

Delib's User Group: Promoting and publicising engagement activities

Using demographic data to ensure we reach a representative audience

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Using demographics data to ensure we reach a representative audience – what we'll cover today...

- ? **Who** we are?
- ? **What** do we want to achieve?
- ? **Why** do we want to achieve it?
- ? **Who** do we involve?
- ? **How** do we involve them?
- ? **How** do we record, reflect, react?

Who we are?

Small
and
mighty
team of
four

Part of wider
Comms and
Engagement Team
(includes
campaigns, comms,
media, graphic
design, videography
specialists)

Responsible for
engagement activities
for the Combined
Authority, Fire and
Rescue Service, and
Mayor's Office

Aim to upskill colleagues → advise and support so
they can deliver meaningful engagement activities

What do we want to achieve?

- We want to make sure everybody has the opportunity to get involved in consultation and engagement activities
- We want to make sure the decisions we make are based on the views of the people affected by them

*Nothing
about us,
without us!*



Why do we want to achieve it?

- Because it's part of the overall Greater Manchester Strategy - [Our People, Our Place](#)
- The plan explains our ambitions for the future of our city-region and the 2.8 million of us who live in the towns, cities, communities and neighbourhoods that make up Greater Manchester. It covers health, wellbeing, work and jobs, housing, transport, skills, training and economic growth
- Our vision is to make Greater Manchester one of the best places in the world **to grow up, get on and grow old**
- We can only make Greater Manchester one of the best places in the world if local people are genuinely involved and are given the power to make a difference
- [GM Consult](#) (our name for Citizen Space) is one of the places you can have your say on what happens in Greater Manchester



Who do we involve?

When we know WHO we want to complete our surveys, that informs which channels/ networks we use to reach them.

We encourage policy team to carry out stakeholder analysis, thinking about how much influence/ impact they can have.



- Communities affected by decisions
- Front-line staff/ practitioners
- Commissioners/ decision makers
- General public

How do we involve them?



Eye catching

- Images and videos accompany text
- Brand for each policy area



Relevant

- Why it matters to our target audience, not why it matters to us



Tailored delivery

- Create content with target audience in mind
- Share content where our target audience is likely to see it – got to them, don't expect them to come to us

**GREATER
MANCHESTER**
DOING THINGS DIFFERENTLY FOR OUR COMMUNITIES

Greater Manchester's Gender-Based Violence Strategy is the next step in striving for gender equality in our city-region.

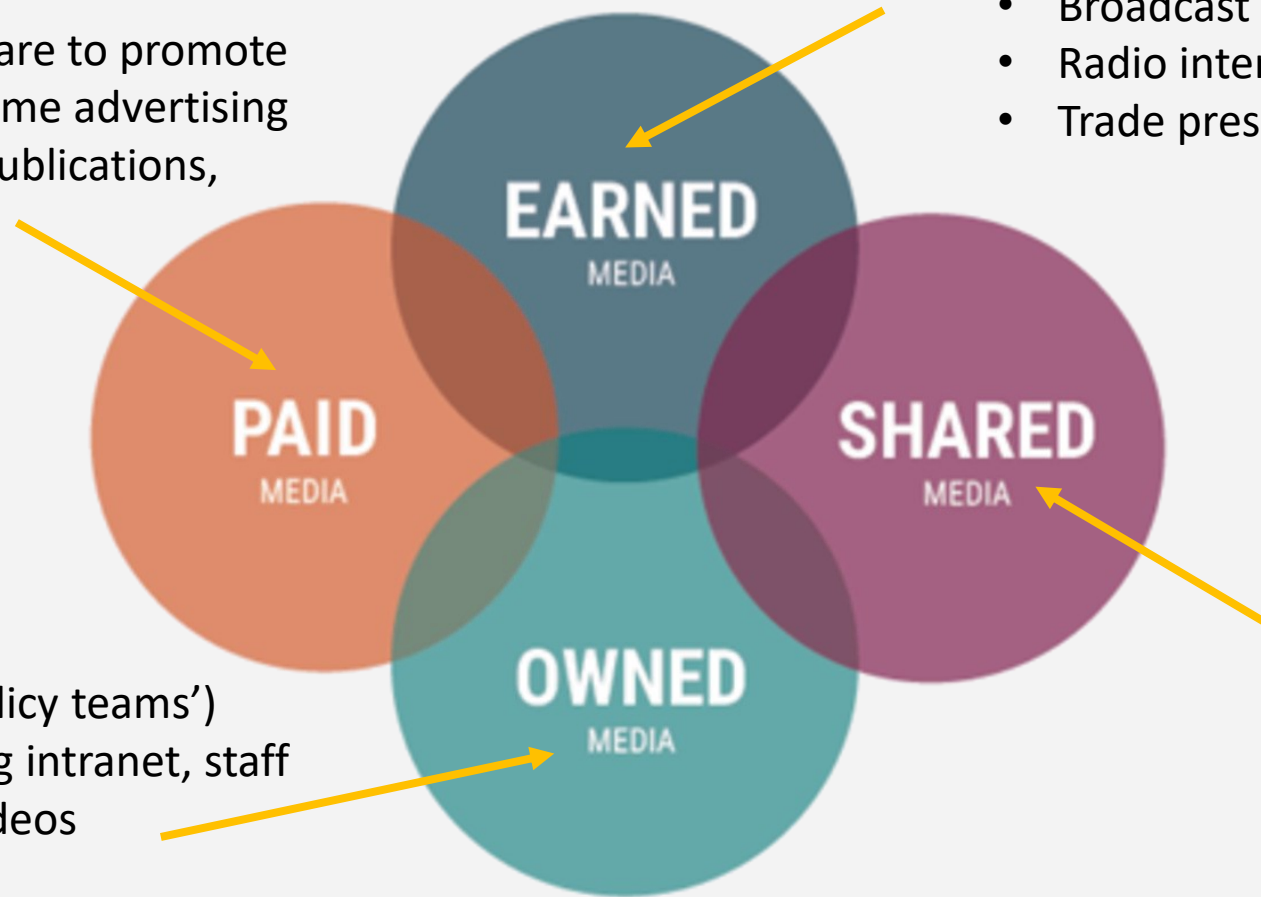


Tell us what you think about it
gmconsult.org

How do we involve them?

- Depends on budget - rare to promote through paid out of home advertising
- Advertorials in some publications, e.g. Jewish Advertiser

- GM Consult Hub
- Website
- Newsletters (external/policy teams')
- Internal comms, including intranet, staff newsletter, leadership videos
- 7x Equality Panels
- VCSE contacts & GMCA email blast
- Policy teams' contacts



- News releases
- Broadcast interviews
- Radio interviews
- Trade press

- Social media pack for partners
- GM Heads of Comms and GM Consultation and Engagement Network
- VCSE email blasts
- Paid social media – depending on budget!

How do we record it?

- We maintain a **Consultation Log** to record all our activities:
 - External and internal online surveys
 - Focus groups/workshops
 - Events
- But looking specifically at **GM Consult surveys**, we collect data that includes:
 - Overview of our surveys
 - How respondents heard about the survey
 - Equality monitoring

How do we record it? Consultation log – Overview of consultations

- Which CA teams are our best customers
- Delete date for Info Governance
- Response rates
- Whether we have used Delib functions to close the feedback loop

Surveys									
Name	CA team	Audience	Start	Close	Delete Date	No. responses	Publish Responses	WAYSWD	Responsibility
Life Readiness Survey 2020	Work and Skills	Private - GM Schools	23-Nov-20	05-Jan-21	05-Jan-24	6783	NA	NA	
How do you use local data?	Digital	General public	23-Nov-20	11-Jan-21	11-Jan-24	37			Fee
GMFRS Uniform Survey	Engagement Team	Private - Staff	23-Nov-20	07-Dec-20	07-Dec-23	442	NA	NA	
Bus reform - impact of Covid-19	Policy - TfGM	General public	02-Dec-20	29-Jan-21	NA		NA		TfGM
How can we tackled inequality in Greater Manchester?	Strategy Team	General public	07-Jan-21	31-Jan-21	31-Jan-24	120	NA		Ellen
Expression of Interest COVID-19 Ass	HROD	Private - Staff	15-Jan-21	28-Feb-21	28-Feb-24	111	NA	NA	
Police Funding 2021-22	Police and Crime Team	General public	18-Jan-21	28-Jan-21	28-Jan-24	502	Yes	Yes	
Improving the Gateway promotion p	HROD	Private - Staff	20-Jan-21	21-Feb-21	21-Feb-24	141	NA	NA	
Trafford residents! You and your mix	Waste	General public	03-Feb-21	01-Mar-21	01-Mar-24	336	Yes	Yes	
Oldham residents! Let's talk about fo	Waste	General public	04-Feb-21	07-Mar-21	07-Mar-24	451	Yes	Yes	
Help nature recover in Greater Mand	Environment	General public	10-Feb-21	07-Mar-21	07-Mar-24	1087	Yes	Yes	
Fire Plan	GMFRS	General public	26-Feb-21	26-Mar-21	26-Mar-24	80			Jim (via Rachel)
IG Role	IG	IG professionals	26-Apr-21	16-May-21	16-May-24	13	NA	NA	
Homelessness Prevention Strategy	PSR	General public	14-May-21	26-Jun-21	26-Jun-24	63			TBC (via Rachel)
NCG Conference feedback	Environment	Private - Event attendees	17-Jun-21	27-Jun-21	27-Jun-24	18	NA	NA	
Violence Against Women and Girls S	Police and Crime Team	General public	22-Jun-21	01-Aug-21	01-Aug-24				Louis (via Bob)
Total responses						74641			

How do we tailor it? Consultation log – How respondents heard about the survey

	Local Industrial Strategy (%)	Drug and Alcohol Strategy (%)	Police funding 19/20 (%)	Stockport MDC (%)	Cooperative Commission (%)	Programme for Change (%)	Opportunity Pass-Opportunities (%)	Victim and Witnesses experience (%)	Health and Justice Strategy (%)	Hate crime plan (%)	Police funding 20/21 (%)	Local Data (%)	How can we tackle inequality in GM (%)	Police funding 21/22 (%)	Help nature recover (%)	Fire Plan (%)
Email- GMCA	29	36	7	7	19	8	0	7	36	16	13	8	23	11	13	28
Email- other	25	41	13	8	22	15	0	11	40	20*	9	16	20	8	22	8
Facebook- GMCA	0	1	20	12	N/A	22	0	9	3	8	23	8	8	13	25	4
Facebook - GMFRS																18
Facebook- Mayor	0	1	6	13	N/A	5	3	10	1	2	15	0	1	12	1	4
Instagram - GMCA													0		1	0
Instagram - GMFRS													0			8
Instagram - GMYCA													0			0
Instagram - Mayor													2			0
LinkedIn - GMCA													2	1	1	
LinkedIn - GMFRS																
Twitter- Mayor	7*	4	4	1	3*	2	5	4	0	2	7	8	9	18	2	4
Twitter- Deputy		2	4	0		1	0	0	0	1	2	0	3	3		0
Twitter - GMCA		2	3	1		6	0	2	0	3	2	11	8	5	6	1
Twitter - GMFRS																10
Twitter - GMYCA																0
Twitter- Other	6	2	6	2	N/A	6	0	5	0	7*	6	14	1	7		0
Website- GMCA	10	N/A	N/A	N/A		8	N/A	0	N/A	9*	N/A	0	n/a			0
Website - GMFRS																11
Website- Other	1	N/A	N/A	N/A		3	N/A	0	N/A	N/A	N/A		n/a			
Newspaper		N/A	N/A	N/A	N/A	N/A	10	0	N/A	N/A	N/A		n/a			
Trade Press		N/A	N/A	N/A	N/A	0	N/A	0	N/A	N/A	N/A		n/a			
Radio Advert		N/A	N/A	N/A	N/A	N/A	N/A	0	N/A	0*	N/A		n/a			
Stakeholder event	16	N/A	N/A	N/A	N/A	N/A	N/A	0	N/A	N/A	N/A		n/a			
Other *	11	10	32	49	16	25	76	42	18	31*	20	16	18	20	19	9
Can't remember	3	2	5	3	14	4	7	7	0	6	5	5	4	8	5	5
Not answered	2	4	3	6	27	15	9	7	0	7	2	14	2	2	6	1
*Twitter Mayor/Deputy *MEN Artic *Ann Coffey *Facebook *School/Cc * Facebook- Greater N *Victims Services Coordinator *Green-Cit * internal services																
			*Other Facebook				*Other Twitter * MEN article			*Victims Services Twitter						
			*ITV							*Victims Services Facebook						
			*Neighbourhood Watch							*Gavdio						

- Tells us where people are hearing about our surveys
- We can assess what's working and what's not
- Helps us target certain channels for different audiences
- We could then use paid social to boost to certain groups

How do we tailor it? Consultation log – Equality monitoring

Characteristics:

- Local authority
- Age
- Gender
- Transgender
- Sexual orientation
- Ethnicity
- Religion/ belief
- Disability/ health condition

		Official stats (%)	Police and Crime Plan (%)	Social cohesion commission (%)	Music Review - phase 1 - musici (%)	Culture Strategy (%)	Life-Readiness Survey 2018 (%)	Drug and Alcohol Strategy (%)	Police funding 19/20 (%)	Mayor al Development Corporation 1 (%)	GMSF phase 1 (%)	Plastic waste and recycling (%)	Programme for Change (%)	Recycling eGEM (%)	Our Pass opportunities (%)	High Rise Residents Survey (%)	Victims Survey 26.09.19 (%)	Transport & the Night Time Economy (%)	Health & Justice Strategy (%)	Hate Crime Plan (%)	Life-Readiness Survey (%)	Police funding 20/21 (%)	Developing a race equality panel (%)	Local data (%)	How can we tackle inequality in GM (%)	Police funding 21/22 (%)	Help nature recover (%)	Fire Plan (%)
Local authority	Bolton	10	8	18	7	10	15	11	3	0	N/A	5	15	N/A	9	N/A	5	6	3	9	9	20	6	0	8	31	13	10
	Bury	6.7	7	8	6	3	5	12	8	0	N/A	7	7	N/A	10	N/A	7	8	8	5	4	4	7	0	2.5	5	12	8.75
	Manchester	19.5	20	14	40	46	14	10	14	2	N/A	20	12	N/A	32	N/A	23	27	20	36	18	13	26	35	24	12	18	16.25
	Oldham	8.4	10	7	3	2	14	16	11	0	N/A	7	3	N/A	7	N/A	8	4	5	6	16	7	3	3	6.67	8	5	6.25
	Rochdale	7.8	6	7	4	3	4	3	20	0	N/A	12	7	N/A	3	N/A	5	4	7	5	9	2	3	0	5.83	5	7	6.25
	Salford	9.1	6	7	11	8	3	16	5	0	N/A	7	18	N/A	10	N/A	9	10	12	8	4	7	7	5	8.33	8	13	5
	Stockport	10.3	14	6	10	5	4	5	16	89	N/A	17	13	N/A	6	N/A	6	7	8	10	13	6	11	14	14.17	5	6	11.25
	Tameside	8	9	8	4	5	9	4	4	2	N/A	8	7	N/A	7	N/A	7	5	6	3	8	3	3	5	8	9	2	7.5
	Trafford	8.4	9	7	8	10	10	9	13	0	N/A	13	3	N/A	6	N/A	14	9	9	5	6	14	14	22	3	11	8	3.75
	Wigan	11.6	11	14	5	5	20	9	4	0	N/A	2	6	N/A	7	N/A	12	7	10	3	13	22	1	3	9	6	15	5
	Prefer not to say			1		0	0	2	2	2	N/A	0	4	N/A	1	N/A	1	2	3	3		1	1	3	2.5	1	1	3.75
	Not answered			1	2	0	2	5	1	0	N/A	0	1	N/A	1	N/A	1	0	1	1	0	1	14	5	3.33	0	1	5
Age	Under 18	22.7	2	6	N/A	N/A	N/A	0	0	0	0	N/A	1	0	89	0	0	5	0	2	N/A	0	1	0	9	0	1	0
	18-24	9.2	4	5	15	N/A	N/A	2	3	3	1	N/A	5	2	9	8	4	35	1	16	N/A	3	1	0	3.33	1	2	2.5
	25-34	15	14	15	N/A	N/A	N/A	8	16	14	3	N/A	16	10		30	19	27	13	18	N/A	13	13	10	10.83	12	10	12.5
	35-44	12.8	22	18	49	N/A	N/A	22	24	20	7	N/A	18	18		20	28	16	22	20	N/A	20	17	6	19.17	23	18	18.75
	45-54	13.1	26	25	N/A	N/A	N/A	30	21	26	8	N/A	23	22		20	26	10	33	19	N/A	25	24	8	27.5	22	23	33.75
	55-64	11.1	17	19	30	N/A	N/A	23	18	15	7	N/A	14	27		10	16	5	21	14	N/A	18	17	7	19.17	20	23	15
	65-74	8.8	11	9	3	N/A	N/A	9	11	15	5	N/A	8	16		9	4	2	4	6	N/A	16	6	2	4.17	13	18	7.5
	75+	7.1	2	2	N/A	N/A	N/A	2	2	2	1	N/A	1	3		1	1	0	1	1	N/A	2	1	1	2.5	3	3	0
	Prefer not to say		2	1	2	N/A	N/A	3	3	5	2	N/A	3	2		1	1	1	2	2		2	6	2	3	6	2	6.25
	Not answered		0	0	1	N/A	N/A	4	1	1	88	N/A	11	1		1	1	0	1	1		0	15	1	5	1	1	3.75

Conditional formatting allows us to easily see if we are above or below the GM %age

We compare to Census or other official statistics

How do we reflect and react?

- Continuously, throughout the survey's open period
- Regularly monitor who we're hearing from and who we're not hearing from so we can continue to target



- Engagement Team meets quarterly to review the effectiveness of our activity
- Allows us time and space to reflect, discuss and agree actions for future activity

Demographic	Hearing from		Not hearing from		Comment/Action
	Q4 2020	Q1 2021	Q4 2020	Q1 2021	
Age	25 – 54	35 - 64	Under 18's	Under 18's	Comments: Increased response from aged 75+ Action: FL to develop ideas to encourage young people – next YCA development day theme: active citizen Complete Action: FL to develop campaign for young people to help understand that consultation will help with their future so it's important to complete
Ethnicity		African Pakistani	Eastern European Bangladeshi	Eastern European Arab Chinese	Comments: Inequality survey allowed us to speak to demographics we don't usually tend to hear from – how do we keep this relationship?
Disability	All	All	N/A	N/A	Comments: Good response rate from various types of disability, incl learning, mental, mobility, sensory
Gender	Women	Men	Men	Women	Comments: Response rates close enough to population data so not something to be overly concerned about

And finally, two new goodies...



GREATER MANCHESTER COMBINED
AUTHORITY

ENGAGEMENT TOOLKIT

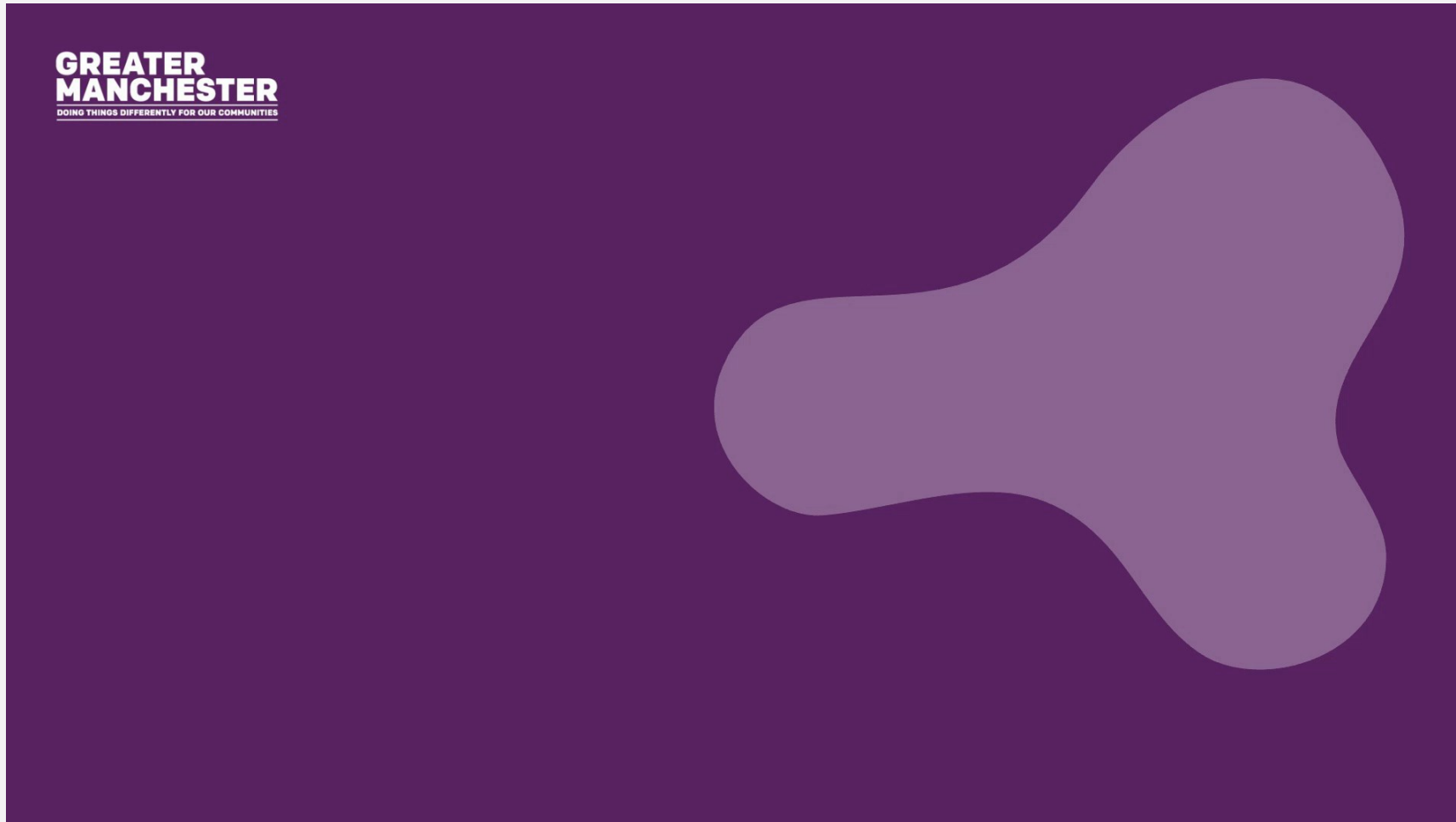
Creating high quality, effective and meaningful
engagement; involving people to inform decisions
and direction

Points to consider when engaging with communities

Age – older people	<ul style="list-style-type: none">• Don't rely on online methods• Use larger fonts in written material• Avoid background noise and tables too close together in discussion groups and workshops <p>For more information, please see the Greater Manchester Older People's Network's Guide to Participation</p>
Age – younger people	<ul style="list-style-type: none">• Avoid school time• Use age appropriate language• Keep sessions short and lively• Many social media platforms and online survey tools have age restrictions• Informing/ involving parents/ carers/ youth workers, as necessary <p>For more information, please read the Youth Combined Authority's Principles of Youth Engagement</p>
Disability	<ul style="list-style-type: none">• Use accessible venues• Translating materials into accessible versions, e.g. Braille or Easy Read
Gender reassignment	<ul style="list-style-type: none">• Be aware of the pronouns people use – don't assume everyone uses he/she
Pregnancy and maternity	<ul style="list-style-type: none">• Build in regular breaks• Provide childcare facilities
Race	<ul style="list-style-type: none">• Translate materials translated into different languages
Religion or belief	<ul style="list-style-type: none">• Avoid religious and faith holidays• Provide halal and kosher food• Designate a prayer room
Sexual orientation	<ul style="list-style-type: none">• Don't assume everyone is heterosexual

- We've developed an 'Engagement Toolkit' to upskill our colleagues across the organisation
- This helps policy teams plan, deliver, analyse and report on engagement activities
- We've included things like 'Points to consider when engaging with communities' so people are aware of how to tailor their approach to meet the needs of their audience

And easy video software...



Any questions...

