Turley Strategic Communications
Digital Strategy

> ## " Our digital approach is about people, not platforms. It improves engagement, inclusivity and support for our clients' projects. "

If you are watching, reading or writing something, more likely than not, you are doing it on a device. In August 2019, the Office for National Statistics reported that 93% of UK households now have internet access with 87% of British adults using the internet every single day; and for the first time, even before the COVID-19 restrictions confined us all to our homes, more than half of over 65s were shopping online. However, when it comes to promoting and consulting on development and regeneration projects, many organisations are still more likely to turn to a parish hall than a smartphone.

If we need a question answered, a debate resolved, or want to find out about something new that's happening in our local area, the overwhelming majority of us will use a digital channel before any other. It should be no different for consultation. Even the simplest website can host the same information as a consultation event and more. Video, live chats and webinars allow us to see and interact with plans and people, from the comfort and safety of our homes, at a time that best suits us.

By combining remote, tried-and-tested consultation activities (such as leaflets, letters and phone calls) with digital tools, it is possible to deliver a highly accessible and robust consultation process - maintaining engagement with offline communities, whilst also leveraging reach online.

The virtual world is no longer an expensive extra. It is an essential and cost effective means of engagement.

Multipage website

Our consultation websites host accessible project information, in plain English, and act as a hub for engaging content including video and animations, Computer Generated Images (CGIs), plans and layouts, and, where necessary, downloadable exhibition boards. Proposals are converted into web-friendly content that is accessible, user-friendly and appealing.

A public consultation website, properly promoted, significantly widens "reach" to a higher proportion of the public than those who would ordinarily attend a public event [experience to date suggests a 10-15 fold increase in engagement beyond a standalone event].

Live chat function

To increase interactivity on our consultation website, clients have the option to add a live chat function to the site. This add-on feature provides visitors with the ability to ask the project team questions and receive live responses. The live chat function is operated by us and is made available to the public for set periods of the day.

Digital project drop-in

We use Zoom Professional as a webinar platform to digitally replicate the direct interaction between the project team and the public. This is helpful when trying to engage with an audience that may be geographically dispersed, where there is an overriding need to widen participation online, or where restrictions are in place. These webinars can take place by either by private or public appointment allowing [up to c.100] participants to interact with panellists from the project team via text chat, polls, video or audio conferencing. These platforms feature live polls, screen share presentations, and Q&A sessions - allowing us to replicate direct two-way engagement in a moderated environment with the project team that would ordinarily take place at a public event.

Targeted social posts

Our team create and roll out a targeted social media programmes that will promote projects currently undertaking community consultation - driving social media users to take a feedback action either directly, remotely or online. We identify the targeted user profile for each development using social listening and real-world data. We create engaging content for social media advertisements across Facebook, Twitter, LinkedIn and Instagram and manage campaigns to target a pre-determined audience criteria. Our team tracks all social media data and incorporate this when compiling Statements of Community Engagement / Pre-application Community Consultation Reports.

Remote feedback channels

To assist participation from those that may not have access to, or may struggle to use, online resources we recommend the use of alternative forms of feedback. Targeted distribution of leaflets and newsletters, with freepost surveys, remains one of the simplest means of ensuring local awareness of proposals. Likewise we maintain a project consultation hotline/answerphone – a dedicated telephone number where the public can leave a message or comment. We provide specific project email addresses for each consultation, providing the public with another means to contact the team at a time that suits them. We also offer a printed material request form, to ensure that those without access to the internet, or unable to attend a public event can receive all relevant project information and materials to help inform them about the project.

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Digital & remote consultation offer - comparison

Tools		Basic	Advanced	Premium
Value added		Informative only	Open consultation	Open and targeted consultation
Website dynamic USI	Multipage website	●	●	●
	- Homepage	●	●	●
	- Proposals	●	●	●
	- FAQs	●	●	●
	- Embedded survey		●	●
	- Latest news		●	●
	Project email	●	●	●
	Social share buttons	●	●	●
	Live chat (9-5)		●	●
	Live chat (OOO)		●	●
	Digital exhibition			●
	Integrated consultation platform			●
Video & animation	30 second clip (for social media)			●
	2-3 minute trailer			●
Digital project drop-in sessions	Public Zoom webinar (3 x 1 hr sessions)		●	●
	- Transcribed webinar			●
	Private stakeholder Zoom sessions (45mins)		●	●
	- Up to 5 x 45 mins additional		●	
	- Up to 10 x 45 mins additional			●
	Managed social posts		●	●
Online promotion	Targeted social posts (ad supported)			●
	Additional web adverts			●
Remote				
Contacts	Consultation hotline	●	●	●
	- Client managed	●		
	- Turley managed		●	●
	Freepost address	●	●	●
Postal promotion	Targeted mail-drops	●	●	●
	- Free post survey		●	●
Public requests	Print & post project materials	●	●	●
	- Free post return	●	●	●
Newspaper	Placed ad	●	●	●
	- Local	●	●	●
	- Regional		●	●
	- National			●
Reporting				
SCE/PACCR	Authored report	●	●	●
	- Webinar summary		●	●
	- GIS response mapping			●
	- Report hosted online		●	●
	- Summary social posts			●
Potential users		Scale house builders	Urban & commercial developers	Public authorities
			Architects	Institutional developers
				LPAs
				Project managers

Third party disbursements costed separately