

## AGENDA ITEM 5c.



<b>Committee:</b>	Strategic Growth Partnership
<b>Date:</b>	22 <sup>nd</sup> February 2018
<b>Agenda Item:</b>	5c. Strategic Growth Plan – Marketing campaign
<b>Officer presenting:</b>	Business Support and Change Manager

### **1 Purpose of this report/recommendations**

- 1.1 The purpose of this report is to brief members of the Strategic Growth Partnership on the progress of the Community Plan's Marketing Campaign.
- 1.2 It is recommended that members note the progress and recommendations within the report.

### **2 Background**

- 2.1 Section 10 of the Local Government Act (Northern Ireland) 2014 places a duty on Local Authorities to initiate, facilitate and maintain community planning in their area and on partners to fully engage with the process. The Act also places a duty on statutory organisations to have regard to the Community Plan in the delivery of their functions and contribute to its monitoring.
- 2.2 In accordance with this new legislative duty and framework, Derry City and Strabane District Council commenced a significant 24 month engagement and co-design process to develop a draft Strategic Growth Plan for the City and District to lead the social, economic and environmental transformation of this city and region up to 2032. Following a 16 week public consultation the final Derry City and Strabane District Inclusive Strategic Growth Plan was approved by the Partnership on 19<sup>th</sup> November 2017.

### **Key Issues**

- 3.1 In line with Strategic Growth Partnership's commitment to communicate the Plan widely and to make information available about the Strategic Growth Plan/Community Plan, a detailed Marketing Campaign was planned and

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delivered. This campaign was discussed and approved at the last Strategic Growth Partnership Meeting held on the 19.10.2017.

3.2 The Marketing Campaign was designed to broadly raise awareness of the plan - using a variety of channels to ensure that all market segments were targeted.

3.3 The Marketing Campaign was initiated on 8<sup>th</sup> November 2017 and 15<sup>th</sup> January 2018. It targeted areas in the District including the city and all rural areas such as Castlederg, Strabane and Newbuildings and used a variety of channels including outdoor, cinema, buses and digital methods including social media, Google and the new [www.growderrystrabane.com](http://www.growderrystrabane.com) website

3.4 A report on the progress of this marketing activity is attached at appendix one. The Marketing evaluation found:

- The new [www.growderrystrabane.com](http://www.growderrystrabane.com) website received 8,231 page views
- The Google campaign generated over 700,000 page impressions and 1,893 click-throughs to the website
- Facebook and LinkedIn were especially successful, with the ability to target specific demographics and measure effectiveness

## **4. Recommendations**

**4.1** Subject to Partnership's views, it is recommended that the Partnership note the attached media evaluation and recommendations as follows:

- Statutory and Support Partners to share and adopt marketing collateral
- Encourage adoption of the "making it happen" brand by Statutory Partners to reinforce delivery of the plan
- Continue to develop the website as a communication portal for the work of Strategic, Local and Outcome Delivery Partnerships.