

# 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	Audience	Lead
14/05/21	Launch consultation details and survey	Getinvolved.croydon.gov.uk Croydon.gov.uk – all children's centre pages from <a href="https://new.croydon.gov.uk/children-young-people-and-families/find-support/support-directory/best-start-service-childrens-centres">https://new.croydon.gov.uk/children-young-people-and-families/find-support/support-directory/best-start-service-childrens-centres</a>	All	KE
14/05/21	Promote consultation to media	Press release and story on news.croydon.gov.uk	All	KE to confirm
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	Centre users	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	Schools	KE
Every Friday till end	Promotion of consultation, link to more information and survey and details of end date	Business newsletter	Businesses	KE
TBC	Promotion of consultation, link to more information and	Emails/phone calls to centre stakeholder lists	Known centre	Service

Date	Activity	Channel	Audience	Lead
	survey and details of end date		users	
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	Community networks	KE
14/05/21	Promotion of consultation, link to more information and survey and details of end date	Intranet and Our Croydon	Staff	KE/LH
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.



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)

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

**Top post: 552 reach, 592 impressions, 16 interactions**

## **Twitter**

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

\*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.

Top tweet 2805 impressions

<https://twitter.com/yourcroydon/status/1400003032100786179>



Your Croydon  
@yourcroydon

...


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](https://getinvolved.croydon.gov.uk/project/692)



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

## Tweet

 **Croydon Council** @yourcroydon  
Jun 20  
Last chance to have your say on proposals for our children's centre service. Link to survey in our bio.  
Consultation closes at midnight tonight.  
#Croydon  
[Read more](#)






## Reach




443



<p><b>Croydon Council</b> @yourcroydon Jun 18</p> <p>Our children's centre consultation closes this Sunday. Make sure you've had your say **link in bio** #Croydon #Childrenscentres #Haveyoursay</p> 	425
<p><b>Croydon Council</b> @yourcroydon Jun 16</p> <p>We've extended the end date of our children's centre consultation so we can hear from more people. Survey now closes this Sunday, 20 June. Link in... <a href="#">Read more</a></p> 	389
<p><b>Croydon Council</b> @yourcroydon Jun 12</p> <p>There's now more time to have your say in our children's centre consultation - we've extended the closing date to 20 June. Find out about the... <a href="#">Read more</a></p> 	396

<p><b>Croydon Council</b> @yourcroydon Jun 11</p> <p>Have you had your say on our children's centre consultation?</p> <p>.</p> <p>If you use, or have used one of our centres, make sure to find out about the proposed...</p> <p><a href="#">Read more</a></p> 	485
<p><b>Croydon Council</b> @yourcroydon Jun 9</p> <p>Croydon Dads! We're proposing changes to our children's centres – find out more and have your say.</p> <p>Consultation closes this Sunday, 13 June.</p> <p><a href="#">Link in...</a></p> <p><a href="#">Read more</a></p> 	454
<p>We want to hear your views on our proposal for the children's centre service in Croydon, and ideas you may have for how we can provide services...</p> <p><a href="#">Read more</a></p> 	354



<p>  <b>Croydon Council</b> @yourcroydon  May 24 </p> <p> 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... </p> <p> <a href="#">Read more</a> </p> 	<p>552</p>
<p> Are you a parent to a child under 5, or are you expecting a baby? </p> <p> We want to hear the views of parents and expectant parents about our proposal to... </p> <p> <a href="#">Read more</a> </p> 	<p>483</p>

<div data-bbox="212 203 256 221" data-label="Page-Header">Croydon Council</div> <div data-bbox="266 210 336 237" data-label="Text">May 14</div> <div data-bbox="207 241 644 329" data-label="Text"> <p>Today we're launching a consultation on the future of our children's centre service in Croydon.</p> </div> <div data-bbox="207 324 646 385" data-label="Text"> <p>We want to hear your views on our proposal and ideas...</p> </div> <div data-bbox="207 385 300 412" data-label="Text"> <p><a href="#">Read more</a></p> </div> <div data-bbox="236 430 617 808" data-label="Image"> <div data-bbox="248 723 347 784" data-label="Text"> <p>Consultation closes 13 June</p> </div> <div data-bbox="507 701 606 759" data-label="Text"> <p>Help shape our children's centre service</p> </div> <div data-bbox="501 770 606 801" data-label="Image"> </div> </div> <tr> <td data-bbox="708 194 914 824"> <div data-bbox="708 194 777 228" data-label="Text">537</div> </td></tr> <tr> <td data-bbox="193 824 914 857"> <div data-bbox="708 824 793 857" data-label="Text">4518</div> </td></tr>	<div data-bbox="708 194 777 228" data-label="Text">537</div>	<div data-bbox="708 824 793 857" data-label="Text">4518</div>
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