



# Digital Strategy Awards

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## Seven award categories

1

**Creative Use of Citizen Engagement**

2

**Enhanced Public Awareness**

3

**Communicator of the Year (Individual)**

4

**Environmental Stewardship**

5

**Modern Government Leadership (Individual)**

6

**Transformed Access to Services**

7

**Digital Achievement (Capstone Award)**

# Shortlist

## Creative Use of Citizen Engagement Award



- **Exeter City Council** – Keeping a city informed and “moving” in response to the Royal Clarence Hotel fire
- **The Improvement Service** – Data Hub (An innovative data matching/cleansing service helping to equip one million citizens with a concessionary travel card)
- **South Staffordshire Council** – Good Life Deals (A platform helping residents and businesses save money and shop locally)

# Winner

## Creative Use of Citizen Engagement Award

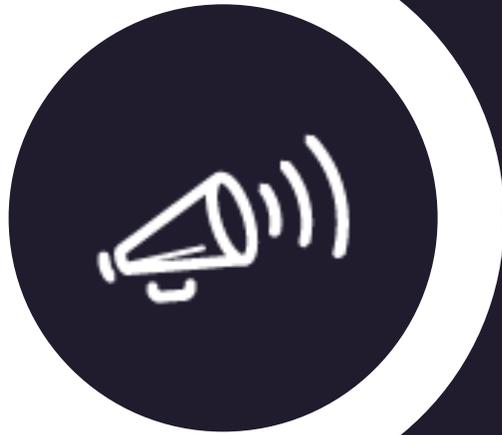


# Exeter City Council

A swift and coordinated comms response to the Royal Clarence Hotel Fire helped to warn, inform and reassure citizens, keep services and businesses running and facilitate fundraising. Special focus on creative use of social media.

# Shortlist

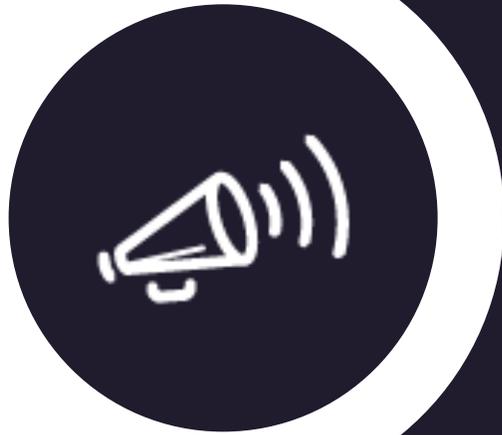
## Enhanced Public Awareness Award



- **Birmingham City Council**
  - Engaging citizens in the 2017 Budget Consultation
- **Central Bedfordshire Council**
  - Increasing citizen participation in the Draft Local Plan Consultation
- **Healthwatch England**
  - #ItStartsWithYou campaign

# Winner

# Enhanced Public Awareness Award



## Central Bedfordshire Council

Multichannel comms campaign with a focus on digital (including video and social content) to increase awareness and participation in the Local Plan consultation – an outline of how Central Bedfordshire will develop over the next 20 years. Turned jargon-heavy subject matter into engaging content to myth-bust and gather citizen feedback to inform decisions.

# Shortlist



## Communicator of the Year

- **Albert Freeman**  
Corporate Communications & Marketing Officer  
Bradford Council
- **Joanna Goodwin**  
Social Media Lead  
Office for National Statistics
- **Rob McCleary**  
Communications Manager  
Gedling Borough Council

# Winner



## Communicator of the Year

### Rob McCleary

Communications Manager, Gedling Borough Council

Rob is dedicated to ensuring "the customer" is at the heart of everything his team does. He's not afraid to challenge the status quo and has led several outcome-focused projects with tracked impacts. Carefully monitors comms metrics and customer feedback for continual improvement. Creative and quick to identify ways to help generate income, cut costs at the same time as delivering an improved customer experience.

# Shortlist

## Environmental Stewardship Award



- **Aneurin Bevan University Health Board**
  - Going digital for the Annual Report
- **Buckinghamshire County Council**
  - Pioneering a digital waste permit system
- **Kirklees Council**
  - Reducing recycling contamination rates with digital comms

# Winner

## Environmental Stewardship Award

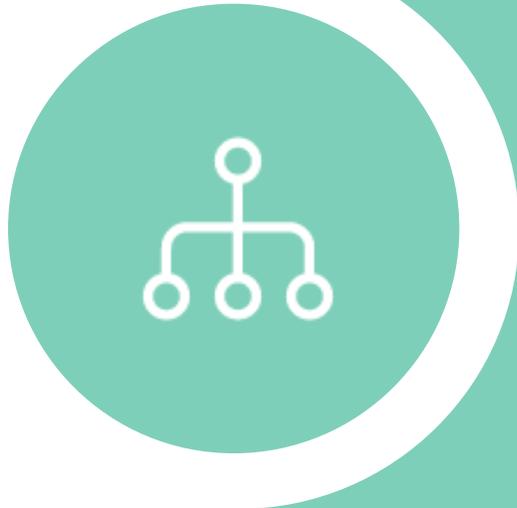


### Kirklees Council

Deployed a targeted email campaign to engage residents on two bin collection rounds where contamination rates were high. The intervention educated residents about what can and can't be recycled, and asked them to acknowledge that they'd read the guidance. Recycling contamination rates on these rounds reduced by 42.2% and 56.3%. The targeted response helped reduce the amount going landfill or incineration, and equipped residents with the knowledge required to behave in "greener" ways.

# Shortlist

## Modern Government Leadership Award



- **Ashley Banks**

Customer Insight and Marketing Analyst  
South Staffordshire Council

- **Joanna Goodwin**

Social Media Lead  
Office for National Statistics

- **Benedikt Kotmel**

Open Data Project Manager  
Czech Republic Ministry of Finance

# Winner

## Modern Government Leadership Award

### Ashley Banks

Customer Insight and Marketing Analyst  
South Staffordshire Council



Focused on supporting change and innovating wherever it makes business sense. Committed to citizen-focused comms. Has recently helped integrate council's email bulletins service with Good Life Deals (software that connects residents to local businesses), helping the public save money and support the local economy. Spearheads audience acquisition efforts, having grown the reach of Good Life Deals by 406%. Creative and leads ideas for channel shift and income generation (using strategic comms) right across the council.

# Shortlist

## Transformed Access to Services Award



- **Buckinghamshire County Council**  
– Pioneering a digital waste permit system
- **Dorset County Council**  
– Helping to keep children safe in the workplace with a digital child work permit system
- **West Midlands Combined Authority**  
– Streamlining administration of the English National Concessionary Scheme with a “Digital First Strategy”

# Winner

## Transformed Access to Services Award

# Buckinghamshire County Council



An innovative digital waste permits system removes the need for 18,000 paper letters, is projected to save the taxpayer £35,000 annually, and significantly improves the customer experience by eliminating permit waiting time, providing the service immediately online. The council has implemented the first QR waste permit of its kind in the country. Designing this service around customers' needs has so far saved 79 working days of phone calls and removed wait times that averaged 54,000 days across the year.

# Shortlist



## Digital Achievement Award (Capstone)

- **Ealing Council**  
– “My Account” online customer portal
- **Hertfordshire County Council**  
– New customer-facing website development project, [hertfordshire.gov.uk](http://hertfordshire.gov.uk)
- **Stockport Council**  
– “Digital by Design” programme

# Winner

## Digital Achievement Award (Capstone)

### Stockport Council



Stockport's Digital by Design programme to help more people access council services online is supported by a campaign incorporating the full marketing mix and a schedule of "DigiKnow" skills-enhancing events. This initiative to get more people to self-serve online (and reduce demand on more costly contact channels) is research-based, citizen-centric and led by identifying different personas and the barriers to participation. Stockport has collaborated with stakeholders and empowered staff to be advocates. Good evaluation of the work so far in terms of resource, time and financial savings and an improved citizen experience.



Thank you for entering  
and congratulations on  
your brilliant projects.

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