



OVERVIEW

The widespread group of towns and villages that make up South Yorkshire's City of Doncaster Council, made impactful emergency communications difficult, leading to negative feedback to their response. After integrating the audience segmentation tools found in Granicus' digital communications platform, City of Doncaster Council was able to better serve their communities after a 2023 storm, earning recognition as a **2023 Granicus UK Digital Public Sector Awards** Community Engagement Finalist.

SITUATION | Struggling to Communicate with "A Place of Places"

As one of the worst hit areas during flood storms in 2019, communications both during the storm and in the clean-up efforts that followed relied mostly on social media for digital resident communication. After initial positive exposure, the comms team soon found that they were not connecting with community residents.

SOLUTION | Messaging Segmented to Specific Audiences

The City of Doncaster Council integrated a new digital tool into their communications: govDelivery. The audience segmentation features helped better target communications to audiences based on interests. By broadcasting general messages around news and sending reminders, the team was then able to encourage their audience to sign up for more detailed topic channels to adjust the level of information received from the city.

RESULTS | A Path Forward Beyond Social Media

When Storm Babet hit in 2023, the positive changes could be seen both during and after the storm, with an average open rate of 47% on messaging and more than 7,000 visits to Storm Babet-related webpages in the days surrounding the storm. Of even more interest to Fromont was the increase in newsletter open rates that were localized to specific towns and villages, reaching a nearly 60% open rate compared to the 40% open rate of emails with Doncaster-wide messaging.

MUST HAVE SOLUTION

Engagement Cloud featuring govDelivery

[govDelivery] was amazing compared to social media because we were able to help people find specific information and we knew people were finding it. We knew people were interested through analytics and keeping related pages up to date."

Nick Fromont, Digital Communications Business Partner, City of Doncaster Council