



Stockton-on-Tees

BOROUGH COUNCIL

Working on the Make a Difference Campaign



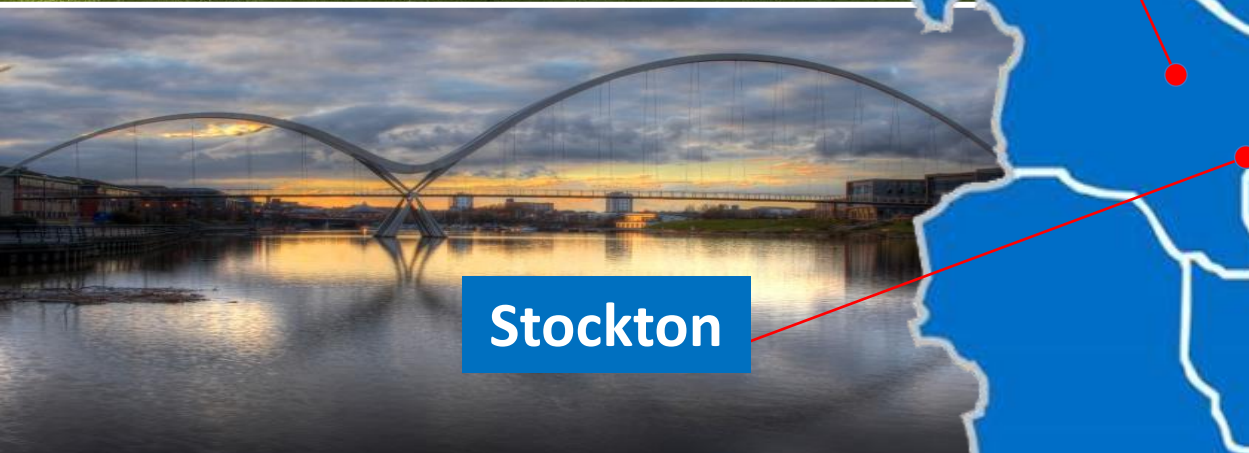




Norton



Billingham



Stockton



The Villages



Thornaby



Yarm



Ingleby Barwick











Recruitment

- There's lots of competition
- Every service/role is unique
- It's not important, until it is
- It's difficult

- Quick
- Reach as many people as possible
- Not just online and digital
- Value for money

Here's what we did

High Street vinyls



Hundreds of opportunities to change your future

Make a difference
Work for your local council

Search hundreds of local council jobs at
northeastjobs.org.uk

This campaign is funded by UK Government

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ENJOY STOCKTON-ON-TEES

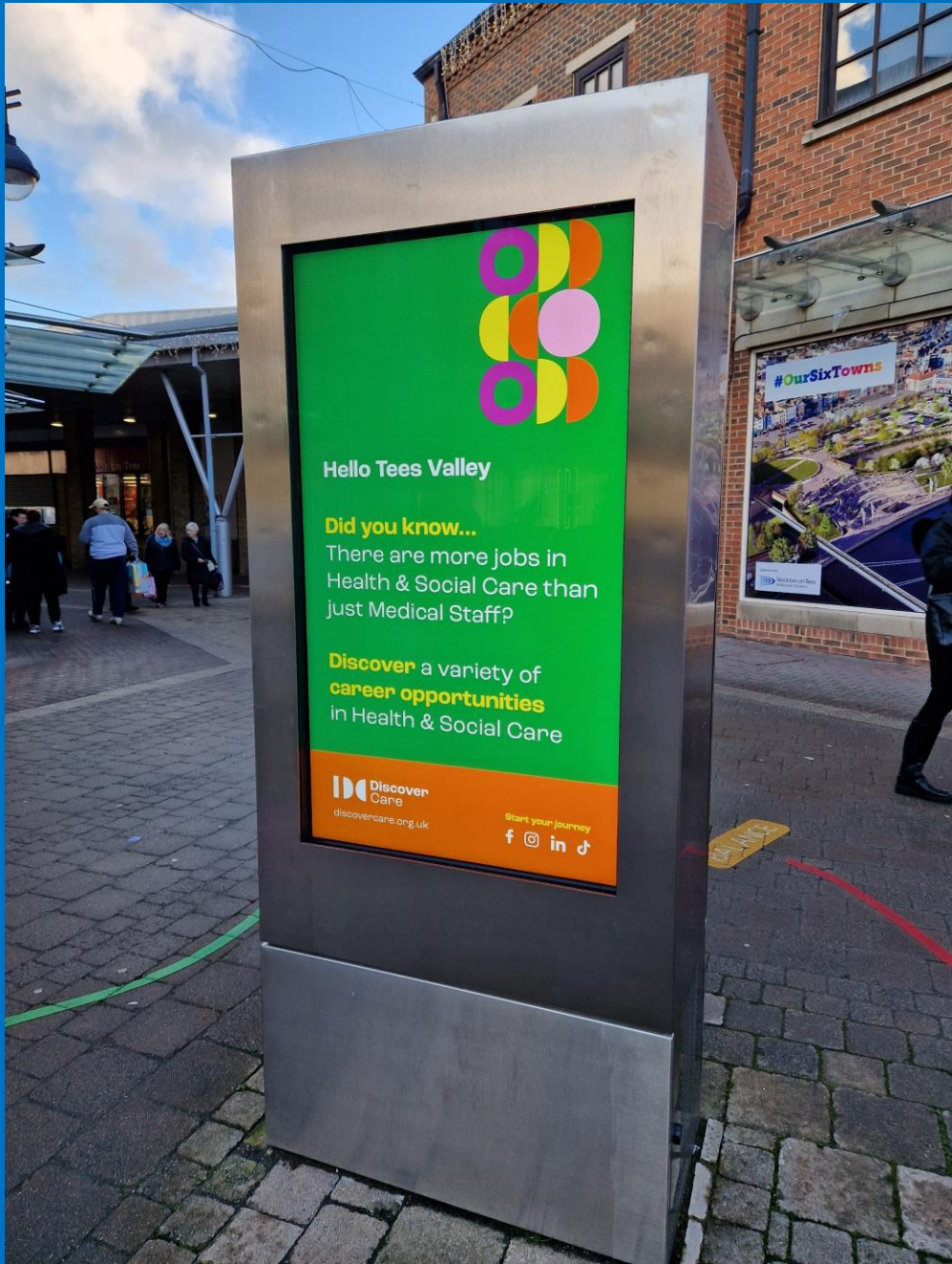
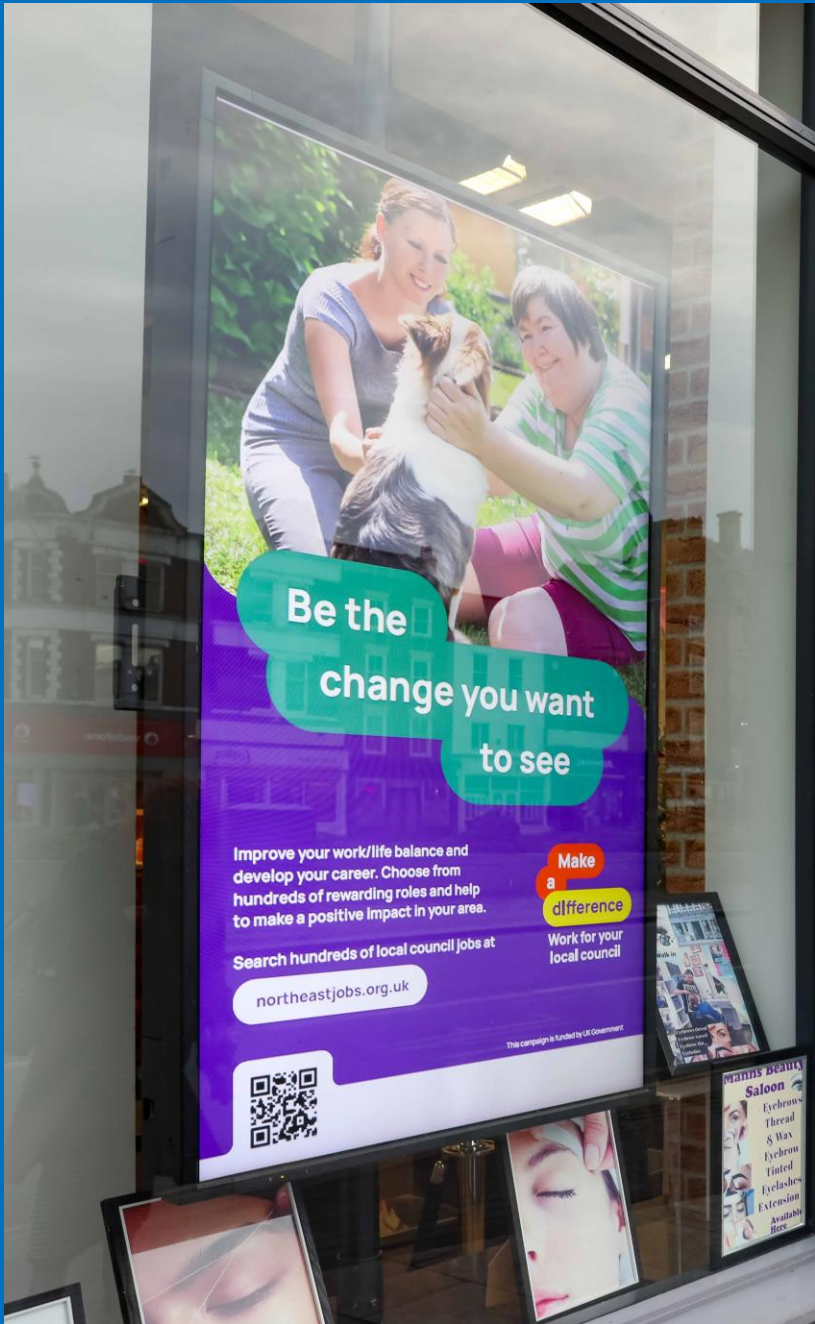
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High Street Screens



Email footers

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Stockton-on-Tees
BOROUGH COUNCIL

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e-Newsletter



My Council Newsletter

 [andrewsturdyphotography](#) #ourbeautifulborough

Latest news



Are you ready to vote in May?

Elections are being held for the Police and



The Bread and Butter Thing

We now have 5 venues offering The Bread and

Residents Magazine



Working to
h's future
for the coming
Plan up to 2029.

Stockton-on-Tees Residents Survey

Thanks for your views!

A big thank you to everyone who completed our residents survey. More than 2,600 people took the time to answer our questions, giving us a great representation geographically and across different communities.

The questions were based on the well-researched Measures of National Wellbeing launched by the Office for National Statistics (ONS), which will allow us to compare Stockton-on-Tees to the regional and national picture released by the ONS on a quarterly basis.

The results locally will inform how we work with our communities and help to shape the future of the Borough. We make sure it is a great place for everyone to live and work. You will see more information on this on the coming months.

This isn't the end of the conversation. There will be more opportunities to speak with us and share your views in News News and the Council's social media feeds if you're interested in getting involved.

Council made the decision to begin the work for a new Local Plan. The process to create this of the planning system are brought in to force. That point work will focus on evidence gathering and engagement. In the intervening period the current Plan remains in force and will be used to make decisions on planning applications.

ities for residents and businesses to comment on Plan will be provided and we will provide details e with an interest can register their interest soon.

Hundreds of opportunities to change your future

Make a difference

Work for your local council

Find a career that suits your strengths - hundreds of different roles available from social media to social care.

Make a difference in your area, visit

northeastjobs.org.uk



Other methods:

- Pull up banners in our Employment Hub and other public Council buildings
- Our corporate social media and other accounts ran by and partnered with us
- Internal comms: intranet, staff bulletin – with a link to encouraging family and friends

Recommendations

- Get your comms team involved early
- Localise your imagery – logos on uniforms etc.
- Work with the LGA/Storytellers Team
- Trackable QR codes – find out what works
- Focus on value for money