



# Good for Essex Campaign

## Faye Doherty, Essex County Council



Big Society  
**GOOD FOR  
ESSEX**

# Overview

Essex County Council is committed to supporting the development of Big Society in Essex and have developed 'Good For Essex', a targeted integrated communications campaign which will define the ethos of Big Society and strengthen community cohesion through increased civic participation and volunteering levels.



# Good for Essex

A targeted, integrated campaign to encourage active citizenship across Essex through dispelling myths and overcoming barriers to volunteering through;

- An integrated advertising campaign to challenge perceptions and overcome barriers through the promotion of more informal volunteering opportunities
- A virtual community/portal to house relevant community and voluntary sector opportunities to inspire individuals to take action

# Campaign objectives

- To challenge misconceptions around volunteering amongst our target audience
- To generate awareness of volunteering opportunities across the county
- To engage with specific community groups and organisations in reaching out to potential volunteers, motivating and supporting them to get involved in Good for Essex

# Background

- Currently 25% of Essex residents claim to regularly participate in volunteering
- Research has shown that there are many barriers to individuals getting more actively involve in their communities, including:
  - Time (perception of too time consuming or significant commitment required)
  - Confidence
  - Perceived red tape – removing unnecessary procedures
  - Lack of confidence and/or information & support

# Audience

Residents more likely to engage with the campaign were:

## Individuals

- Those most likely to engage with the initiative: those with high energy, time and passion. (more likely to be within the working population, female, owner-occupiers)
- Potential converts: males, those working full-time/commuters, with less connection to their neighbourhood.

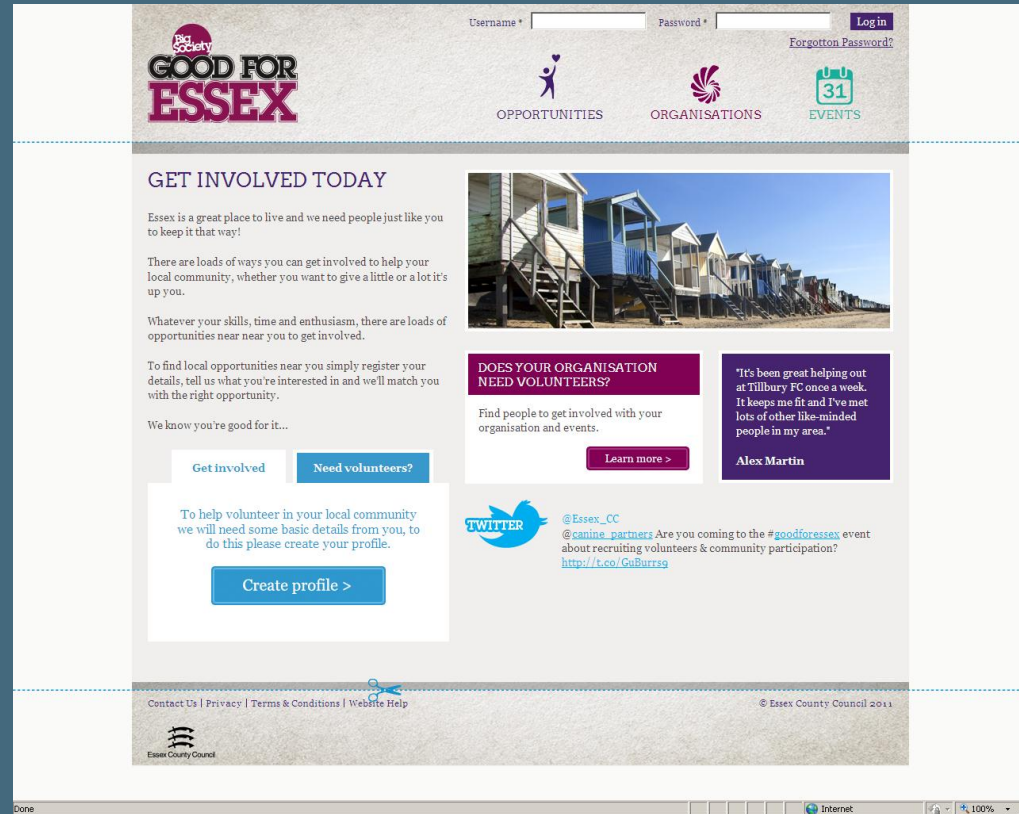
## Community groups/influencers

- Existing community/voluntary groups, i.e. Scouts and Girl Guides, Women's Institute etc
- District, Borough and Parish Councils
- Local activists at the heart of their community
- Community champions inclined to take action already – PTAs or church congregations more inclined to be more active in their community.

# Website

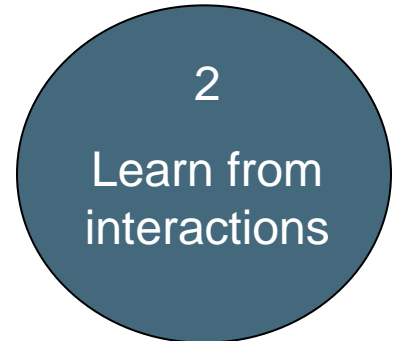
## Aim

- To act as an interactive shop window for volunteering opportunities across Essex, signposting volunteers to potential opportunities relevant to their goals and interests.
- To provide a central hub/one stop shop for informal and formal volunteering opportunities across the voluntary and third sector, County, District/Borough and Parish Councils and community groups.

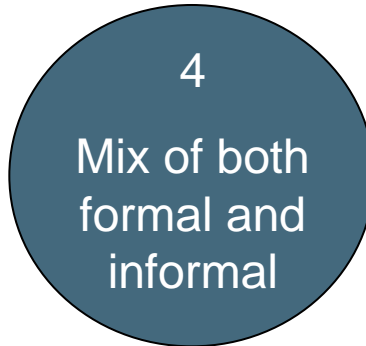


# Development of the website

ECC commissioned Futuregov to conduct research with volunteer groups and Essex residents who currently don't volunteer around the motivations and barriers to volunteering and the volunteer journey.



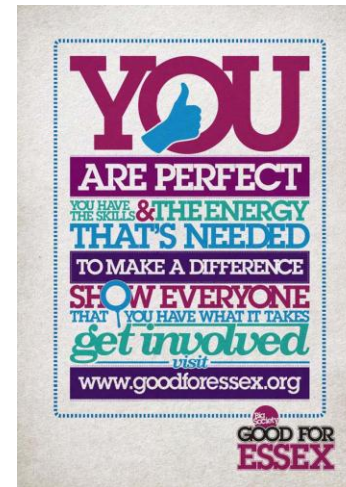
5 key insights used to guide the development of the website and supporting marketing campaign:



# Partner toolkit

To extend the reach of the campaign and support organisations and groups in promoting individual events:

- A4 posters
- Postcards
- T-shirts



# Advertising & Media

## Aim

- Raise awareness of the Good for Essex campaign and attract a wider audience
- Challenge & change perceptions around volunteering
- Drive traffic to the website

## Timings

- Initial PR - November
- Official launch and advertising campaign - end of Jan 12

# PR

## Aim

- Engage public and media interest in the Good for Essex campaign
- Showcase the range of volunteering opportunities
- Help to educate and increase the understanding of the lower level of commitment and time required for some volunteering opportunities



# Advertising campaign

4 week burst of advertising to start in January 2012

## Channel Plan

- Partner toolkit
- TV
- Radio
- Online display
- Facebook advertising
- Viral seeding - to help increase social currency and spark conversation via online social networks

# Creative & messaging

- Typographic design, emotive yet practical ethos of 'less words, more action'
- Subtle influence of the call to arms 'your country needs you' to provide a sentiment of we're all in this together
- Consistent thread applied across all offline and online media
- Translated into TV and radio advertising without high budget production costs.



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