



Bognor Regis Town Council



DIGITAL COMMUNICATIONS..
OUR WAY



Councillor Sandra Daniells

Introduction



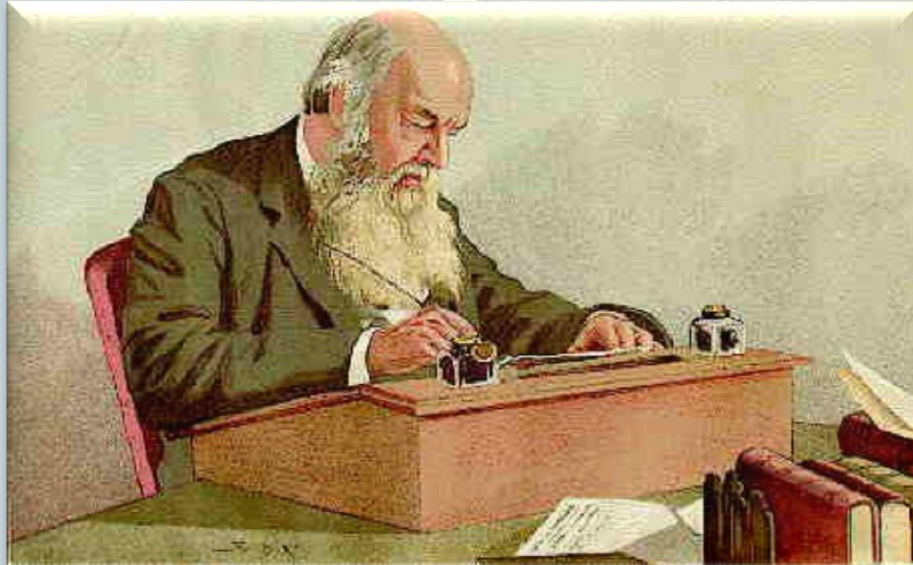
- Bognor Regis Town Council is a small seaside town with a population of around 25,000 people
- We face many challenges including low paid employment, poverty, and outward immigration, as well as apathy from residents
- As a Town Council we wanted to work with the residents and really engage them in our decision making process, and communicate more effectively

Where did it all begin?

- Prior to 2004 the Council had no website and the first attempt was launched in 2005
- The website was difficult to manage and update with an uninspiring appearance, and did not get many hits
- By 2013 it was clear a new website was needed, together with new ways of looking at using technology to communicate with residents, visitors and businesses



Challenges



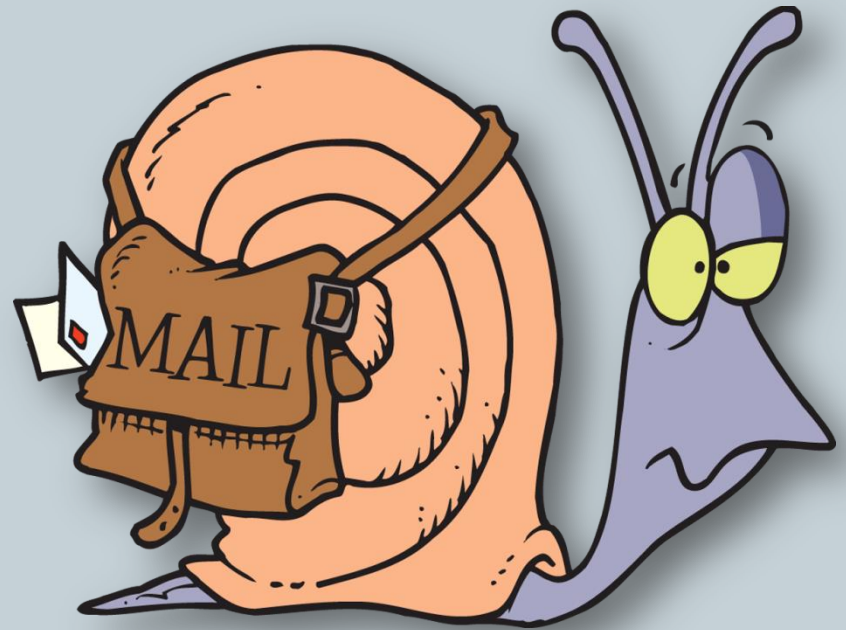
16 Councillors, some very resistant to change and not very IT literate!
Some more willing and able than others.....

Benefits of Digital Communications

- Mail shots were costing the Council £1350 per drop
- We needed to make savings, and it was not an effective method in all cases



• Snail Mail...



All Systems Go!



- In 2013 the Council really woke up to technology
- The new website was implemented which served a dual purpose
 - 1. Corporate and legal obligations
 - 2. Fun Stuff! Events- Tourist information
- www.bognorregis.gov.uk

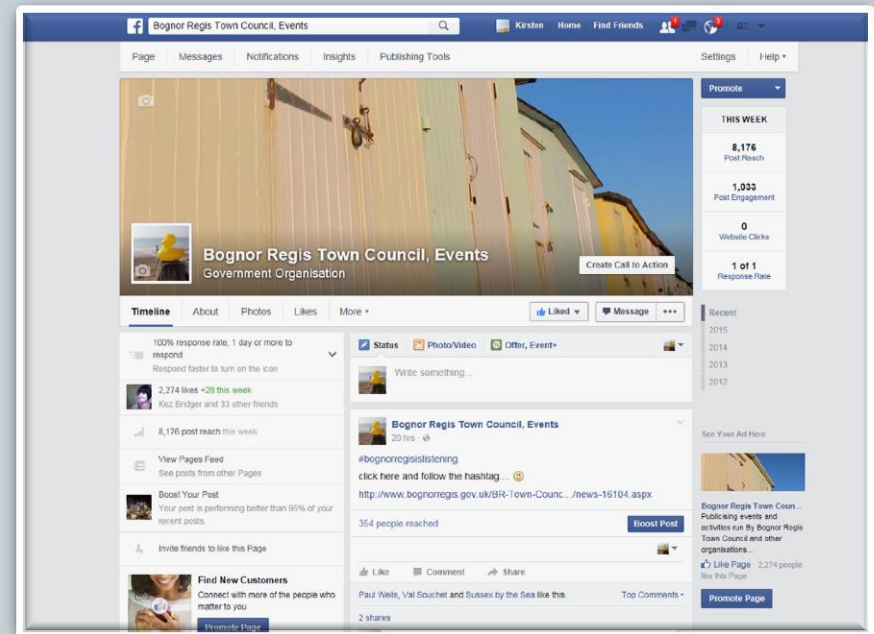
Facebook



- The new website was a great success, and we went on to create a presence on social media starting with Facebook
- We started off with a Group to promote our Neighbourhood Plan, which soon gathered momentum
- Next we created a page for our Council owned Cinema, The Picturedrome and we are setting up an official Town Council page separate from our Events page

Events!

- We realised the power of Facebook, and set up a dedicated Events Page
- <https://www.facebook.com/BognorRegisTCEvents>
- Which now has nearly 3000 'likes' and is growing rapidly



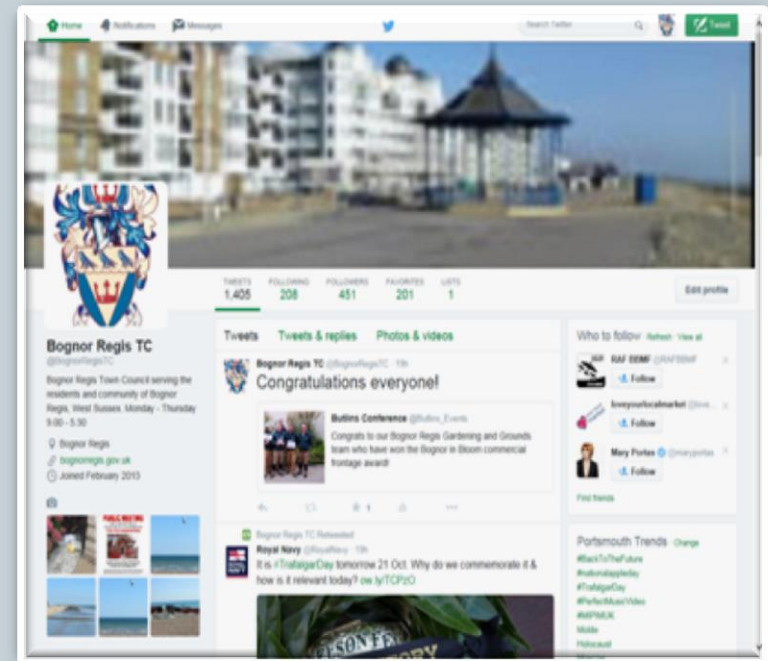
It's a Jungle Out There!

- Our largest reach for one Facebook Post was our Jungle Book Day
- The Post about this Event achieved 17,000 views alone!
- On the day, between 9 and 10,000 people attended the Event
- A similar event 4 years ago, pre Facebook, drew in around 3000 people



Twitter

- To Tweet or Not to Tweet?
- We decided to give it a go!
- Our 'Official' Town Council twitter feed now has around 600 followers



Follow The Ducks!

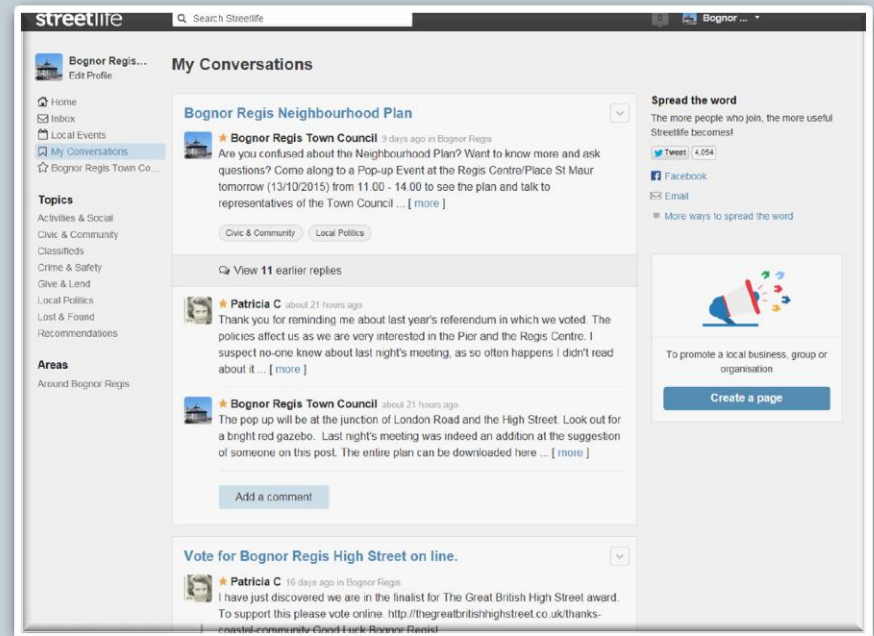
- As a seaside town we wanted to promote and publicise local events and activities and attract more people to the area
- The Ducks have become a very popular and recognised icon for the town and it's events, and have a following of almost 2000 people



Streetlife



- We were aware that many of our older residents were reluctant to use Facebook or Twitter
- We therefore joined Streetlife, to be able to target a different audience, and a different demographic
- Streetlife for our area reaches around 1600 people, and is growing rapidly



Free Wifi!



- As a Council many of us were keen to explore the possibility of offering Free Wifi in the town centre
- This hit a few problems and a solution was found by the Council sponsoring a local IT company to run the service, which links directly to our main website and enables shoppers and visitors to easily access our website when visiting the town



Keep Taking the Tablets!



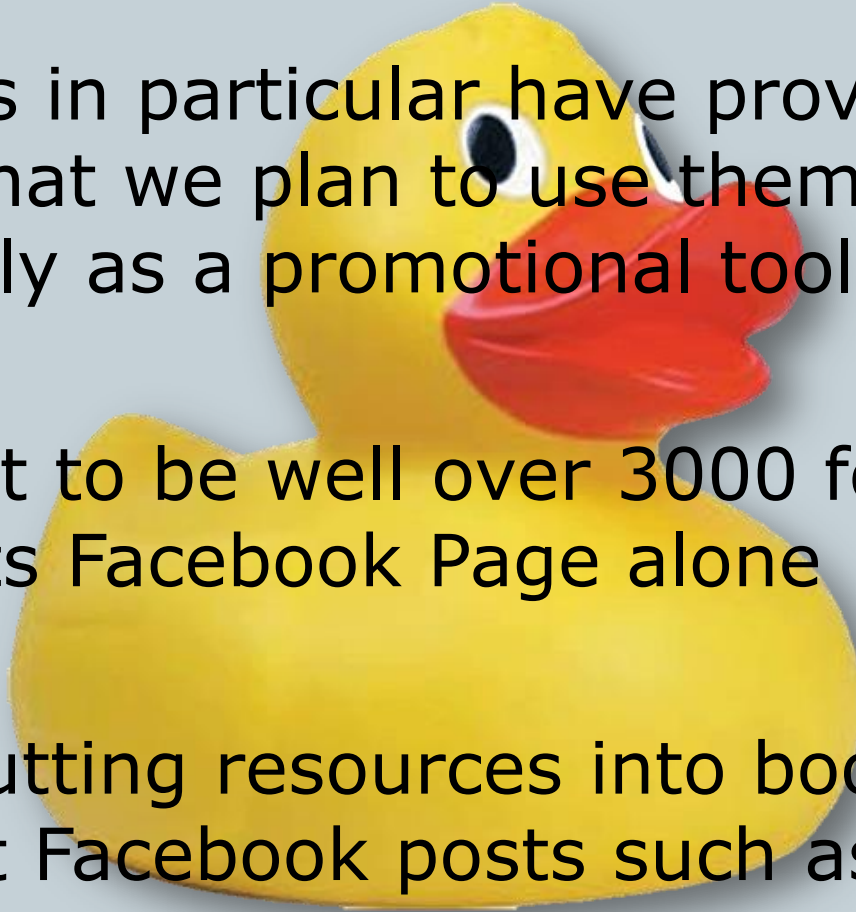
- From May 2015, all 16 Councillors have been issued with a Tablet - some with more enthusiasm than others!
- Now all of our agendas, reports and minutes are uploaded reducing the amount of paper and postage significantly
- Tablets ensure all data such as Council emails, and confidential reports are safely and securely transmitted, so that we are now fully compliant



Where will the ducks lead us next?



- The ducks in particular have proved so popular that we plan to use them more extensively as a promotional tool
- We expect to be well over 3000 followers on our Events Facebook Page alone
- We are putting resources into boosting important Facebook posts such as Events or Referendums



London Calling!



We have commissioned a London Taxi, which is fully 'wrapped' and branded with a Duck Theme to promote our website, Facebook and Twitter Feed. This is with the aim of promoting the town and conveying information by engaging and attracting the public in an amusing and imaginative way

THE BIG YELLOW DUXI



That's All Folks!



- Just remember; be like a duck- remain cool and calm on the surface - while paddling like crazy under the surface!



- Thanks for listening