																			
Be 486																			
Tm 201,413																			
Ln 494,134																			
Td 62,488																			
Wd 3,015																			
Av 23,184																			
Gi 23,184																			
Us 1,930																			
Pb 69,472																			
Wb 107,118																			
Fc 6,201																			
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/. 6,081																			
Co 8,131																			
Cc 7,834																			
Sa 16,675																			
Mh 81,664																			
Fd 1,303																			
It 1,000,000+																			
Pz 931,905																			
Mr 1,000,000+																			
Ec 10,372																			
Ex 916																			
Ik 195,541																			
Fk 9,999																			
Wh 250,607																			
Uc 505,029																			
Bk 39,254																			
Bd 51,037																			
Tx 25,651																			
Ff 35,148																			
Cr 55,869																			
																			
Gk 338,403																			
Or 4,600																			
Ep 1,000,000+																			
Rl 1,000,000+																			
St 1,000,000+																			
Ld 188,488																			



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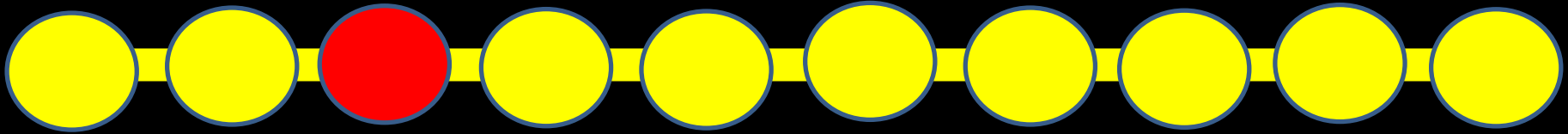


Austerity



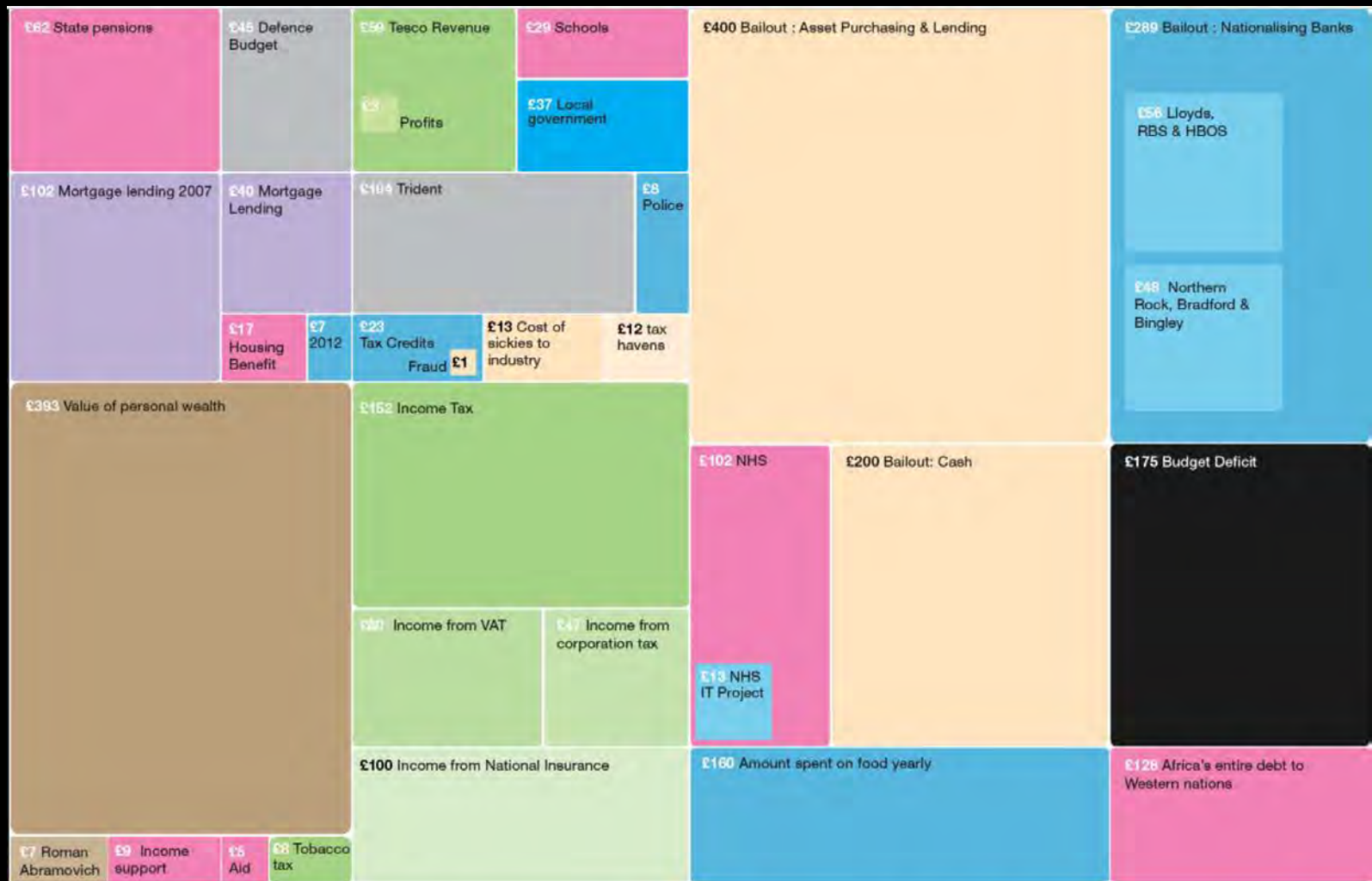
<https://commons.wikimedia.org/wiki/File:Wanzijia.jpg#/media/File:Wanzijia.jpg>

2009



@comms2point0

COMMSEPOINTO
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The Billion Pound-O-Gram

David McCandless / InformationIsBeautiful.net

■ Giving
 ■ Spending
 ■ Fighting
 ■ Hoarding
 ■ Lending
 ■ Bailing
 ■ Earning

2009 figures // source: UK Treasury, Guardian

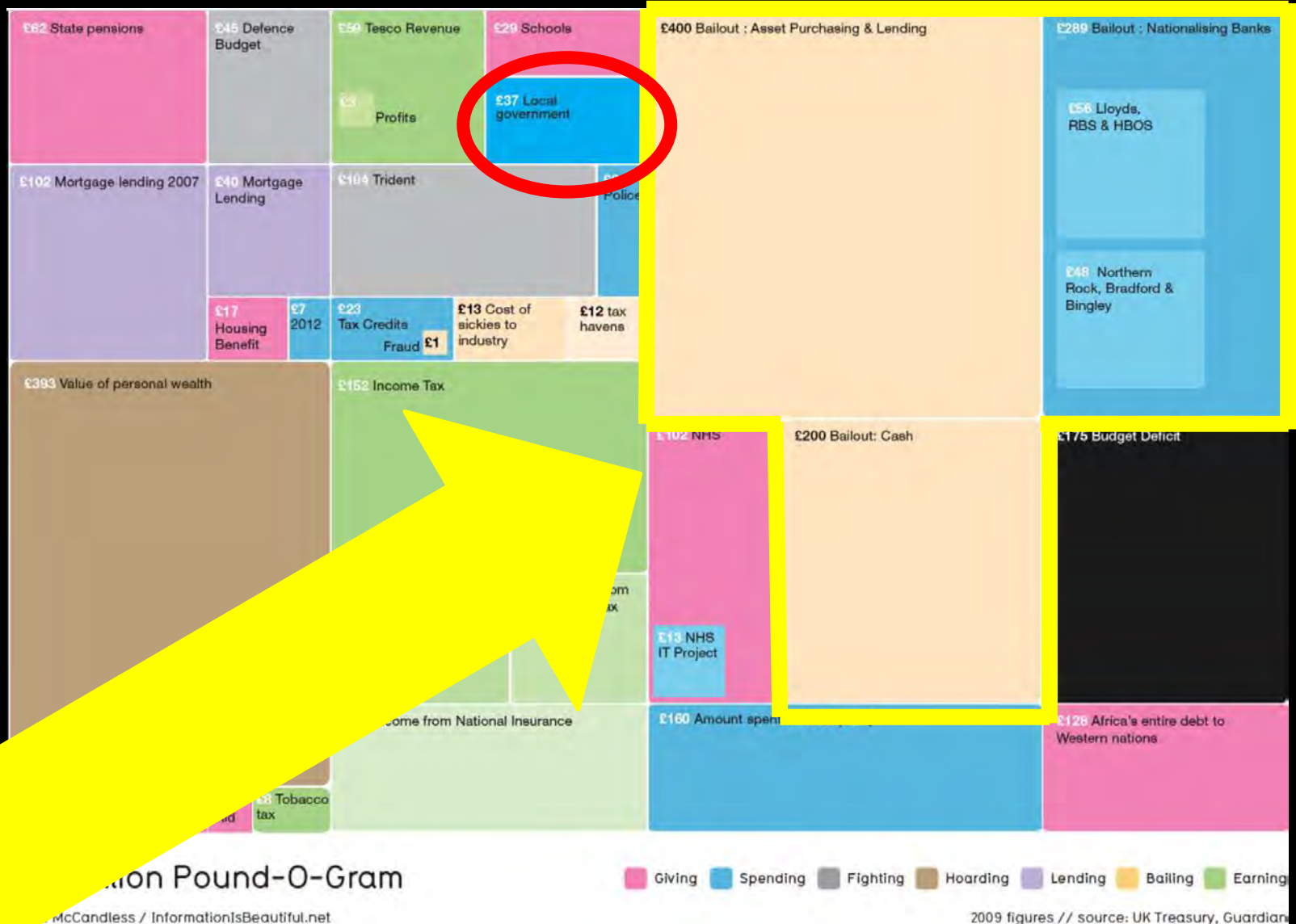


The Billion Pound-O-Gram

David McCandless / InformationIsBeautiful.net

■ Giving
 ■ Spending
 ■ Fighting
 ■ Hoarding
 ■ Lending
 ■ Bailing
 ■ Earning

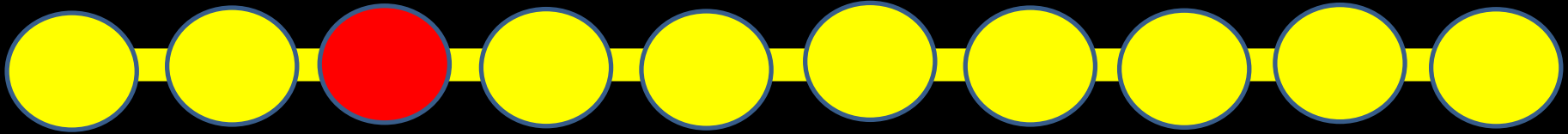
2009 figures // source: UK Treasury, Guardian



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COMMS2POINT0
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2009



@comms2point0

COMMSEPOINTO
creative communicators

THREE PHASES OF COMMS CUTS



Phase one
Stationary



Phase two
Print



Phase three
Staff

COMMS INCOME



sponsorship



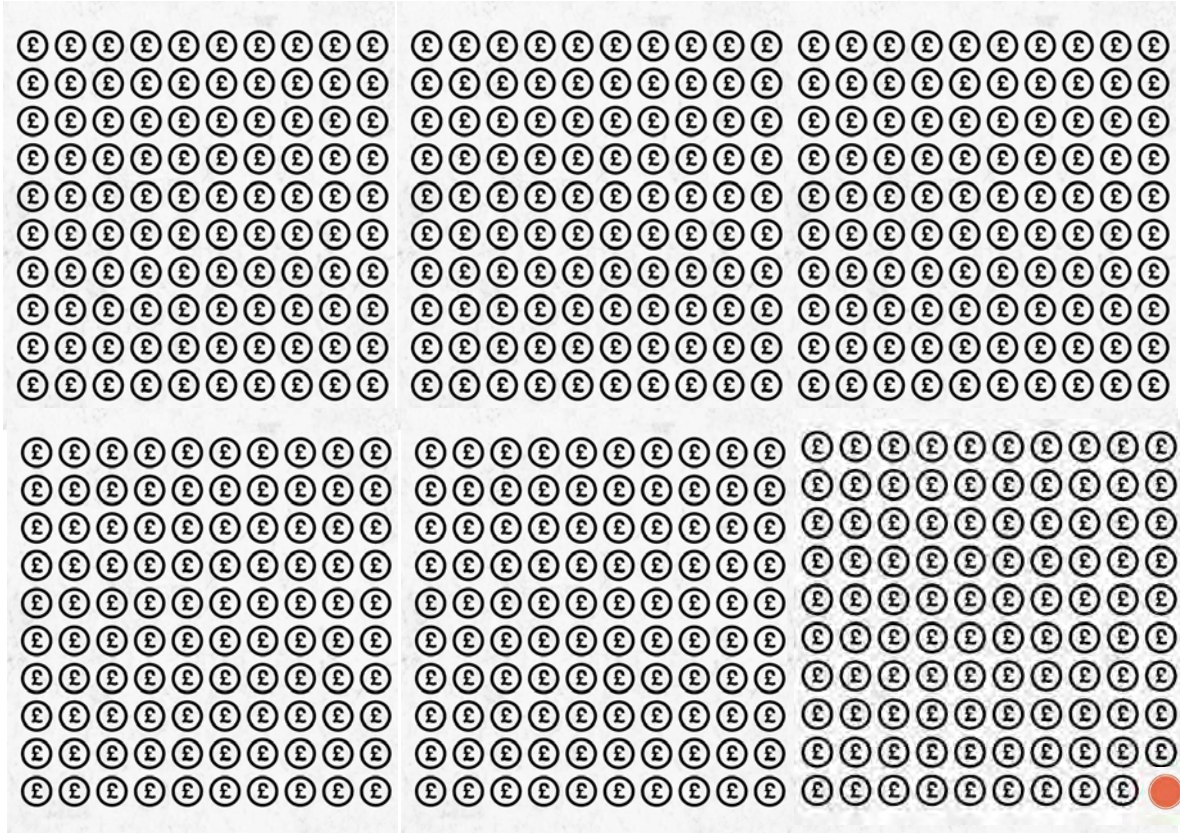
advertising

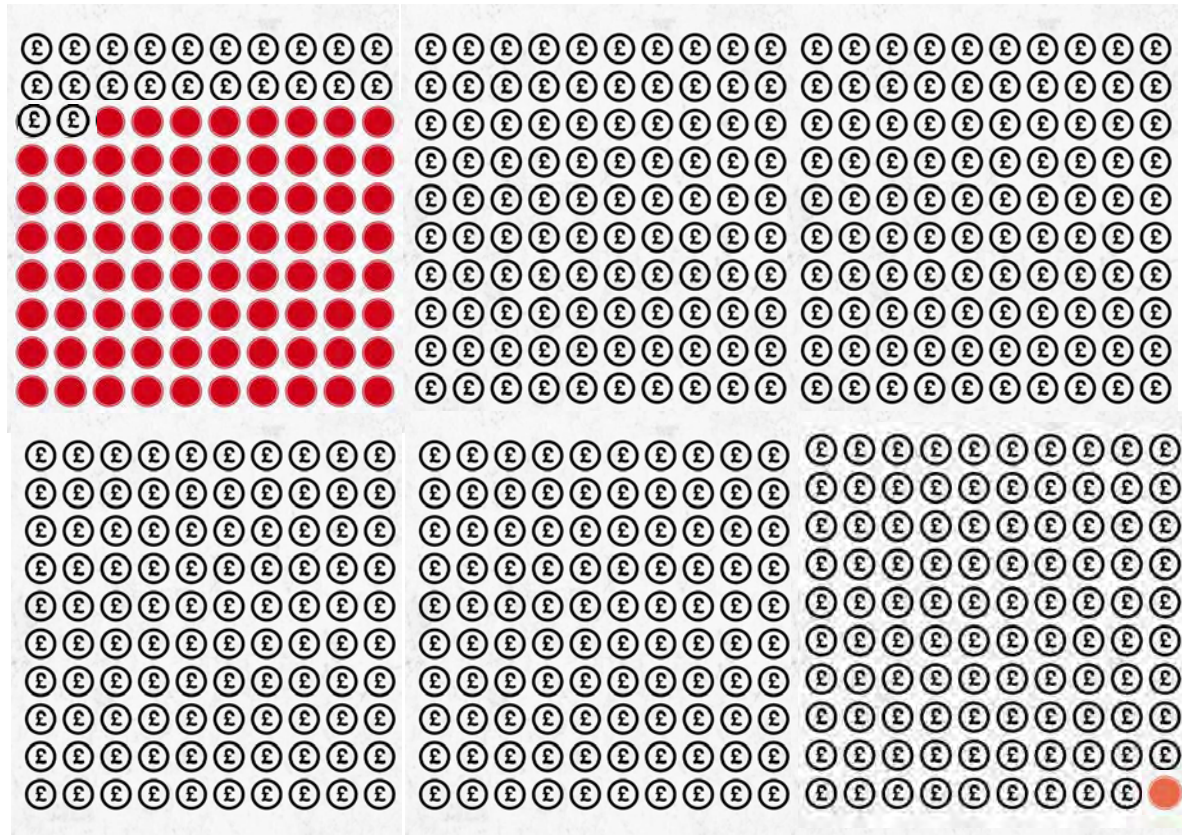


services

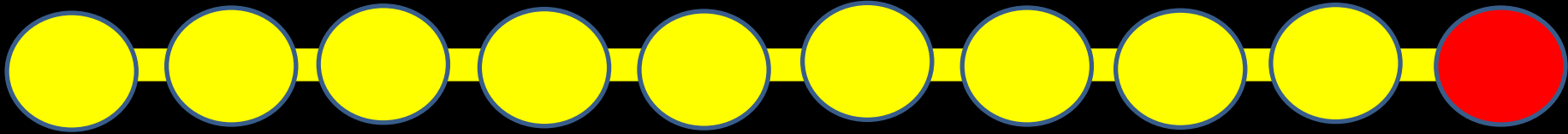


COUNCIL BUDGET





2017



@comms2point0

COMMSEPOINTO
creative communicators

Top tip #1



<https://flic.kr/p/aCBtW6>

comms2point0.co.uk
@comms2point0

COMMS2POINT0
creative communicators

Top tip #2



What that looks like

@comms2point0

COMMSEPOINTO
creative communicators



£1
billion
10,000
new jobs



£1 million
New foster
carers



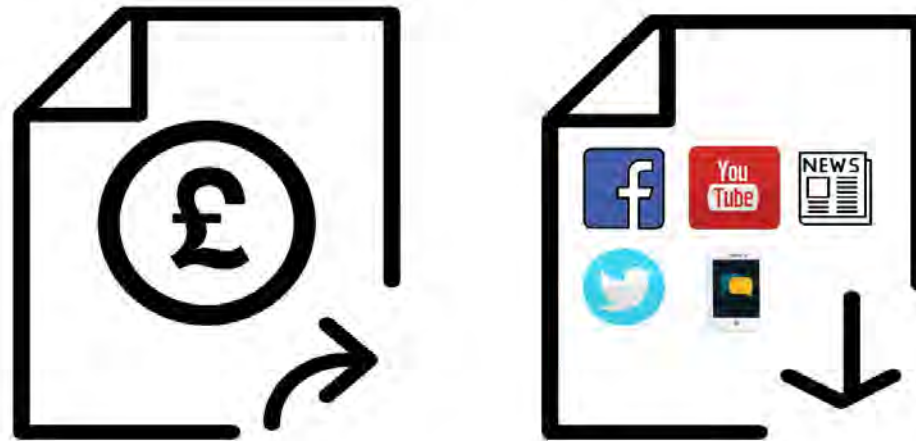
**£10,000
for an
older
person**



**£60,000
for an
e-bay for
furniture**

Top tip #3

COMMS PLANNING



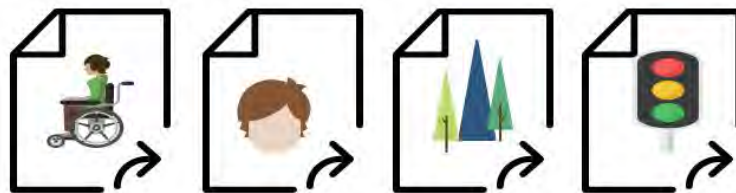
<http://bit.ly/HowToWriteACommsPlan>

Top tip #4

PRIORITIES

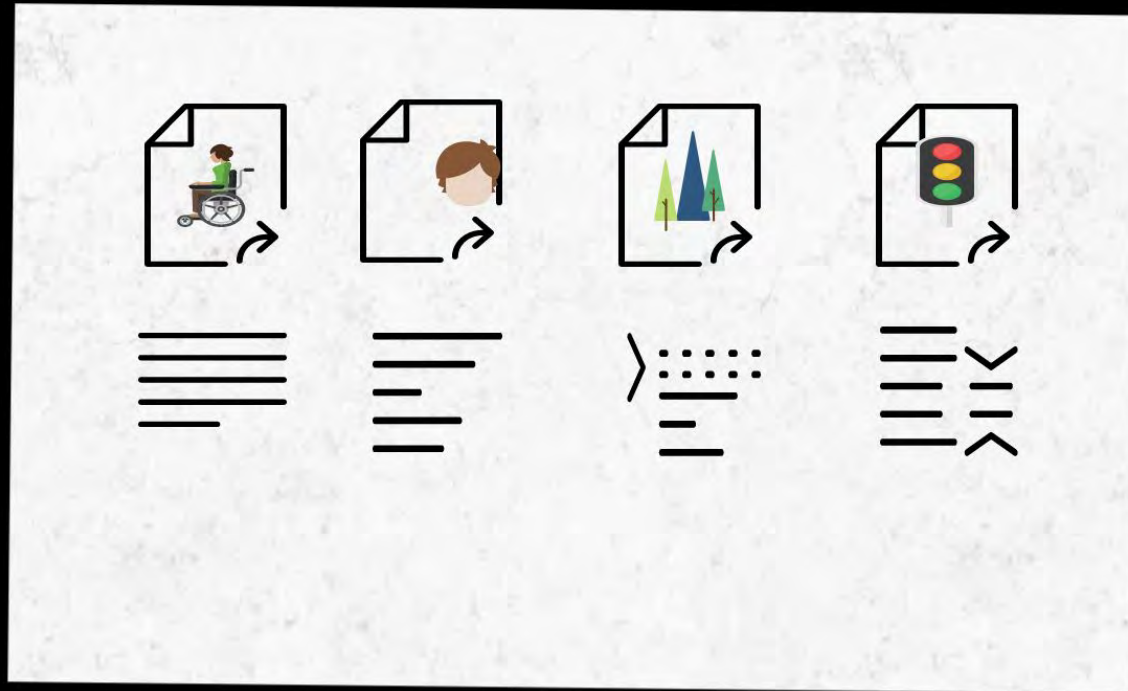


PRIORITIES



Top tip #5

REPORTING BACK



Key metric:

Is the
Leader
happy?



Key metric:
financial



THANK YOU
Dan Slee
@danslee
dan@comms2point0.co.uk

@comms2point0

COMMS2POINT0
creative communicators

Great Gedling Giveaway



Rob McCleary
Communications Manager
Gedling Borough Council

Important information
about changes to your
Christmas bin collections
in this issue

KEEP ME
POSTED

KEEP ME
POSTED

Gedling unwrapped

New email service launched
Satisfaction survey results
Bulky waste amnesty returns



gedlingborough



@gedlingbc

Gedling
Borough Council

Gedling Giveaway

WIN an iPad 2!

How to enter:

Visit www.gedling.gov.uk/keepmeposted and enter your details into our prize draw

KEEP ME POSTED

Sign up at www.gedling.gov.uk/keepmeposted

From: Gedling Borough Council <GedlingBoroughCouncil@public.govdelivery.com>
To: Rob McCleary; robmccleary1@hotmail.com
Cc:
Subject: Your council tax bill is coming, we've some advice that could save you time: TEST

Sent: Tue 13/06/2017 11:07



Latest News





Your Council Tax Bill is coming. Here's what you need to know...

Some friendly advice...

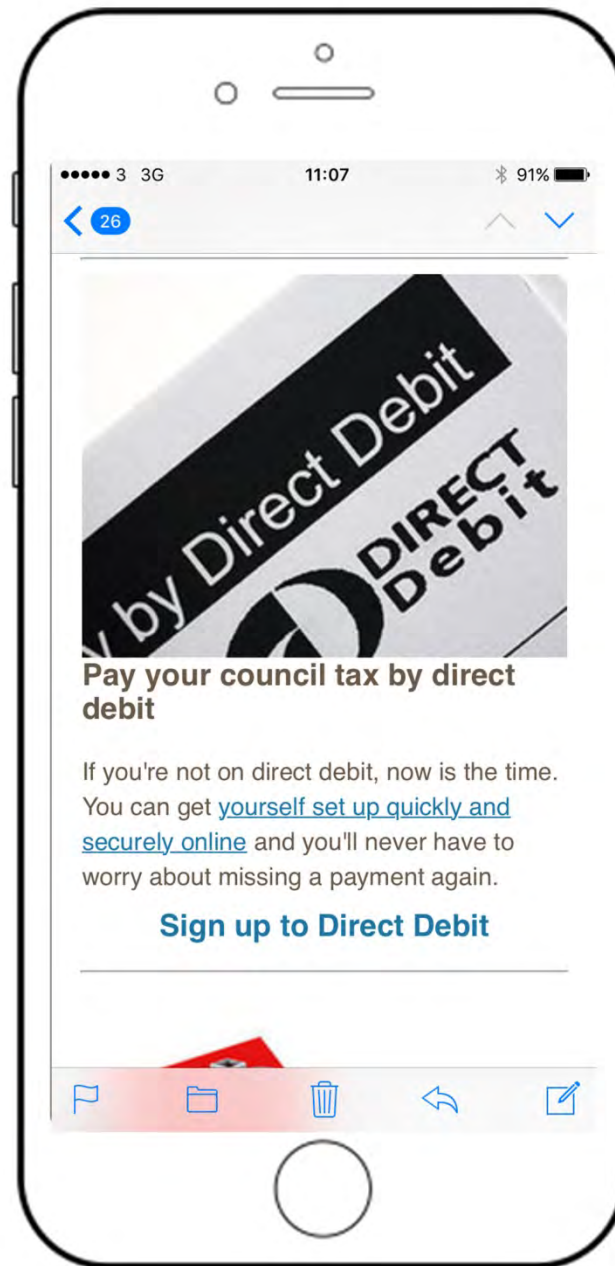
Next week we're sending out 52,000 council tax bills, this will mean we will receive **lots of calls** to our contact centre. If there's something you need to tell us, it's best to do it now because from next week you'll find it very difficult to get through to us on the phone.

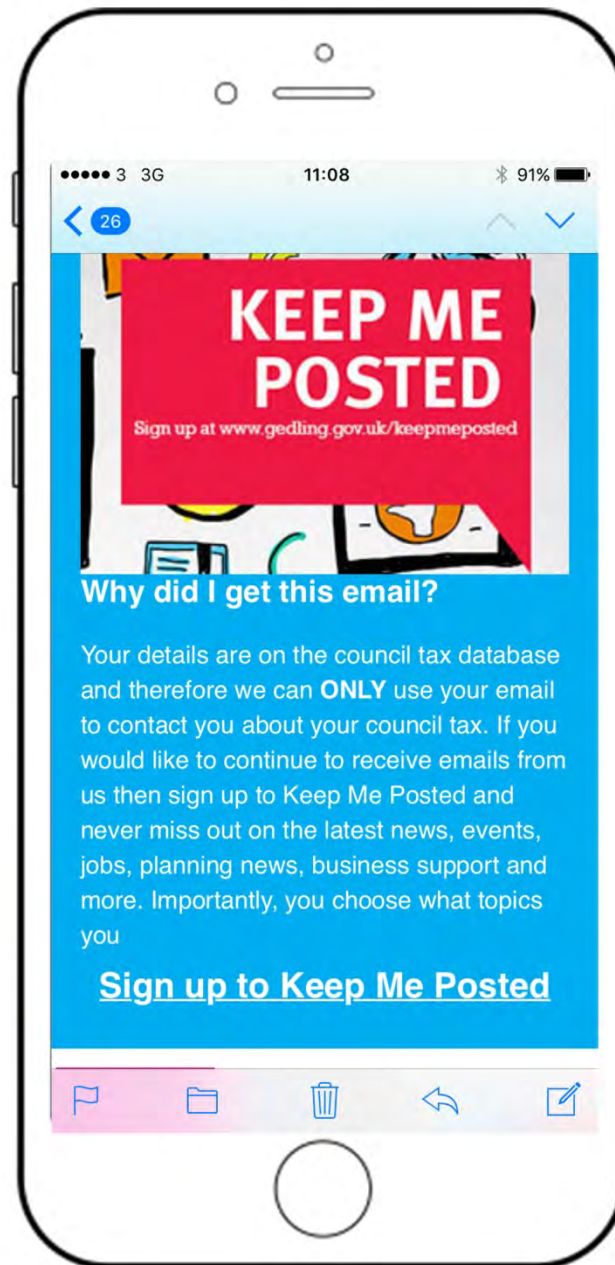
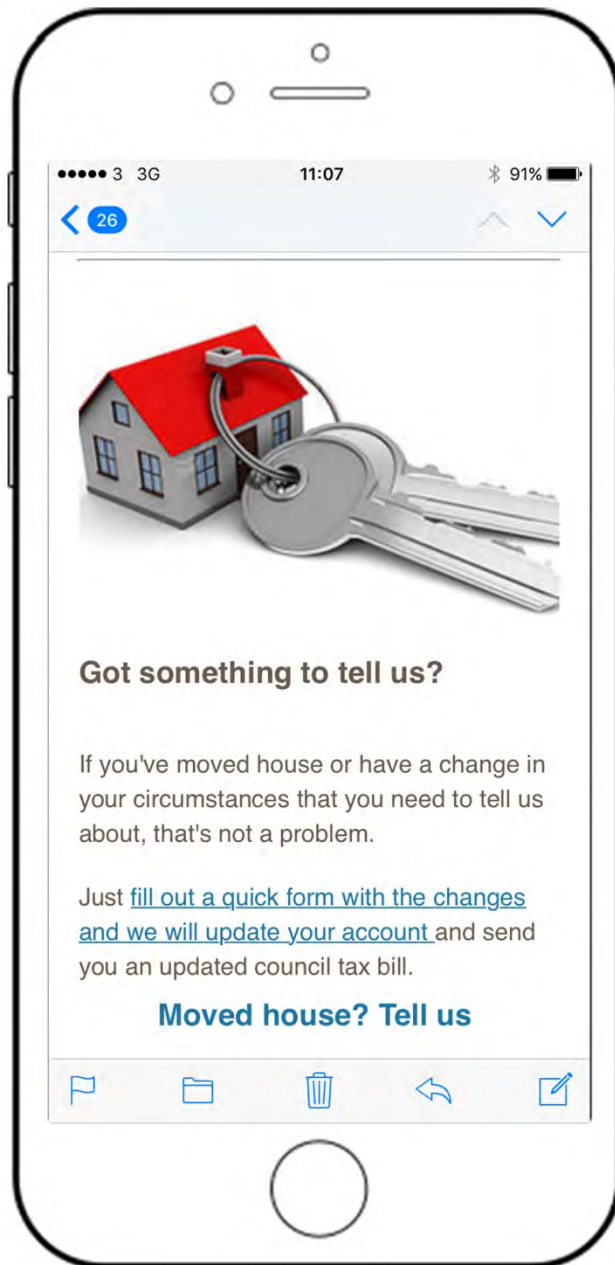
Pay your council tax by direct debit

If you're not on direct debit, now is the time. You can get [yourself set up quickly and securely online](#) and you'll never have to worry about missing a payment again.

[Sign up to Direct Debit](#)







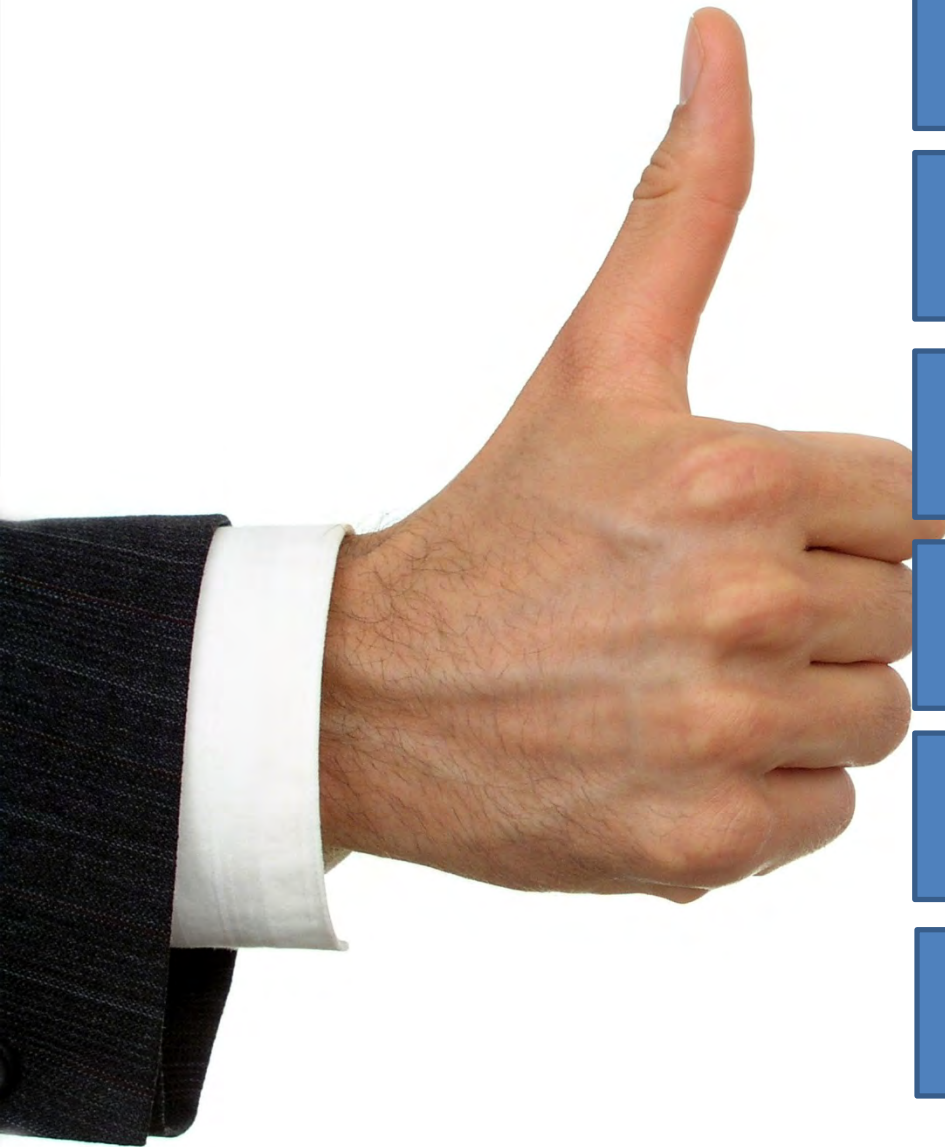


The Legal Bit

A low-angle shot of a golden statue of Lady Justice, blindfolded and holding a sword and scales, perched atop a classical building dome. The sky is a clear, vibrant blue.

The email

- Council Tax purposes only
- Created a new topic
- Added CT emails
- Once sent, deleted topic and Granicus cleansed 'Orphans'



- 3,500 fewer calls
- 14% reduction in calls
- £8,000 in savings
- 1,000 new subscribers to other topics
- 70% open rate
- Nearly 900 clicks

Alan!





What's Next?

Granicus Digital Strategy Awards

Submit your nominations before
28 July 2017.

uk.granicus.com/awards



Granicus Annual Public Sector Communications Conference

26 September | RIBA Venues |
London | #UKComm17 | Free

Book your place asap.

direct.granicus.com/ukcomm17