

Strategic Communications Monthly Dashboard

December 2021

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Covid Omicron Variant

What we did

- Sharing information and UK Health Security Agency assets about the Government's Plan B measures to combat the spread of the Omicron variant with community groups through weekly Covid toolkits
- Developing assets for social media about regular LFD testing advice around Christmas shopping and parties
- Developing information about the Omicron variant and community testing offer in alternative formats and languages for community groups to share, including a webinar and Covid classroom video assets by Manchester's NHS health professionals

Manchester Test and Trace

Help prevent the spread of the new Omicron COVID-19 variant by:

-  – Vaccines are our best protection against COVID-19 including new variants. So please get your Covid vaccinations and booster jabs as soon as it is offered to you
-  – Wear face coverings in most public places and on public transport, unless exempt
-  – Letting fresh air in if you meet indoors. Meeting outdoors is safer
-  – Wash your hands regularly with soap and water or hand sanitiser
-  – Wiping down surfaces (handles, doors etc)
-  – Having a PCR test if you have COVID-19 symptoms, and self-isolating if required

 If you are a contact of someone with the Omicron variant you will be contacted and asked to self isolate for 10 days, regardless of your vaccination status. This includes those aged under 18.

Please continue to use rapid lateral flow tests before:

- Entering crowded or enclosed places
- Meeting people at risk of illness
- Remember if you're going to a nightclub or large event you may be asked to show your Covid pass

Remember

You still need to have tests and follow Covid safety advice even after you've been vaccinated. If you are a parent or carer of a secondary school child, please also agree to testing through the school, because it is very important – even over the holidays

Help and support

Manchester Covid Helpline – Call free on 0800 234 6123 or text: 07890 036 892. Service is for anyone with Covid-19 questions, who needs help with booking vaccination or testing appointments, has questions on when to self isolate. Advice is provided by a nursing team. Translation service available. Open 7 days a week 9am-5pm

Manchester's Community Response Hub - Open Mon to Fri, 9am-5pm
Freephone: 0800 234 6123 text: 078600 22876 email: COVIDSupport@manchester.gov.uk. For support with managing fuel top-up payments, food, medication and help with loneliness

Manchester Gateway - Call 0800 092 4020 / 0161 947 0770 to book your Covid vaccination and to book a free taxi if you need help getting to your vaccination appointment

Support to self isolate

There is a lot of help and support if you do test positive, including money to help people:
manchester.gov.uk/selfisolationpaymentscheme

 manchester.gov.uk/coronavirus 

Go with the Lateral Flow before your Christmas Party





Q&A with David Regan, Director of Public Health for Manchester and Dr Manisha Kumar, Medical Director of Manchester Health and Care Commissioning and Helena Vesty of the Manchester Evening News (MEN)

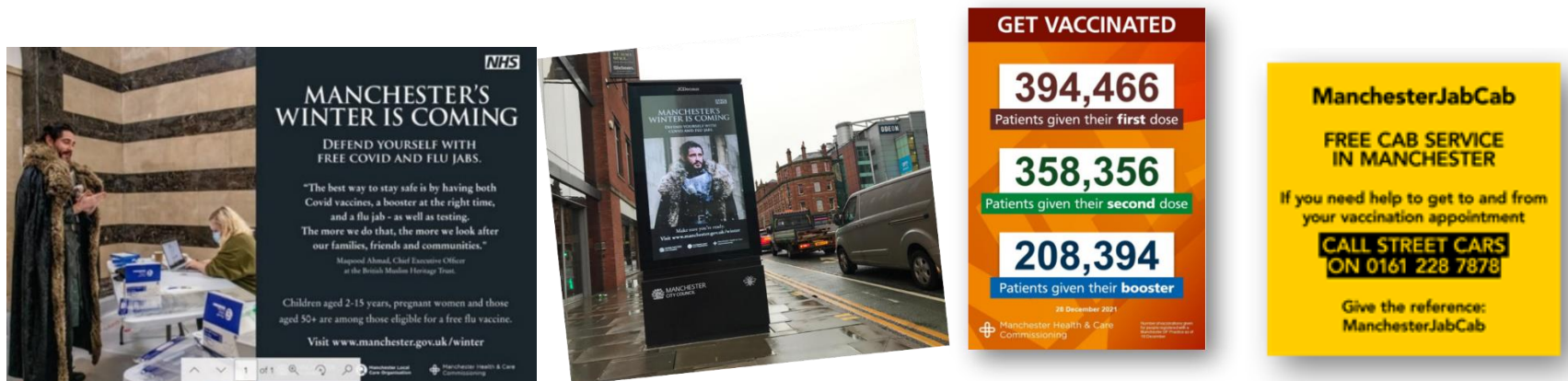
Outcomes

- Interview arranged with BBC Radio Manchester and Dr Cordelle Ofori on the Omicron situation in the city and what steps were being taken to mitigate its spread
- MEN Webinar – Your questions answered. 13,000 views on the first day of broadcast
- Community Webinar – Your questions answered
- New films from Dr Cordelle Ofori – Covid Classroom, along with script on key messages sent to the British Muslim Heritage Centre and other groups for them to produce their own films and materials
- Community Omicron printed materials translated into 16 different languages, British Sign Language and Easy Read documents. Shared through the weekly community toolkits with community partners, health professionals etc.

Covid Vaccine and Booster Programme

What we did

- Continued to develop the Winter Warrior campaign to promote Covid and flu jabs taken up across the city
- Weekly toolkits of Covid messages with content from community messages / UKHSA campaign assets
- Assets shared with community partners, Neighbourhood and Compliance Teams
- Targeted campaigns for each age group were encouraged to come forward for booster jabs included using:
 - social media posts / paid ads on Facebook, Twitter, Instagram and Snapchat
 - digital screens
 - website copy
 - mobile phone direct advertising
 - media relations
 - radio ads
 - advertising and editorial in local publications
 - life-sized cut-outs of the Manchester Jon Snow character at key locations



Outcomes

- Messaging about vaccinations was seen 631,647 times in December, receiving 2,504 likes, 965 shares / retweets and 975 link clicks
- When we started the Winter Warrior campaign on 18 October 2021 to boost take up of Covid vaccinations in the city – 62.6% of people had had first dose of Covid vaccine; 55.6% had the second dose; and 3.9% had the booster jab

By 7 December 2021:

- 65.4% of people had first dose of Covid vaccine. This is an increase of 2.8%
- 58% of people had the second dose of Covid vaccine. This is an increase of 2.4%
- 18.7% of people had the booster jab. This is an increase of 14.8%
- Mobile phone advertising – We targeted ward areas in Manchester using GPS to serve ads to the right people in the right location. The campaign resulted in 4,395 link clicks and 416,069 impressions
- Global Dax radio ads – Four radio ads encouraged people to become winter warriors and protect the city by getting vaccinated. Each advert featured a different character for each target audience. 355,971 impressions were delivered. Listen through rate was 94.9%
- The Christmas period saw a focus on advertising vaccination clinics alongside the use of national campaign assets in order to respond to changing availability and priorities, such as those returning home for Christmas. For example, our tweet advertising the vaccine push at the Etihad Mass Vaccination Centre had around 23,000 impressions on Twitter
- We also produced bespoke graphics to show how many people in the city had been vaccinated and advertised each day's available clinics, which continued to be shared across our channels
- Across other channels, our Facebook post advertising the free cab service for those who needed it reached 107,400

Support available through Christmas and the Covid helpline

What we did

- Developed assets and messages for social media and community communications channels to show when support services such as the Covid helpline and Community response hub were available over Christmas
- The key information about Covid support services was shared in a Christmas community toolkit



Outcomes

Christmas Community toolkit shared with Neighbourhood Teams and voluntary sector groups included:

- Vaccination Programme - How to access your jab (including JabCabs)
- Community Response Hub - Opening times over Christmas
- Covid - General advice
- Manchester Covid Helpline support for booking vaccinations, testing and general Covid advice
- Lateral Flow Test information
- Community Webinar - Your questions answered
- MEN Webinar - Your questions answered

Christmas campaign

What we did

- Promotion across City Council social media accounts, website and city centre digital screens
- Messages and assets sent to partners across Greater Manchester
- 36 proactive campaign posts through December for Christmas Markets, Winter Gardens and Skate Manchester
- Six proactive press releases – 188 pieces of coverage about or mentioning the Christmas Markets or attractions in Manchester
- Design and print for markets:
 - 470 wayfinding signs
 - 100 Covid safety panels designed and delivered, requested by Public Health
 - 5,000 beer mats
 - 245 signs promoting mugs
- TikTok channel tested out on launch day of Winter Gardens (6,000 views)



Christmas Market mugs

- Designed and printed 40,000 Glühwein and 40,000 coffee mugs
- The mugs were produced without a date due to the uncertainties around COVID-19, however they completely sold out weeks before the markets closed

Outcomes

- 2,449 visits to MCC's Christmas webpage, 800 of these directly from the 36 organic social media posts
- 5,591 visits to MCC's Christmas Markets webpage
- 4,564 visits to the new Winter Gardens webpages
- Over 314,390 impressions across the campaign on our social media channels
- 430 uses of #MCRChristmas on Instagram

Christmas waste and recycling

What we did

- Toolkit sent to community groups, housing partners, councillors and Neighbourhoods staff. This included social media and graphics, suggested web / newsletter content and A4 poster about how to recycle Christmas trees
- Paid-for Facebook posts targeted at those living in postcode areas Biffa identified as most likely to recycle their Christmas trees based on the past year's stats
- Organic social media – Facebook and Twitter content about bin dates and tips on recycling everything from wrapping paper to trees
- Govdelivery / BINFO email detailing no change in bin dates and tips on recycling
- E-bulletin piece as part of the main Christmas edition
- Forum piece to internal staff
- Webpage detailing bin dates and [recycling tips at Christmas](#)
- Web banner on waste and recycling landing page signposting to Christmas bins webpage



Outcomes

- Organic social stats: five tweets, five Facebook posts:
 - 45,758 impressions
 - 147 link clicks
 - 14 comments
 - 101 likes
 - 77 shares / retweets
- Paid-for Facebook – 117,142 impressions, 172 link clicks
- Web stats – 788 webpage views:
 - Average time spent on page, 2 mins 33 seconds
 - 48% of visitors came via other pages on our website (most likely the web banner)
 - 20% came via search engines
 - 2% via Govdelivery emails and the rest via social media
- E-bulletin – Delivered to more than 25,000 residents
- BINFO – Delivered to 2,169 residents:
 - 68% open rate
 - 2% click rate
- Toolkit sent to more than 160 community contacts
- Waste and recycling stats will not be known until the end of January as Christmas tree collections continue throughout the month

Water Safety Christmas campaign

What we did

- Fonemedia ads targeting people in areas of Manchester city centre, closest to bars near water. The advert appeared in apps and web browsers of people using their phones in the targeted areas
- Ads aimed at 18-30-year olds (age group most likely to end up in the water on a night out according to national stats)
- The ads appear when people are in apps and through their web browsers. A link was included in the ads for people to click through to the Manchester Water Safety Partnership (MSP) website
- We have responsibility for the news stories that appear on the MWSP website
- Shared social media about water safety from Greater Manchester Fire and Rescue Service

Outcomes

- Fonemedia advert seen by 39,642 people
- 875 clicked through from the ad to the MWSP website
- Website had 2,027 visitors, up 24% on November. 75% of those came directly (not using search engines)



Homelessness / Real Change

What we did

- Social Media
- City Centre digital screens
- E-bulletin



Outcomes

- Our Real Change MCR support has had a significant impact. In November, the fund only raised £240 once we were promoting again (digital screens have been in use across and around the city centre). **This jumped to £3,100 in December**

State of the City Report

What we did

- Studio designed the annual State of the City Report, bringing the data to life and making it easier to understand
- The final designed pdf was created to be fully accessible and inclusive
- Social media messaging - First message was sent on 9 December 2021. Last message will be sent on 2 February 2022

Outcomes

- 20 messages across Facebook, Twitter and LinkedIn
- 1.7 million reached
- 509 total clicks
- 107.1k impressions
- 225 total likes
- 45 comments
- 92 shares

Levenshulme and Burnage consultation scheme

What we did

The consultation is ongoing until 30 January 2022. A multi-channel campaign was targeted at the Levenshulme and Burnage areas, which included:

- Manchester City Council(MCC) website
- Social messages across Facebook (both organic and targeted), and Twitter (main MCC account and local area accounts)
- Fonemedia digital targeted advertising
- Press releases
- Manchester Evening News 'Your Area' ads
- Posters and printed plans in local area venues
- Targeted mailing (in multiple languages)
- Local FM radio ads in English, Cantonese, Farsi, Urdu and Punjabi
- InStream (Bauer's digital audio advertising platform), with ads on Hits Radio website and digital radio ads



Outcomes

As this consultation is still live (there have been **667 consultation responses** as of 25 January 2022), these stats are 'To Date'. The social media outcomes were every encouraging:

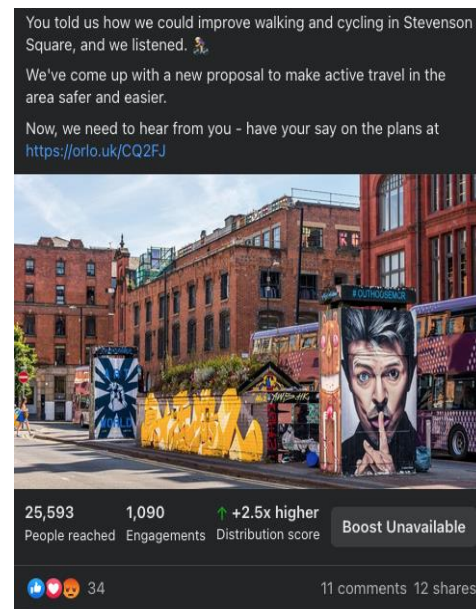
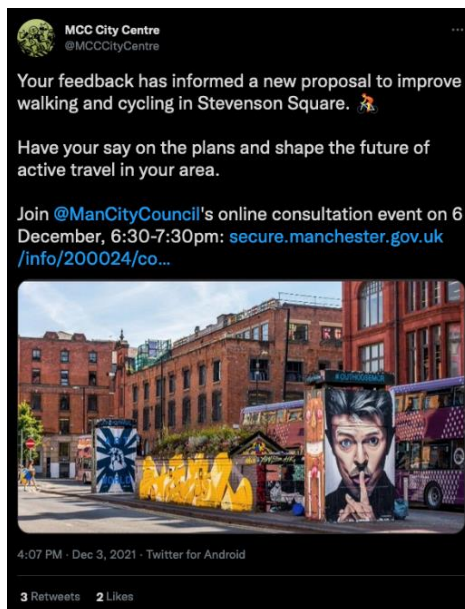
- Twitter
 - 21,058 impressions
 - 34 retweets
 - 58 likes
 - 182 link clicks
- Facebook
 - 81,284 reach
 - 42 shares
 - 162 likes
 - 1,011 link clicks
- Fonemedia
 - 1,411,000 impressions
 - 8,466 clicks
 - 0.60% click through rate (national average is 0.15%)

Northern Quarter Area 2 Stevenson Square consultation

What we did

An online consultation was conducted around the proposed changes to Stevenson Square (the consultation closed on 21 December 2021). The consultation was advertised through:

- MCC website
- Press release
- Printed booklet for residents of the Northern Quarter
- Targeted social campaign across Facebook and Twitter



Examples of MCC social media posts encouraging Stevenson Square users to have their say

Outcomes

Once this consultation closed, there had been **490 consultation responses**, as well as our social media outcomes:

- Twitter
 - 29,242 impressions from the main MCC account
 - 18 retweets
 - 40 likes
 - 243 link clicks
- Facebook
 - 50,416 reach
 - 14 shares
 - 67 likes
 - 526 link clicks

Our Town Hall

What we did

- 12 days of Christmas social media content with various Town Hall artefacts displayed



Outcomes

- 88,975 impressions
- 1,419 likes
- 65 shares / retweets
- 66 link clicks

Northwards Housing Operations

What we did

- Tenant Recruitment Campaign
 - We soft-launched our Housing Advisory Committee recruitment campaign. We wanted to attract residents living in MCC properties to volunteer as part of the committee and have a greater influence on how their housing service is run
 - The target number of registrations based on previous campaigns is 75. The campaign will launch more widely in January but got off to a good start with an initial e-bulletin resulting in **20 tenants registering their interest in a little over 24 hours**, which is encouraging
 - Work in December focused on producing copy and materials for the launch, including video, letters, social media posts, email, texts and web content



Interview with Sara Orme, our Customer Service Centre manager, who – as a Manchester social housing tenant volunteers for her own landlord’s committee – was able to offer a unique perspective on the opportunity

- Safeguarding
 - We launched 'Trust Your Instinct', our annual internal safeguarding campaign, reinforcing the training our resident-facing staff receive. As well as posters reminding staff of the key message to trust their instincts and raise referrals when they feel that something's amiss, we also highlighted the excellent work of the team who act upon those reports
 - Our Tenancy Support Team have some great case studies that demonstrate the enormous impact referrals can make in getting vulnerable residents the help they need. We filmed the team, as well as some of our colleagues who've made referrals, to capture some of those stories, and ran them as part of our weekly bulletins to all housing staff.



Steve Bone, Northwards Support & Wellbeing Officer, explains how a surveyor's referral helped a child to escape an abusive home.

- Christmas Foodbank Collection
 - Alex Connolly, one of our neighbourhood housing officers, co-ordinated a donation drive to collect Christmas goodies for two local foodbanks (Humans MCR and The Chatterbox Project). We supported her efforts through our internal bulletins and staff were very generous. Our estate caretaking team transported the food over and we got a lovely response on Facebook for everyone's generosity

 **Northwards Housing** 23 Dec 2021 · 🌐

We've been collecting goodies for two local foodbanks - [Humans MCR](#) and [The Chatterbox Project, Blackley](#). 📺 ... See more



 **Humans MCR** 20 Dec 2021 · 🌐

The kind and generous team [Northwards Housing](#) have just dropped this off 📺 ... See more



Outcomes

- Northwards Website
 - 6,702 page views
 - 13,063 sessions
- Web Portal
 - 4,875 registered users
 - 40,805 page views
 - 12,033 sessions
 - 4,181 rent payments by 1,682 tenancies
- December capped off a quarter that, in total, saw significant rises in some of our online interactions:
 - Rent payments increased by 18% and the **number of tenancies making payments increased by 6%**
 - The number of online repair requests increased by 16% to our second-highest ever total (2,291)
 - The total of all other customer service interactions we received hit **2,489 - the second highest number we've ever had**
- Facebook
 - 2,762 likes
 - 8,401 reach
 - 40 shares
 - 200 likes and reactions
 - 46 comments
- Twitter
 - 6,078 followers
 - 8,200 impressions (266 per day)
 - 241 engagements

Media highlights this month

- The News and Media Team handled more than 100 reactive media enquiries in December
- The team also distributed 30 proactive press releases aligned to the Council's priorities and generated over 300 pieces of coverage about or mentioning the Council

Proactive media

- New Leader, Councillor Bev Craig – We marked the passing of the mantle from Sir Richard Leese to Cllr Bev Craig as new Leader of the Council. The team set up a range of interviews with Cllr Craig to 'land' her as new Leader, including the Manchester Evening News, Guardian, Place North West, Hits Radio, Capital FM, Radio Manchester, Granada and BBC Politics North
- Covid-19 continues – The pandemic continues to be a major area of work for the News and Media Team. In December, a number of proactive media opportunities were managed to drive vaccine take up, including:
 - Booster Programme (plus waiting times)
 - Free cabs to vaccine clinics in communities
 - One year on from first Covid vaccinations, a celebratory piece thanking people for doing their part to manage the spread of the virus
 - Walk-in centres open for over 40s
- Zero Carbon Social Housing – Media work to highlight and celebrate the UK's first Zero Carbon Social Housing completion in partnership with One Manchester. The properties in east Manchester were part of a wider low carbon development in Beswick. Coverage included the Manchester Evening News, BBC Radio Manchester, Place North West and Insider Media amongst others. Video content generated by the team was watched more than 16,000 times

- See Myself in Books – Finally, a lovely piece of work to highlight a project that increases the number of books that include black, Asian and minority ethnic people so that young people of different backgrounds see themselves in literature. The story gained coverage on BBC online, Manchester TV and BBC North West tonight

Reactive media

The proactive pieces – particularly Covid-19 – garnered a host of reactive enquiries for the team to manage. However, we have been highlighted some as particularly time consuming and visible reactive stories:

- Save the Hough End Fields campaign
- Levenshulme and Burnage Active Travel Neighbourhood

Both issues are long-running campaigns with strong-willed groups for and against the two projects. The team has been managing the on-going complaints about the programmes of work, providing clear timelines of where the projects are up to, with robust rationales of why the projects are important. However, in December, both were still subject to ongoing consultations and the responses to the stories reflected the fact that final proposals for the project were yet to be agreed

Christmas Heroes in Social Care – The team worked closely with the BBC to celebrate social care workers that were working through the Christmas period to support residents in care homes or at homes. Despite numerous false starts to get this story off the ground and ensure Manchester was prominent (while also finding a suitable and willing homecare worker), the piece was positive and acted as a real celebration of the work done by Council commissioned staff.

Social Media highlights this month



Manchester City Council

31,446 followers

1mo •

Congratulations to Councillor Bev Craig who has been formally named the new Leader of Manchester City Council today.

Find out more: <https://orlo.uk/MMgSP>



Manchester City Council

Published by Orlo • 19 December 2021 •

Testing is changing.

If you've been told that you've been in close contact with someone who's tested positive for Covid-19, here's what you should do.

For more information visit <https://orlo.uk/5NYFb>

*Currently, there is a high demand for LFD kits. So please use any kits you have before ordering or collecting more.

The graphic is divided into four quadrants, each with an NHS Test and Trace logo in the top right corner. The quadrants provide guidance based on different contact and vaccination scenarios:

- Top Left:** "Daily testing for Covid-19 contacts". Title: "Found out you've been in **contact with someone who has Covid-19?**". Text: "The advice on **what to do next** has changed...". Illustration shows two people with a speech bubble containing a question mark.
- Top Right:** Title: "If you're **double vaccinated**". Text: "You should now **take a rapid lateral flow test each day for 7 days.**". Illustration shows a calendar with checkmarks and a test kit.
- Bottom Left:** Title: "If you've **had one vaccination or none**". Text: "You must **self-isolate for 10 days.**". Illustration shows a person in a house with a red circle and '10 days' text above them.
- Bottom Right:** Title: "Cases of Covid-19 **are rising**". Text: "The quickest way to get your rapid lateral flow tests is to pick them up from a **local pharmacy or collection point.** For more information on testing go to: **nhs.uk/get-tested**". Illustration shows a pharmacy building and a laptop displaying a map.



Manchester City Council

31,446 followers

1mo •

One of the aims for Our Town Hall is to make it more accessible and in a Grade 1 listed building careful consideration for design is required.

In these photos the team are checking progress in the main entrance and where an unoriginal staircase has been removed to allow a new lift shaft.



Manchester City Council

@ManCityCouncil

Support is available for homeless people in Manchester this Christmas.

Find out where to help a homeless person to access medical help, food, shelter, support and more:

orlo.uk/VIOTV



Support is available during
the Christmas period

10:02 AM · Dec 23, 2021 · Orlo



Manchester City Council

Published by Orlo · 21 December 2021 ·

Christmas is nearly here and it's the first day of winter as it's the Winter Solstice, the shortest day and the longest night of the year.

Meaning brighter and longer days are coming - more daylight every day than the day before.

#WinterSolstice #McrChristmas #Manchester



Manchester City Council

@ManCityCouncil

We're celebrating the completion of the UK's first net zero carbon social homes in Beswick, built in partnership with @OneMcr

This means cheaper bills for residents and shows how we can limit carbon while creating new social housing.

Find out more: orlo.uk/OPLxJ



Social Media – Engagement Analytics



Facebook – 1,290 inbound messages, 314 conversations, 95,762 followers (up 66)



LinkedIn – 40 inbound messages, 10 conversations, 31,123 followers (up 375)



Manchester City Council – 206 assigned messages, 3,330 messages actioned



Instagram – 250 inbound messages, 219 conversations, 18,465 followers (up 185)



Twitter – 2,744 inbound messages, 1,553 conversations, 194,974 followers (up 810)

Digital Media – E-bulletin

What we covered

- Cancellation of New Year's Eve firework display
- Covid Boosters – How to get yours
- Levenshulme and Burnage Active Travel Neighbourhood (ATN) consultation now live



E-bulletin stats

- Sent to 26,188 recipients (down eight subscribers since November)
- 43% open rate (-5% since November)

Outcomes

- Most clicked link: [Levenshulme and Burnage ATN consultation goes live](#)
- Total unique clicks – 201
- Total number of clicks – 254

Digital Communications – Web

Read our [full monthly activity report](#) for December

Activity

- Household support fund form – The government announced a new winter payment scheme for residents. We built the pages with the details for residents as well as put together an application form for the discretionary elements of this scheme
- Community events and funding application – The service requested we added the guidance and application as downloads. We advised that these documents were inaccessible and built the SmartSurvey application and HTML pages, detailing the guidance and application details for the service
- Heaton Park volunteering content – The team at Heaton Park sent through amends to their volunteering content as well as an updated application for volunteers. There were two downloadable applications for individual and corporate volunteers, which we combined to create one accessible web form for all types of volunteer applicants

December in numbers

- Page views – 1,115,712
- Transactions – 23,337
- Cost – £3,967.29
- Potential savings – £434k
- Business as usual tasks completed – 6,648

Most popular pages

1. COVID-19 restrictions
2. Bin collection dates
3. COVID-19 landing page
4. Council Tax landing page
5. Pay your Council Tax
6. My Account
7. Heaton Park
8. Bins, rubbish and recycling

Intranet

- Engagement events:
 - Follow up to feedback received. We know a large percentage of users are struggling to log onto the site (offline and Northwards users), mainly due to the Google authenticator. They cannot use two windows / browsers on their phone at the same time or their device is not compatible (operating system not up to date enough to use Google authenticator)
 - We are also looking into 'Magic links via SMS and email' which will send the user a link (valid for 10 mins). User selects the link, and they are taken into the intranet. Users do not need to remember a username or password, nor do they have to go through the Google authenticator. ICT Security Team have approved this process, so we need to test and see if this is a viable solution for users
- Telephone numbers including mobile numbers need updating or adding into user profiles. We are looking at an automated process as users simply won't update SAP. Mobile numbers link into the above point around 'Magic link SMS' and broadcasts below
- Broadcasts from the site – New groups being set up, such as Managers (has 1372 users). Internal Comms can use this group to target manager communications direct from the Intranet
- All news and updates are now being added to the site. The new engagement hub will be launched soon, which will support users to find news and events they require, all in one place
- Directorate communications – All areas set up and are being actively used and updated on a regular basis except Adults and Children's Directorates. We are waiting on the directorate leads to work with us

Internal Communications

Chief Executive (CEX) all staff communications – Reach over 6,000 staff

- Introducing new leader Councillor Bev Craig to the workforce
- Elections – Opportunities for staff to be part of it
- Peer Review – Regarded as **“first-class council”**, where the workforce is **“passionate about improving outcomes for Manchester’s people and rightly proud to work for Manchester City Council”**
- Omicron variant response – Joint announcement with Director of Public Health
- Introduction of Plan B measures and what that means for our workforce
- COVID-19 local updates and call out for vaccination volunteers
- Dedicated call-out to be a COVID-19 volunteer



Covid volunteers

Offline staff newsletter – Sent to homes of 815 members of staff

- InTouch designed to inform and update staff without access to online broadcasts – includes CEX message, priorities and opportunities

Manager communications – Reach over 1,200 managers

- Team Talk – Two broadcasts developed in partnership with the Health & Safety Team and HR to focus on COVID and workforce updates / actions



The Forum weekly all staff comms – Reach over 6,000 staff

- Main themes
 - Covid-19
 - Equality and diversity
 - Opportunities
 - Intranet 1-year birthday activities
 - HR updates – policies (staff travel and health and wellbeing / priorities including State of the City)

Future Shape of the Council / Our Ways of Working

- RBdXP core team roles advertised, Comms to support recruitment plus intranet content – 382 visits in the first 48 hours
- End User Device – ongoing promotion of digital transformation and onsite support of new technology (docking stations)



Campaigns

- End of year / Christmas
 - Special edition Staff Spotlight – 26% open rate and 18% click rate
 - Video message from Chief Executive – Video watched 262 times in the first month (most clicked link in the broadcast with 602 clicks)
 - Christmas Jumper Day – 21 staff responded to call to send in Christmas jumper / festive pictures
 - End of year showreel: Our 2021 journey – video watched 356 times in first month



The Chief Executive, Joanne Roney's end of year message and 'Our 2021 Journey'

Ashley Marks shares how he celebrated Hanukkah 2021

Hanukkah 2021 began on Sunday 28 November, and last week we reached out to find out how those celebrating Hanukkah would be marking the Festival of Lights this year. Ashley Marks, a Principal Lawyer in the Civil Recovery Section, got in touch to share how he, his wife Jeni and their son Shimon would be celebrating Hanukkah, and what this time of year means to him. [Email your celebration stories to us.](#)

[Read Ashley's story on the intranet.](#)



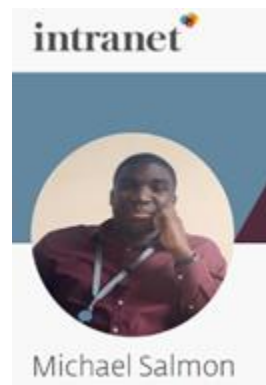
Awards for Excellence

- New design concept and campaign assets for multiple platforms. Nominations opened 15 December 2021
- 300 nominations received to date. The most engaged content on the intranet carousel



Race Review

- 'Let's talk about race' training programme. Chief Executive's script and filming booked for January 2022.
- Planned launch of recruitment pool app with HR (for the new year)
- Preparation for LeadHERship training programme ceremony (22 women signed up for women of colour 6-month programme)
- Talent Diversity intranet content designed to raise awareness and engagement.



**Talent & Diversity Lead,
Michael Salmon**

Looking ahead to January 2022

External Communications

- Covid Plan A and how we capture that in the 'Manchester Message', so that we do not lose momentum in vaccinations, testing and safety behaviours
- One million vaccines given in Manchester
- Omicron Business Support Schemes
- Our Year
- Budget 2022-23 Consultation
- BINFO sign ups
- State of the City Report
- Levenshulme and Burnage Active Travel Scheme closes 30 January 2022
- Ancoats and Beswick Cycle Scheme
- Electric Cargo Bikes coming to Manchester

Internal Communications

- Covid-19 Plan B and workforce updates / impacts
- Begin communications planning around Workforce Equality Strategy, Our Manchester 5th behaviour and Our Ways of Working
- Recruitment of Internal Communications Officer to go live and 2022 IC plan and priorities review
- Refresh corporate broadcasts, develop intranet engagement content and progress channel audit