

Thurrock Campaigns 2016



Do something amazing today

Targeted campaign to increase enquiries from people suited to the children identified in need, including increasing fostering awareness from BME communities with a view to increasing in-house foster carers.

Key results

- **2016**
Webpage views - 15,250
Peak activity - significant increase during main campaign period from 9 February to 23 March, and slightly higher than average trends throughout November up to Christmas during the online campaign period.
- **2015**
Webpage views - 8,742
Peak activity - Slight increase on average trends from 28 August to 29 October.

	2015	2016
• Number of fostering enquiries	120	209
• Number of people approved to foster	8	13

WOW

Do something
amazing
today


YAY!

Foster for Thurrock

We need foster carers to help nurture and care for our local children in need

- ☀ 24/7 support
- ☀ Up to £532 per week
- ☀ Free training

thurrock.gov.uk/fostering
Freephone 0800 652 1256
[facebook.com/thurrockfostering](https://www.facebook.com/thurrockfostering)

 thurrock.gov.uk

Grow with us

Campaign to help recruit and retain child and family social workers in the borough, as well as to celebrate the work and achievements of existing social workers.

Key results (during campaign period)

- 460 per cent increase in web views for comparison periods
- 9 May - 27 June 2016
1,116 clicks on google AdWords
- Newly Qualified Social Workers -
142 Applications - 6 successful
- Experienced social workers -
11 Applications
- Team manager - Children's Services -
6 Application: 3 - successful

GROW WITH US

Children's social care in Thurrock

Do you thrive when faced with new challenges and want to make a difference to the future of children and young people? Social work in Thurrock offers great opportunities and rewards.



Grow with us and put down roots in our community – apply to work in children's social care

www.thurrocksocialwork.org.uk

 thurrock.gov.uk

Save time, go online

My Account, the citizen portal to enable self-service, went live in October 2013. Regular and ongoing communication is needed to encourage more residents to sign-up to use services such as Council Tax and Housing Benefit - links should be made to other Council messages. Ongoing campaign with bursts. The campaign is linked to the wider Channel Migration Strategy. The approach will also be reviewed once the Customer Services Strategy is agreed.

Key results

- In January 2016 there were 27,000 My Account users. By December 2016, more than 45,000.

SAVE TIME GO ONLINE

Sign up to **My Account**, you can:

- ✓ Manage your council tax
- ✓ Apply for benefits
- ✓ Book an appointment at the register office
- ✓ Book a bulky waste collection
- ✓ Report problems from fly-tipping to missed bins



You can now access many council services on the go via a tablet, smart phone or computer.

For more information visit thurrock.gov.uk/getmyaccount

Free internet access is available at our libraries and community hubs in the borough.

Say something if you see something

Child sexual exploitation awareness raising campaign to engage with residents, social work practitioners, professionals and key stakeholders to help protect those at risk. Artwork adopted from Waltham Forest's campaign.

**“HE ASKS ME TO HAVE SEX
WITH HIS FRIENDS OR HE’LL
STOP TAKING CARE OF ME”**




Child sexual exploitation is a form of child abuse where children are manipulated into sexual activity by an adult, usually in return for something.

THIS IS ABUSE. DON'T MASK THE PROBLEM.

Call ChildLine on 0800 1111

for help and advice or speak to an adult you trust
thurrock.gov.uk/reportchildabuse

 thurrock.gov.uk

Thurrock Education Awards

Thurrock's sponsored education awards recognise and celebrate excellence in the borough's schools.

The campaign focuses on encouraging nominations and raising awareness of the awards. The event was held on 18 November 2016.

Key results

- Nearly 420 nominations received in 2016 which is over double the amount of nominations received in 2015.



Thurrock EDUCATION AWARDS 2016

Recognising and celebrating excellence in education

Nominations close 3 October

thurrock.gov.uk/education-awards

Thurrock Education Awards 2016 Award Categories

☆ Outstanding Early Years Practitioner	☆ Governing Body of the Year Sponsored by Kingston Smith LLP
☆ Outstanding New Teacher	☆ Teacher of the Year in Primary Education
☆ Aspiring Leader Sponsored by ALM Training	☆ Teacher of the Year in Secondary Education or Post 16 Provision Sponsored by ALM Training
☆ Creative Teaching and Learning Sponsored by High House Production Park	☆ Teacher of the Year in a Special School or Alternative Provision
☆ Education Support	☆ Headteacher of the Year in Primary Education Sponsored by HW Wilson
☆ Excellence in English and/or Maths	☆ Headteacher of the Year in Secondary Education, Special Education, Alternative or Post 16 Provision Sponsored by Port of Tilbury
☆ The Inspiring Career Opportunity Award Sponsored by Palmers Solicitors	☆ Outstanding Contribution to Education in Thurrock Sponsored by Port of Tilbury
☆ Excellence in Science and Technologies Award Sponsored by Thames Oilport	

Thurrock Education Awards 2016 kindly sponsored by



 thurrock.gov.uk

Thameside Theatre

The theatre requires ongoing promotion of the year's programme of events and activities.

Key results


- 2016 pantomime Peter Pan officially become Thameside Theatre's most successful ever single production. Already beaten audience figures from last year's Sleeping Beauty with nearly 1,000 more tickets sold in December in comparison to the same period last year.

The banner features a dark blue header with the website thurrock.gov.uk/theatre, Facebook link [Facebook.com/thameside](https://www.facebook.com/thameside), and Twitter link [@thethameside](https://twitter.com/thethameside). The main title reads "Thameside Theatre EVENT 2016/17" in large blue and green letters. Below the title is a large portrait of a man with grey hair and a black leather jacket. To the right are three smaller images: "SUPREME QUEEN LIVE IN CONCERT", a black and white photo of a woman in a coat, and "PETER PAN HOW HIGH, HOW LOW!". The footer contains the website thurrock.gov.uk with a leaf logo.

Love Thurrock


Clean it, Cut it, Fill it

The council led on a borough wide clean up during summer 2016 – the message represents a zero-tolerance approach to offenders.



#LoveThurrock

BIN IT



thurrock.gov.uk/lovethurrock

thurrock.gov.uk

Recycle it

Recycling rates need to be increased in the borough. The campaign focuses on organic and dry waste as well as any issues arising such as contamination. Targeted campaign activity and ongoing messages.



#LoveThurrock

RECYCLE IT



We would save £35,000 for every one per cent increase in recycling

thurrock.gov.uk/bins

thurrock.gov.uk

Internal campaigns

IIP

Investors in People (IIP) assessors returned to Thurrock from 12 to 28 July 2016. We received Gold again!



Staff Awards

Annual sponsored event to celebrate and recognise the great work being done by Thurrock employees, express our thanks and celebrate outstanding efforts.

263 nominations were submitted from staff across the council - a 70 per cent increase from 2015.



Staff Survey 2016

Carried out by BMG Research on behalf of Thurrock Council in April gave staff a chance to share their views.

More than 1,400 surveys were returned giving more than 40,600 responses to the 29 questions.

