

# INFLUENTIAL

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**CREDENTIALS: ONLINE CONSULTATION PACKAGES**

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# Don't delay your public consultation

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In light of the current reduction of public gatherings, many developers face the risk of projects stalling due to the cancellation of public consultation events – a key means of demonstrating public support and community engagement in the planning process.

Influential has a track record of delivering effective and engaging public consultations for clients using online and remote-access consultation tools.

Influential can provide an online consultation package that will:

- **Attract and engage your target audiences**
- **Drive them to online resources and information about your development**
- **Collect and analyse public feedback – qualitative and quantitative data**

# Online consultation services we can offer

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## Online surveys

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We build online interactive surveys that can be hosted on your website or on an external page, offering a secure way to gather data on public sentiment and a confidential platform for respondents to provide comments and feedback. The surveys can also be emailed to a database of key stakeholders and, using sample management software, we can monitor responses and send targeted reminders to non-responders.

We will analyse the resulting data and compile a report to fit your needs. This includes segmenting results and analysis by the voices most relevant to your consultation.

## Consultation website and landing pages

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Depending on your needs, we can build a dedicated consultation microsite, or alternatively a landing page within your own website, as a consultation hub to drive your target audiences to. Here we can house all the information they need, visual assets, news updates, rich media, and the consultation survey which they can complete while visiting the site.

# Online consultation services we can offer

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## Online interactive sessions

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In lieu of face to face consultation events and focus groups, where we would normally be able to interact and generate qualitative feedback, we can offer remote online sessions to gain the same results, and give the public the same opportunity to converse and ask questions about your development project.

## We can deliver:

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### **Website chat function**

Building a chat service into your consultation microsite or landing page, which can be manned during office hours to enable your target audience to ask questions and be directed to appropriate information.

### **Webinar focus groups**

Presenting consultation materials via a webinar link, enabling our audience to engage via typed questions through a chat function, which we can address live on the webinar, or through a Q&A section on your consultation website afterwards.

### **Depth interviews via video conferencing**

One to one depth interviews can be conducted with stakeholders online via an interactive platform where materials can be presented to participants and discussed fully.

# Online consultation services we can offer

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## Brand development and design

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Whether or not you have a final development or project brand in mind, we can develop a custom brand that will resonate with your target audience, for all of your project and consultation activity to sit under.

We can design all collateral in line with your brand, for both online and offline materials, to ensure a professional look and feel that will generate public confidence in your project. This can include web and social media assets, video, animations, infographics, and printed materials such as flyers, postcards and banners.

## Digital marketing and media relations

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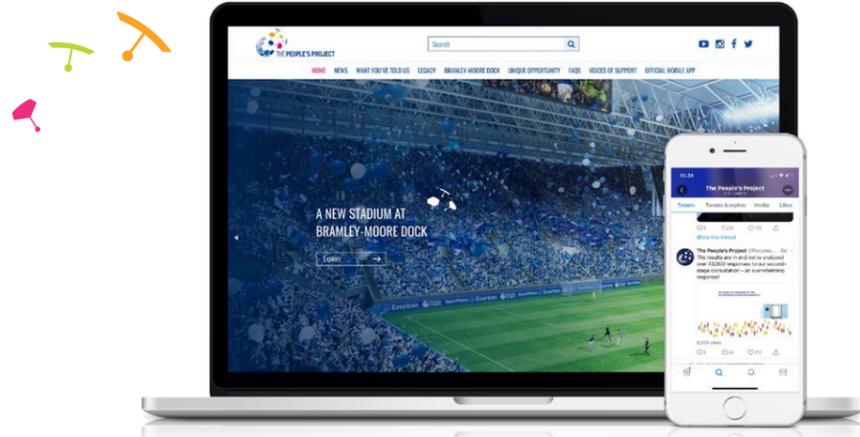
Key to running a successful public consultation is generating targeted coverage and engagement from the public, to drive them through to your website and survey.

We run digital campaigns encompassing organic social media, geo-targeted paid social media adverts, email marketing, and paid media adverts in the most relevant publications – all tailored to target the audience demographics that you need to reach to consult effectively.

Our team of former journalists and PR specialists are highly experienced in planning and delivering media campaigns for public consultations.

Through targeted media relations activity we help to amplify positive messages and engage target audiences via hyper-local, regional and specialist media titles.

# Case study 1 | Everton Football Club



Public consultation and stakeholder engagement

**63,000 survey completions**  
**96% support for the plans**

## Brief

Everton Football Club enlisted Influential to deliver a comprehensive consultation campaign for The People's Project – its plans for a new stadium on Liverpool's waterfront and to regenerate Goodison Park.

Our challenge was to create high awareness of the social, economic and heritage benefits of the proposals and demonstrate a groundswell of support, including from non-Everton fans and those without an interest in football.

## Response

Following detailed stakeholder mapping, we created messaging, a bespoke brand and an engagement strategy across two phases of consultation. This included specific tactics to reach key political and civic stakeholders across the Liverpool City Region, heritage bodies and business groups.

Digital channels were key to reaching the general public.

Our custom-built questionnaire was housed on a dedicated website which also acted as a central repository for the consultation exhibition material. Animated videos and other rich media conveyed key messages in an engaging way.

Alongside an email distribution, a carefully planned geo-targeted social media campaign allowed us to reach key audiences across Liverpool City Region, ensuring wide participation from non-Everton fans.

We created a digital toolkit of key consultation material for local businesses and community organisations to share via

their own channels, helping to drive responses from their employees, customers and networks.

Software prevented people from submitting multiple responses and a telephone helpline allowed people to dictate their feedback.

This targeted stakeholder digital activity was delivered alongside a physical roadshow and amplified through a highly-visible PR campaign.

Data analysis from each stage of the consultation created a platform to re-engage with key civic and political stakeholders with insights matched to their interests.

## Outcomes

The campaign generated an unprecedented 63,000 responses with 96% support for the plans. Crucially, more than 4,600 respondents described themselves as non-Everton supporters.

This project has drawn praise from leading experts in the fields of marketing, sports business and civic engagement, was awarded the 'Best Property and Construction Campaign' at the Northern Marketing Awards 2019 and is a finalist in the 2020 Chartered Institute of Marketing (CIM) Awards.

Online Digital Survey	Consultation microsite	Brand development and design	Digital marketing campaign	Animation and video
✓	✓	✓	✓	✓

# Case study 2 | U + I

## SHAPE MAYFIELD

COME AND HAVE YOUR SAY ON THE REGENERATION OF MAYFIELD, MANCHESTER.

On 10th, 11th, 17th and 18th May we're looking for your input to our planning application for Phase 1 of this 30-acre scheme.

Drop into one of our events where the proposals to-date will be on display. We'll be on hand to answer questions and record your views.

FOR MORE INFORMATION, INCLUDING TIMES, PLACES AND ENTERTAINMENT ON SITE VISIT: [MAYFIELDMANCHESTER.CO.UK](http://MAYFIELDMANCHESTER.CO.UK)



Public consultation

**324 survey completions**

**8,000 consultation landing page views**

**584,000 social media impressions**

### Brief

U+I plc is a leading regeneration company, specialising in working in partnership with local authorities and other public sector organisations to develop vibrant, mixed-used urban developments. Influential began working with U+I after its appointment as development partner on the transformational £1.4bn Mayfield regeneration scheme in Manchester. Ahead of submitting a planning application for Mayfield, we were tasked with running a public consultation to gather public feedback on the design for Phase 1 of the Mayfield development, including the Mayfield Park.

### Response

Alongside running several public events in key locations in Manchester, we adopted a digital-led approach to generating targeted engagement with the consultation. We built a new landing page to sit on the main website we had created for the Mayfield development, and on this we housed consultation information in the form of infographic 'boards'. We built a custom online consultation survey, which we embedded on the landing page, building in a secure access feature which enabled visitors to only access the survey through submission of a unique email address. This meant we prevented multiple 'spam' completions of the survey, and kept the results data as accurate as possible.

Driving local Manchester residents to the consultation page was key in generating survey responses, so we developed a digital marketing campaign encompassing organic social media content, geo-targeted social media adverts, and banner adverts in local online media publications, all with engaging messaging to drive click-throughs to the consultation landing page and survey.

We also created a digital marketing toolkit which was circulated to a database of key Manchester stakeholders and community groups to use on their own channels, to increase the reach of our campaign content and keep leading figures in the region engaged with the Mayfield project.

### Outcomes

We drove over 167,000 organic impressions on social media during the consultation campaign, as well as 417,000 impressions through paid adverts online.

We drove over 8,000 page views of the consultation landing page during the campaign, and received 324 survey completions from the Phase 1 development consultation, with 93% of responses being positive about the development plans.

Online Digital Survey	Consultation landing page	Digital marketing campaign
✓	✓	✓

# Case study 3 | Kirkdale Housing



## Brief

Property developer Kirkdale Housing approached Influential to deliver a public consultation on a regeneration project in North Liverpool. The consultation was focused toward residents of a relatively small geographical area.

## Response

Influential advised Kirkdale Housing on the consultation approach, working closely with them to identify and plot the areas to be targeted. We created and delivered a targeted engagement strategy, using a mix of organic and paid digital marketing activity and PR.

We designed a series of paid social media adverts, targeting a niche audience by geographic and demographic factors. Organic and paid content messaging was written with the niche target audience in mind, using a tone of voice that would resonate with residents, and cut through successfully.

Influential also created a dedicated microsite for the consultation materials, providing users with clear and concise information about the regeneration project, along with video and other rich media content to inform website visitors, and housing an online survey that we custom built for the consultation.



## Outcomes

The consultation took place over three weeks, driving 340 completed consultation survey responses.

Online Digital Survey	Consultation landing page	Brand development and design	Digital marketing campaign
✓	✓	✓	✓

Public consultation

# 340 survey completions

# Indicative rates

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Costs will depend on the individual requirements and scale of the online consultation for each project, but indicative figures for each service element of an online consultation package are below.

CONSULTATION SERVICE	DETAIL	COST
Online survey	Build and hosting of survey online, full analysis of results data and production of final report.	£4k-£5k
Landing page /brochure site	Brochure-style microsite or landing page. Detail of costs dependant on content and functionality. This would include content creation/copywriting.	£1k-£9k
Complex microsite	Larger, interactive site with interactive digital elements and live chat functionality. Detail of costs dependant on levels of hosting, functionality, content and interactive elements. This would include content creation/ copywriting.	£9k-20k
Online interactive sessions	Depth interviews via video conferencing	Circa £360 per interview
	Webinar interactive sessions, including software costs, production of materials and management of hosting.	From £3k
Brand development	Creation of visual identity and brand marketing material.	From £5k
Animation	Creation of script, storyboard and animation production.	From £5k
Digital Marketing campaign	Organic social media, email marketing, paid social media adverts, paid online media publication adverts	From £3k
PR / Media relations	Press releases, media briefings and interview preparation	From £750 per day

# About us

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We are an integrated communications agency delivering UK-wide, insight-led stakeholder engagement, marketing, and communications campaigns.

We transform insights into brilliant ideas and content that informs, engages and delivers positive impact.

We are Influential.

## Our Services



Strategy



Insight



PR



Public Affairs



Digital & Social



Rich Content & Video



Design

# Clients

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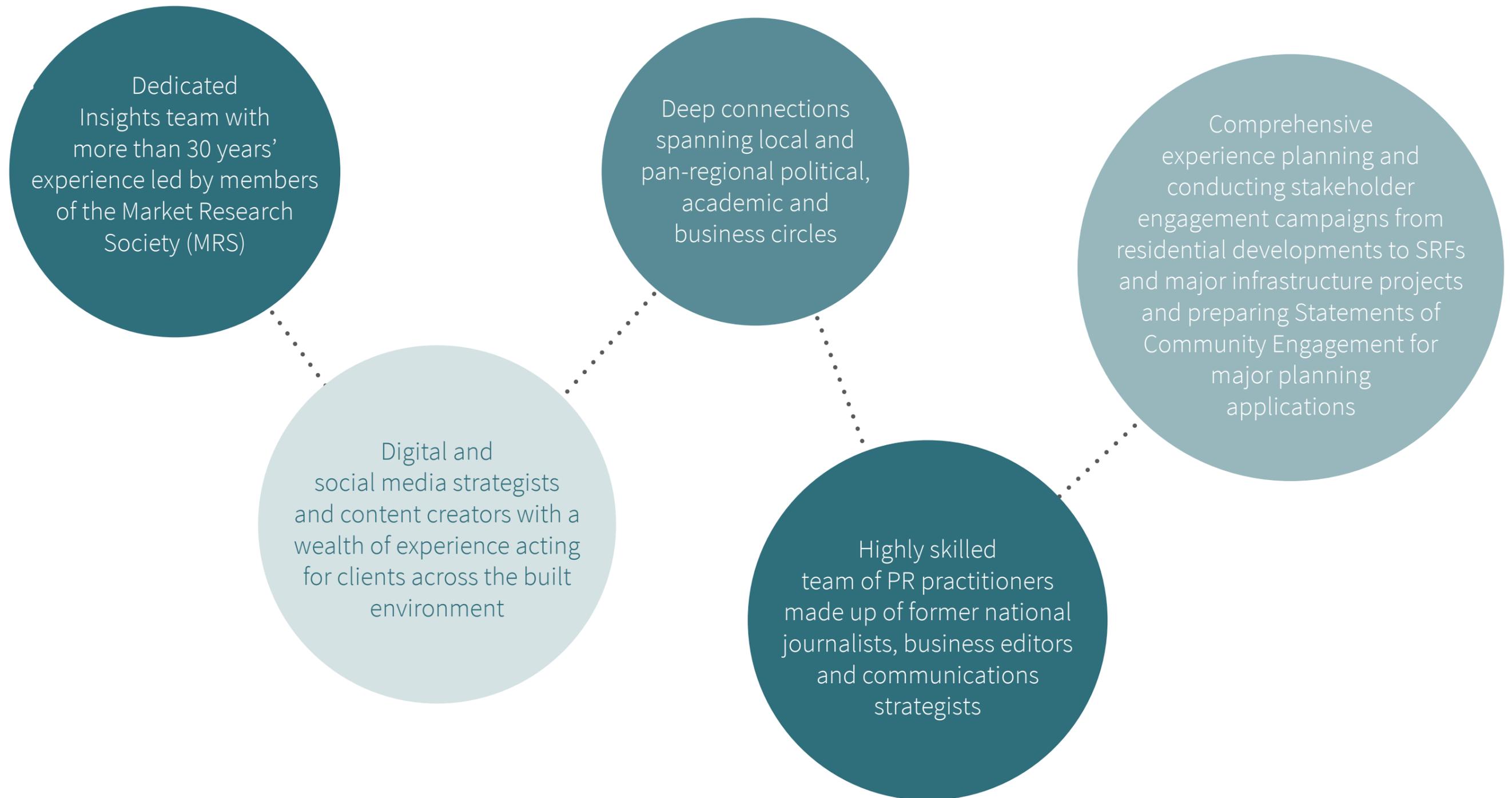
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**MORGAN  
SINDALL**



# Why Influential

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# INFLUENTIAL

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**KAREN SWAN** | DIRECTOR  
**TEL:** 0151 239 5022   **MOB:** 07787501210  
**EMAIL:** SWAN@THISISINFLUENTIAL.COM

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**THISISINFLUENTIAL.COM**

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