

CASESTUDY//

# ALLERDALE BOROUGH COUNCIL

Red Moran



## Allerdale Borough Council

### Client//

Allerdale Borough Council is located in the north of the Lake District and has a population of 93,492 with 5 times the national average of elderly people.

### Project Overview//

- To launch a campaign encouraging local residents to use the Council's website to make Council Tax payments and report community problems. It was calculated that manning an office where payments could be made was costing several pounds for each enquiry yet to report the same issue through the Council website would drastically reduce this cost to pennies.
- The Council needed a strong communication campaign to ensure saved money could be reinvested into recycling and regeneration programmes for the area.

### Solution//

- Given Allerdale has one of the lowest broadband coverage levels in the country, local press advertising and bus rears were used to ensure maximum exposure.
- Local libraries were provided with information kits for visitors, as well mousemats and screensaver technology to reinforce the message. This environment was chosen as all local residents are entitled to 30 minutes free Internet access at their local library.
- An internal communication campaign at the Council offices was also recommended given the Council is the largest employer in the area. Posters and mousemats were distributed internally throughout the Council offices for all workers.
- PR was utilised, with press releases distributed to the local press to support the advertising.

### Results//

- Excellent PR exposure was achieved both internally and externally. Border TV ran a local news feature on primetime slots.
- An additional campaign has now been developed using a similar theme for further website awareness, focusing on recycling and community programmes.
- The campaign was delivered within a tight budget and ran for 2 months.
- The campaign was runner up in the CIPR Awards for Best Use of Design 2007.



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