Children's centres consultation - communications

March 2021

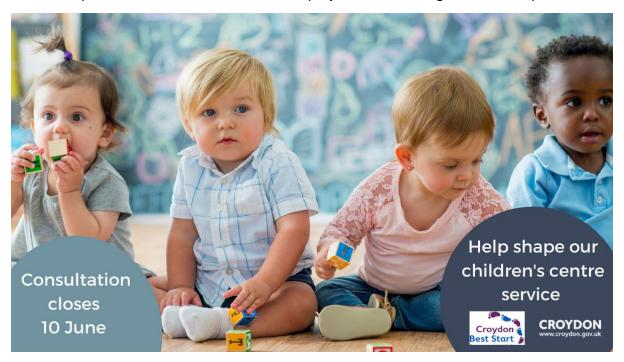
Key messages

Despite the financial challenges the council are facing, services for parents and carers with young children remain a priority and we are committed to providing Best Start services, making sure the right services are in the right places within the budget available.

- To reduce costs to the service we are proposing to change the way we deliver children's centre services in Croydon.
- You can get involved by completing the online survey or call us and we'll send you a copy of the questionnaire.
- For a hard copy of the survey, or a version in other formats or languages, call us on 020 8760 5453.
- Findings from the consultation will inform final proposals going to cabinet for a decision in the summer, changes would come into effect in the autumn.
- We want to hear your views on our proposal for children's centres and ideas for how we can provide services locally.

Branding

Assets to promote the consultation will display the council logo, see example below.



Key dates

Date	Activity
14 May	Consultation opens

13 June	Consultation closes
**20 June	**extended end date

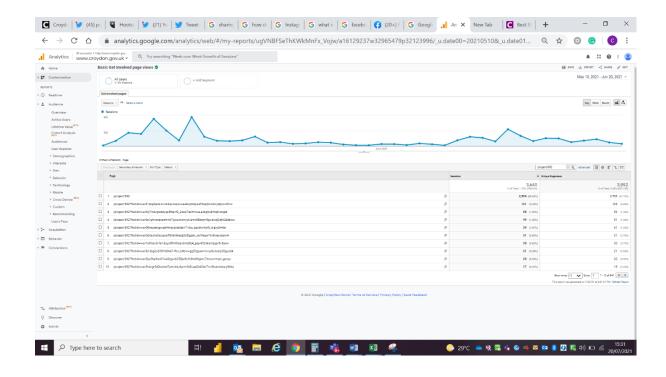
Consultation dates: 11 May - midnight 13 June

Date	Activity	Channel	Audi ence	Lead
14/05/21	Launch consultation details and survey	Getinvolved.croydon.gov.u k Croydon.gov.uk – all children's centre pages from https://new.croydon.gov.uk /children-young-people-and-families/find-support/support-directory/best-start-service-childrens-centres	All	KE
14/05/21	Promote consultation to media	Press release and story on news.croydon,gov.uk	All	KE to confir m
14/05/21	Promotion of consultation, link to more information and survey and details of end date	Social media (corporate and Best Start, Twitter, Facebook, Instagram)	All	KE
From 14/05/21	Poster to promote consultation	Poster in children's centres	Cent re user s	KE/D M
Every Friday till end	Promotion of consultation, link to more information and survey and details of end date	Your Croydon weekly bulletin	All	KE
From 14/05/21	Promotion of consultation, link to more information and survey and details of end date	Schools bulletin	Scho ols	KE
Every Friday till end	Promotion of consultation, link to more information and survey and details of end date	Business newsletter	Busi ness es	KE
TBC	Promotion of consultation, link to more information and	Emails/phone calls to centre stakeholder lists	Kno wn centr e	Servic e

Date	Activity	Channel	Audi ence	Lead
	survey and details of end date		user s	
From 14/05/21	Promotion of consultation, link to more information and survey and details of end date.	Community networks including CVA, BME forum, ARRC (digital and flyers*) business newsletter	Com muni ty netw orks	KE
14/05/21	Promotion of consultation, link to more information and survey and details of end date	Intranet and Our Croydon	Staff	KE/L H
Midpoint review	Targeted promotion aimed at groups identified as not responded to the consultation so far	Email to community groups Social media	All	KE
12/06	Promotion of week-long extension to consultation	Press release Social media Internal comms Email to community groups	All	KE

Evaluation

Get involved interactions - 2396 hits to the consultation project page.



Children's centres consultation 10 May – 20 June 2021 – social media analytics

Facebook

7 posts with an overall average engagement rate of 2.82% which is rated as 'good'*.

*Above 1% **engagement rate** is **good**; 0.5%-0.99% is **average**; and below 0.5% **engagement** likely means that you need to realign your messages to that of your audience's expectations and in the process attract more compelling and engaging messages from your community members

Top post 1714 reach

https://www.facebook.com/ilovecroydon/photos/a.157181471045779/3770035659760324/?type=3



Instagram

10 posts with an overall average engagement rate of 3.34% average engagement rate.

The first option for calculating your Instagram engagement rate is to divide your total number of likes and comments by your follower count, and then multiply by 100 to give you a percentage.

20 June 4209 followers.

(between 1 - 5% is a good rate)

Reach is the total	Impressions are the	Engagements (like,
number of people who	number of times your	comments, interactions
see your content.	content is displayed,	etc)
	no matter if it was	
	clicked or not.	
443	471	13
425	459	6
389	426	14
396	437	12
485	535	10
454	491	13
354	394	9
<mark>552</mark>	<mark>592</mark>	<mark>16</mark>
483	513	12
537	581	36
4518	4899	141

Top post: 552 reach, 592 impressions, 16 interactions

Twitter

11 tweets with an overall 1.22% average engagement rate which is rated as 'great'*.

Top tweet 2805 impressions https://twitter.com/yourcroydon/status/1400003032100786179

^{*}Engagement rates tend to be lower for Twitter than for Facebook. Most would consider **0.5%** to be a good engagement rate for Twitter, with anything above 1% great.



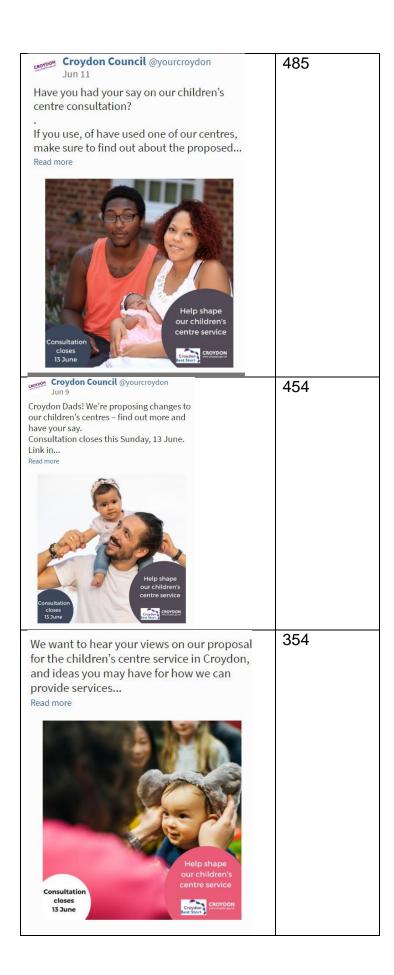
Our children's centre consultation closes 13 June. If we've sent you a copy of the survey, please be sure to send it back to us ahead of the close date. getinvolved.croydon.gov.uk/project/692



9:15 AM · Jun 2, 2021 · Hootsuite Inc.

Tweet	Reach
Croydon Council @yourcroydon Jun 20	443
ast chance to have your say on proposals or our children's centre service. Link to urvey in our bio. Consultation closes at midnight tonight. Croydon	
lead more	
CONSULTATION EXTENDED TO 20 JUNE Help shape our children's centre service Chordon Ch	







We're making changes to our children's centre services; find out more and tell us your ideas for where you'd like to access these valuable...

Read more



552

Are you a parent to a child under 5, or are you expecting a baby?

We want to hear the views of parents and expectant parents about our proposal to...



483

