

# State of the Sector

LG Comms Nov 2023

Mandy Pearce, FCIPR

Seashell Communications and former CIPR President



**What does good look like?**

# Public Sector Benchmarking 2023

## Seashell Communications

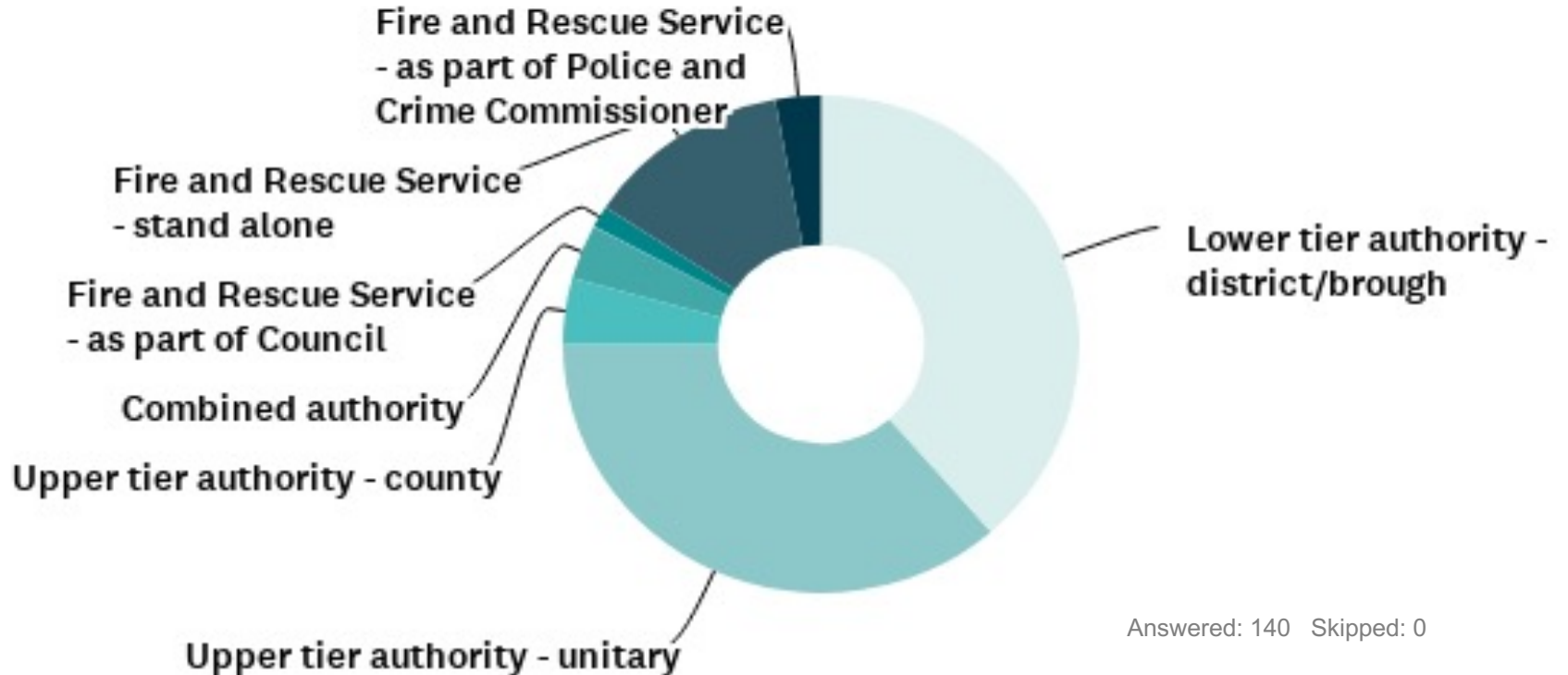
Fieldwork Nov/Dec 2022

# Benchmarking study

## Methodology

- Fieldwork Nov and Dec 2022
- Open invite to all local authorities and fire authorities in UK
- Benchmark survey – 50 questions
- Comparisons with other studies in public sector, PR general and internal comms and previous benchmark work
- Reports – April 2023 full report to benchmark groups and summary available to all participating authorities

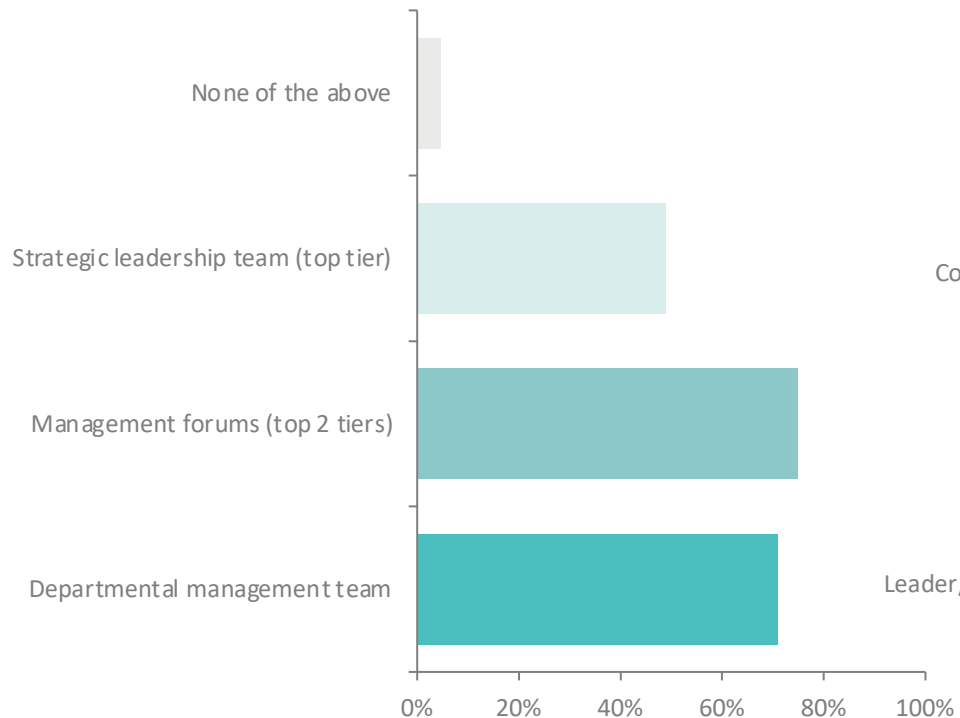
## Q1: What type of organisation do you represent?



**Influence**

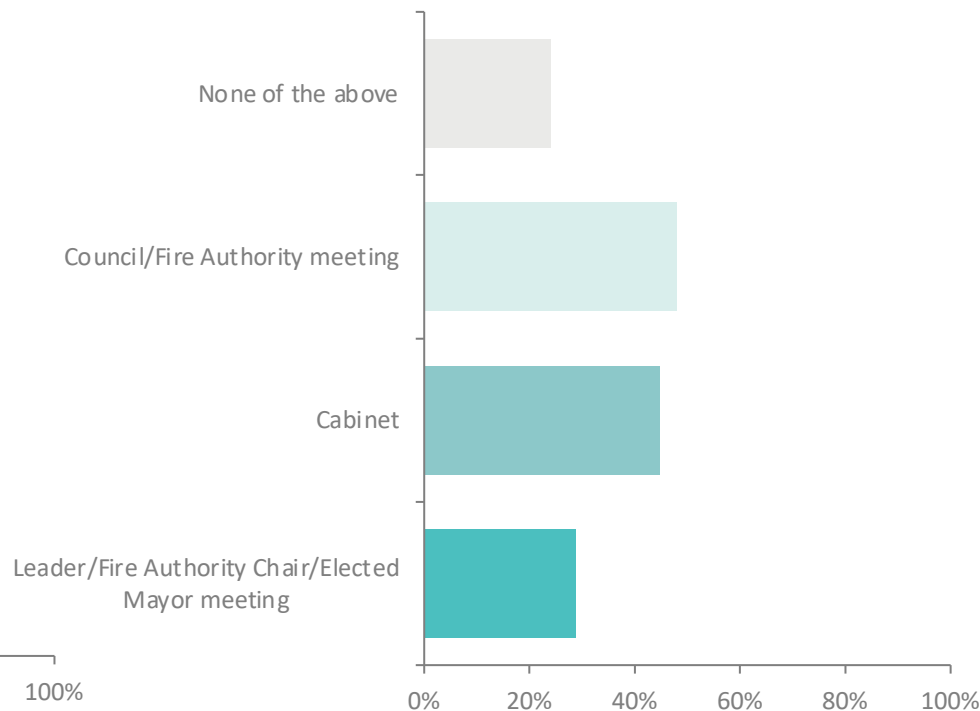
## Q6: Which key officer meetings do you attend?

Answered: 127 Skipped: 18



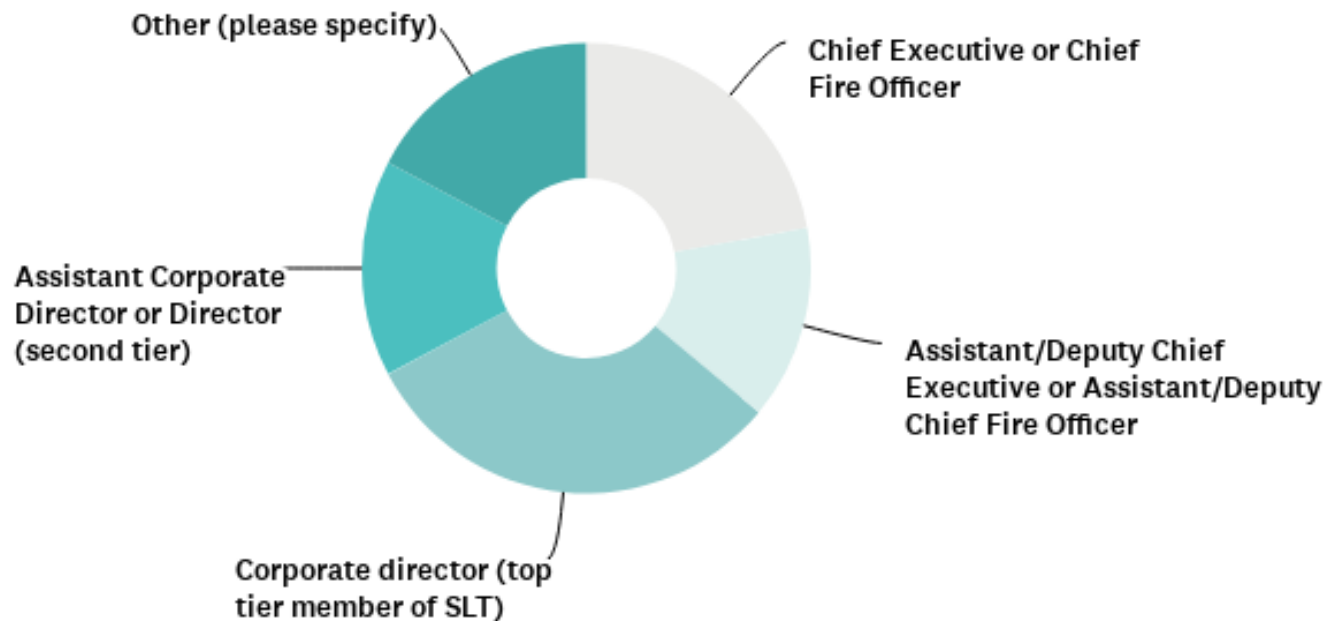
## Q7: Which key politician meetings do you attend?

Answered: 125 Skipped: 20



## Q8: Who do you report to?

Answered: 126 Skipped: 19





# Crisis

Q9 Are you part of the Crisis Management response?



Yes No

Q10 Do you receive crisis training?

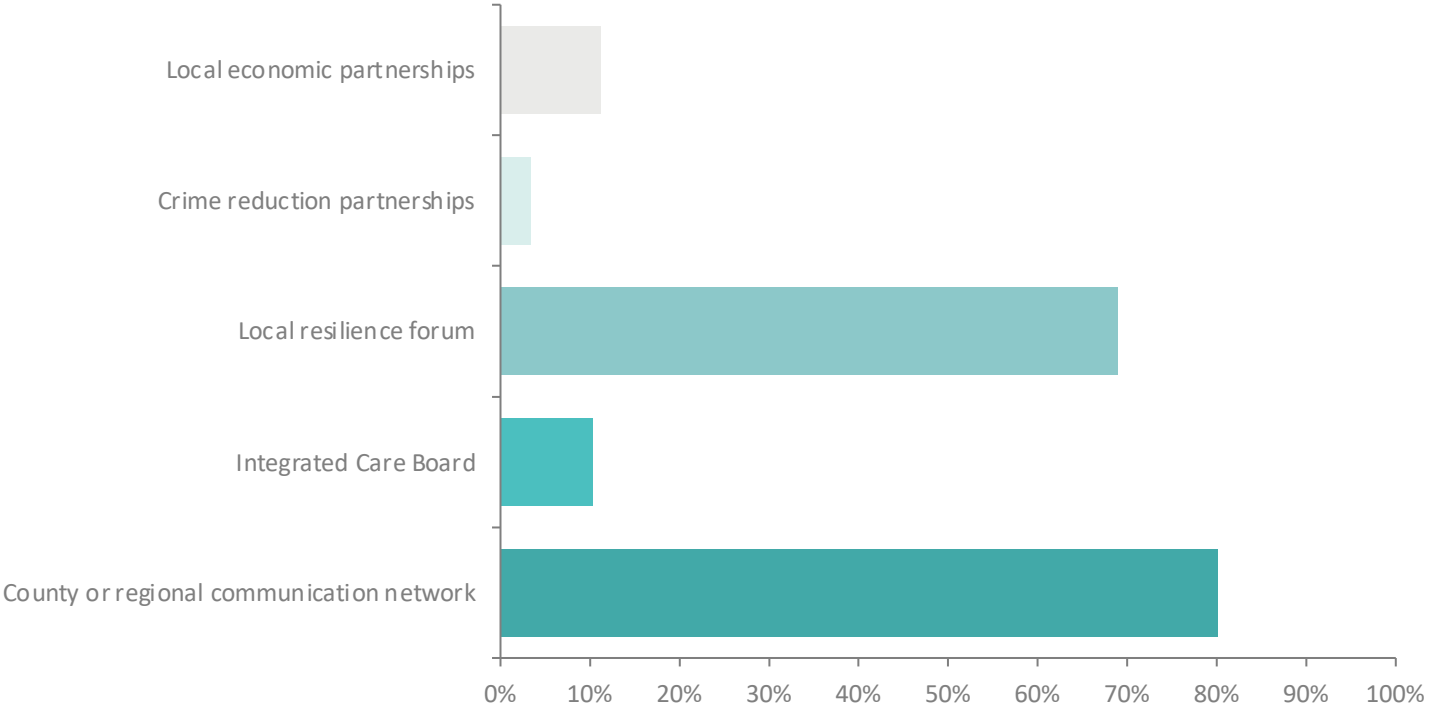


Yes No

Answered: 126 Skipped: 19

# Q11: Which of the following partnership meetings do you attend?

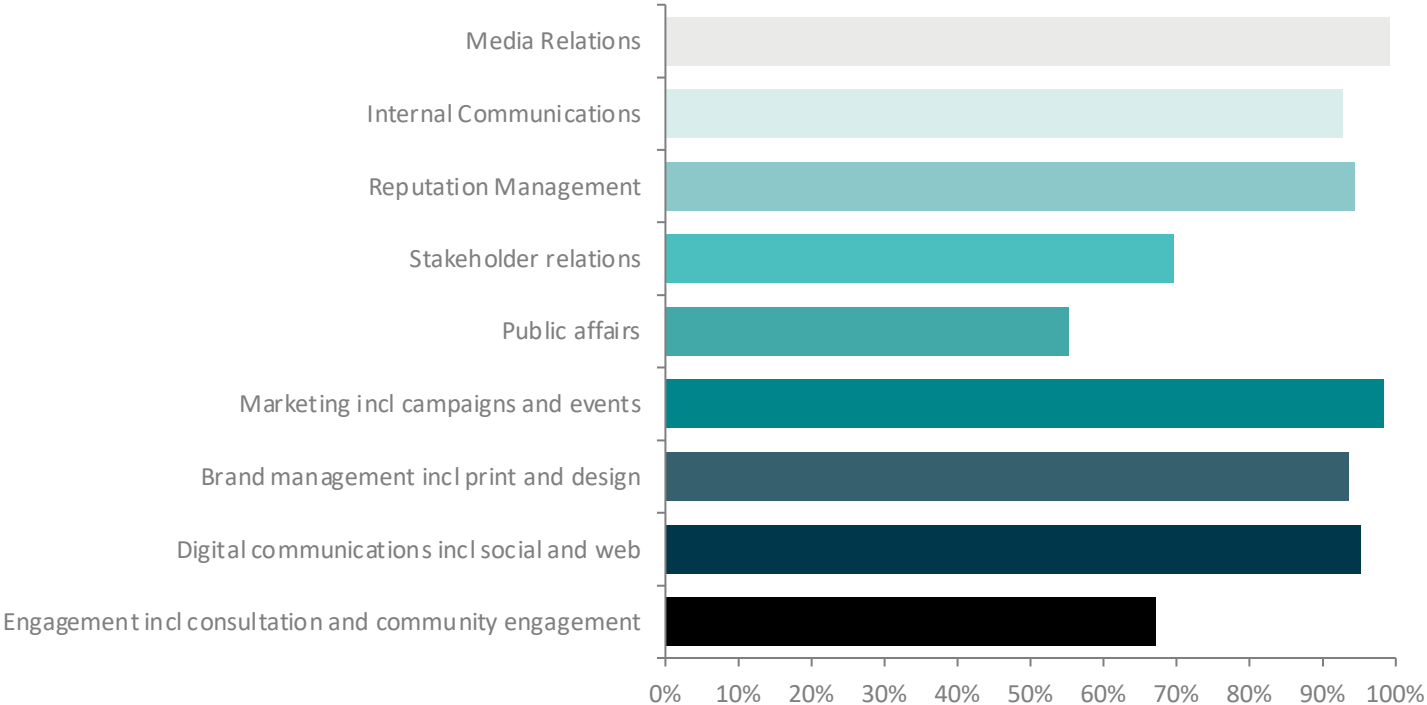
Answered: 116 Skipped: 29



# Functions and resources

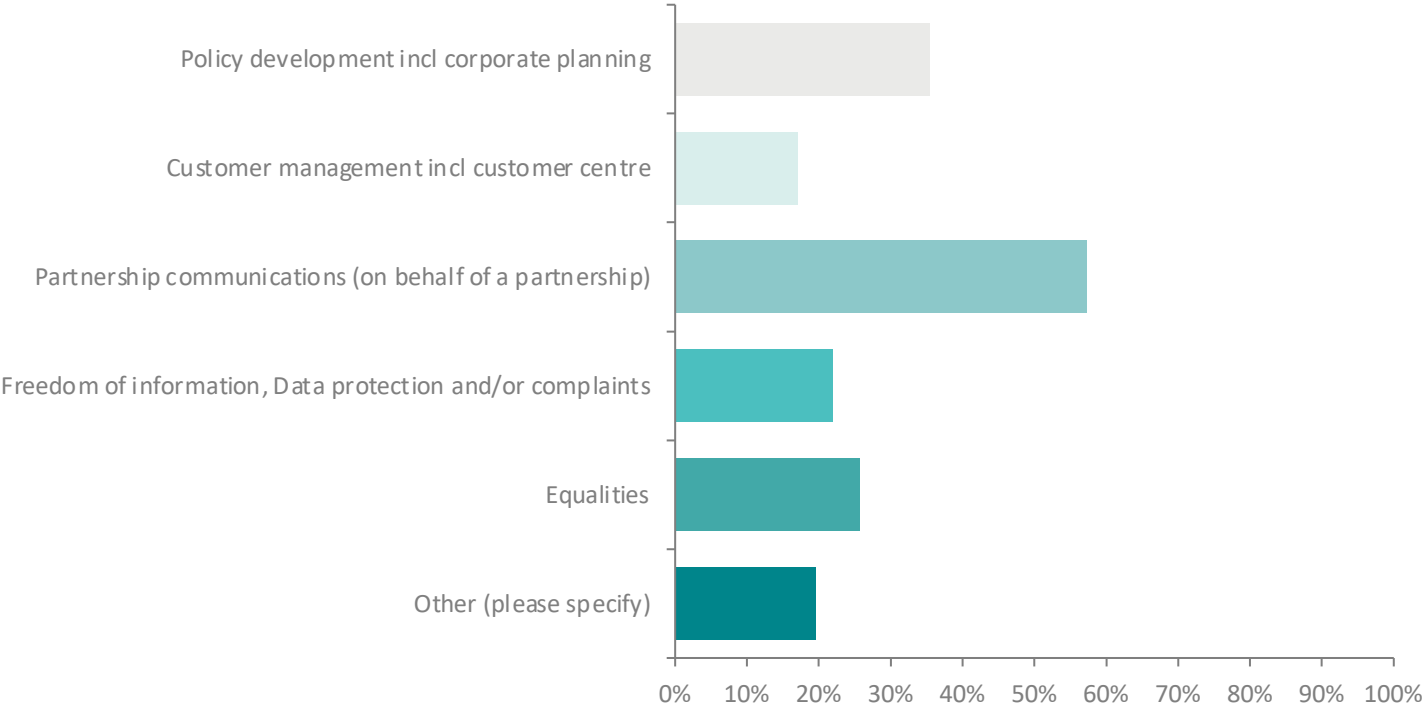
# Q12: Which of the following core functions does your team provide?

Answered: 125 Skipped: 20



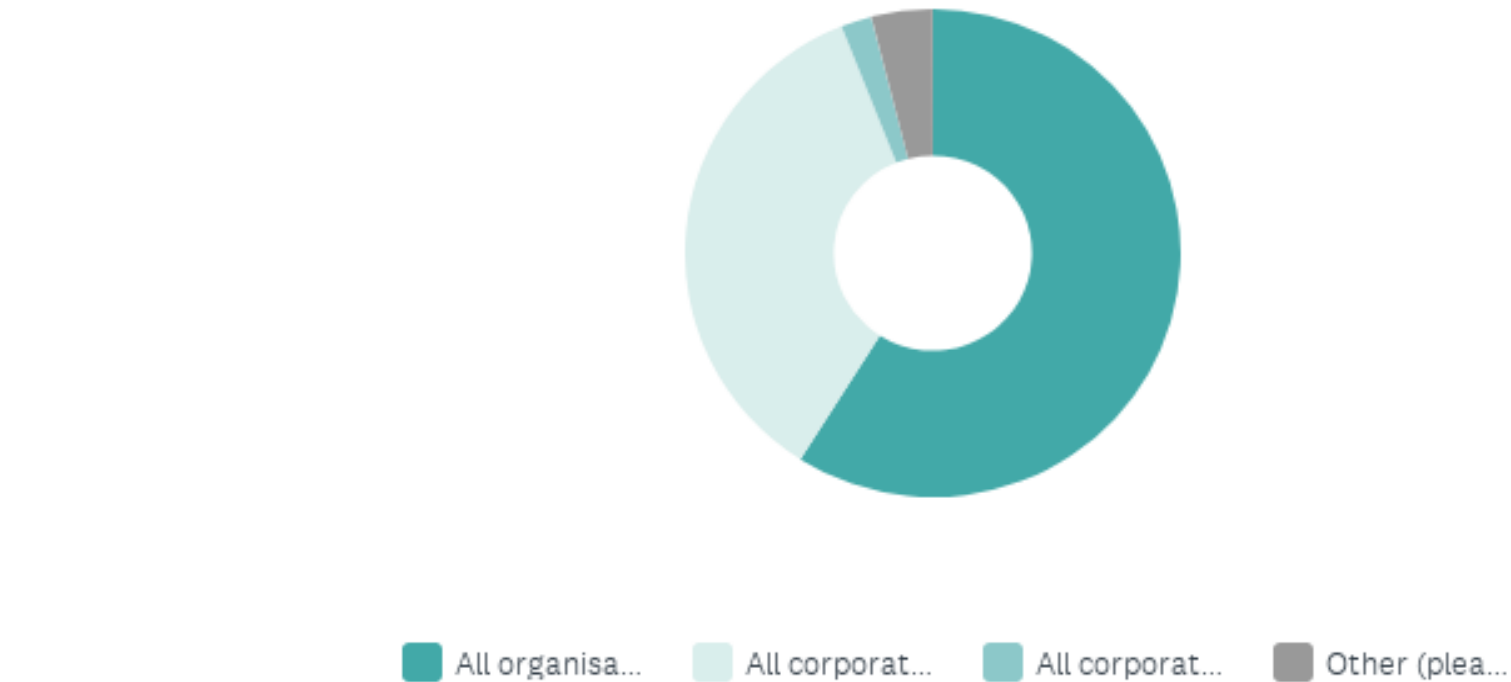
# Q13: Which of these additional functions does your team provide?

Answered: 82 Skipped: 63



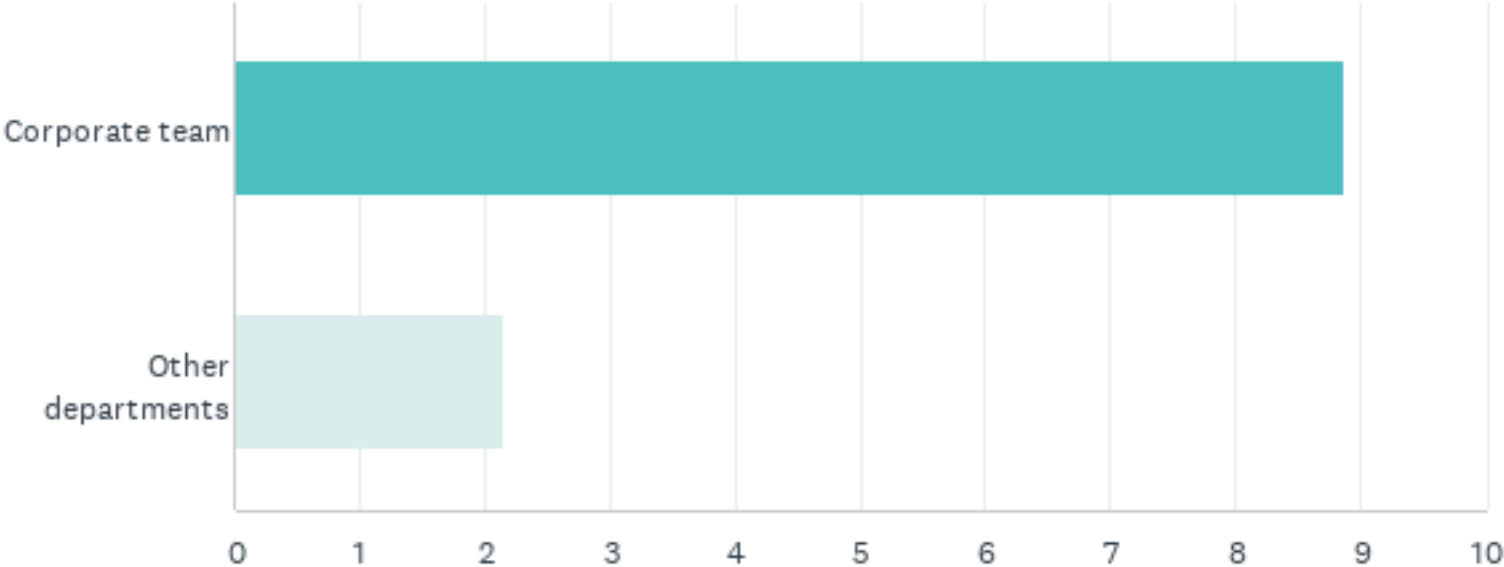
# Q14: Which best describes your model of delivery?

Answered: 102 Skipped: 43



# Q15: How many full-time equivalent posts deliver communications in your organisation?

Answered: 100 Skipped: 45

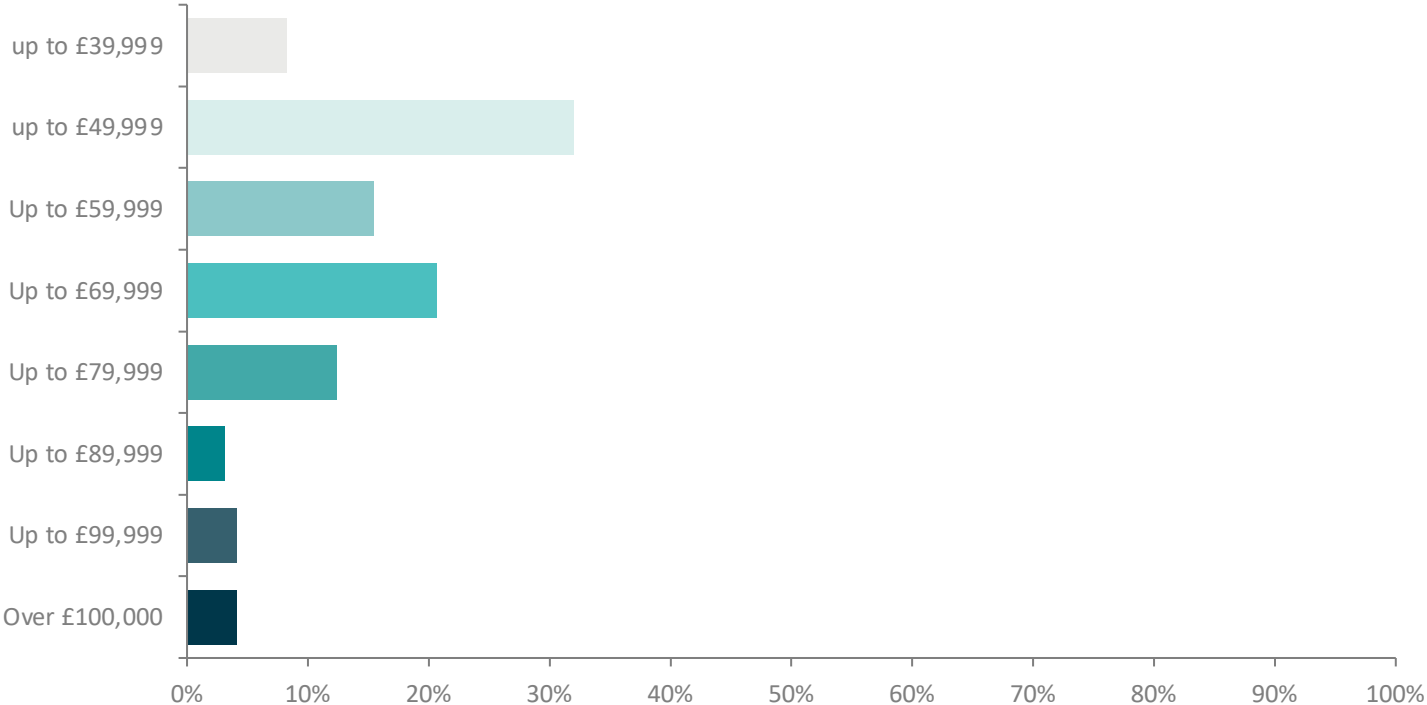


# Salaries - comparisons

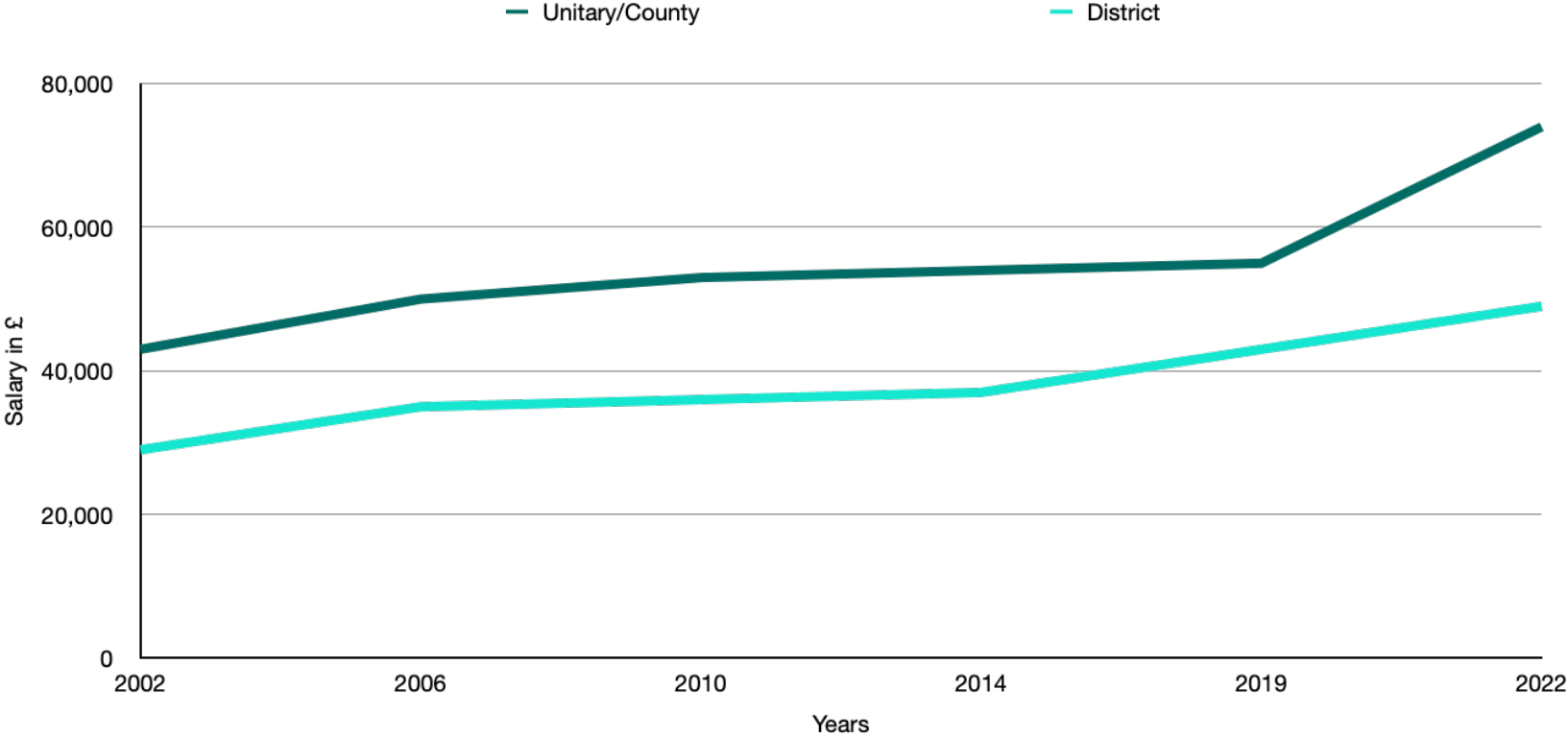


# Q18: What salary band does the highest paid post fall into?

Answered: 97   Skipped: 48



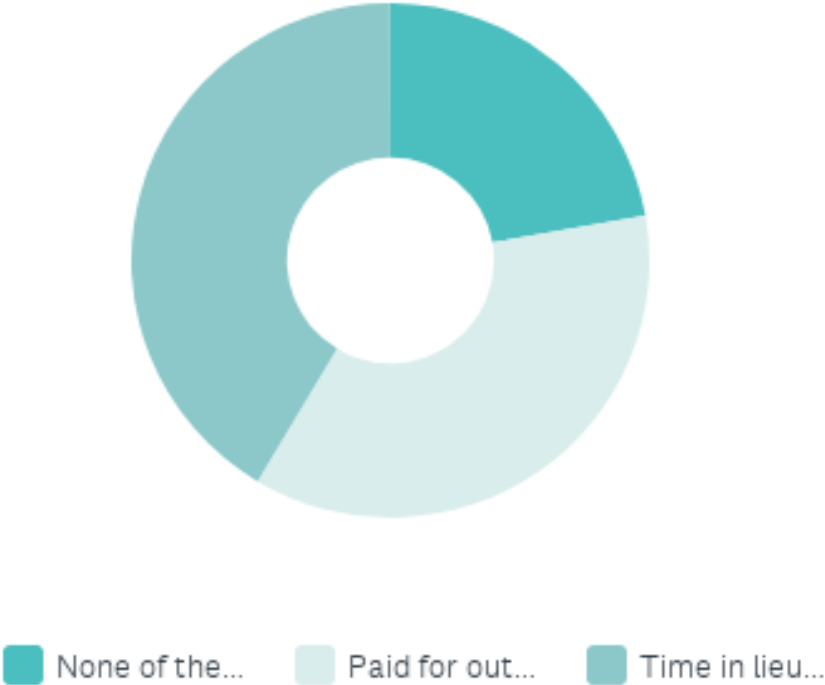
# Salaries over 20 years



Salary of most senior comms practitioners

# Q20: Do you provide out of hours cover?

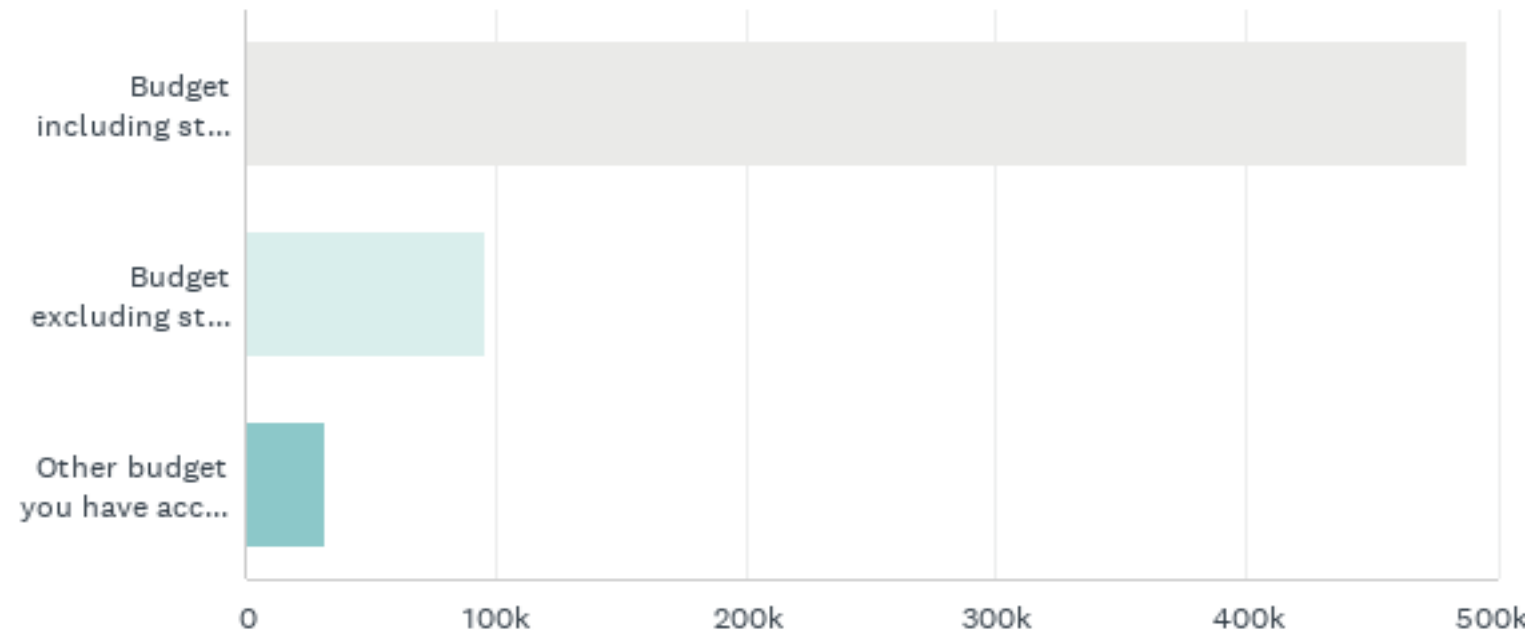
Answered: 101 Skipped: 44



**Budgets, training and key documents**

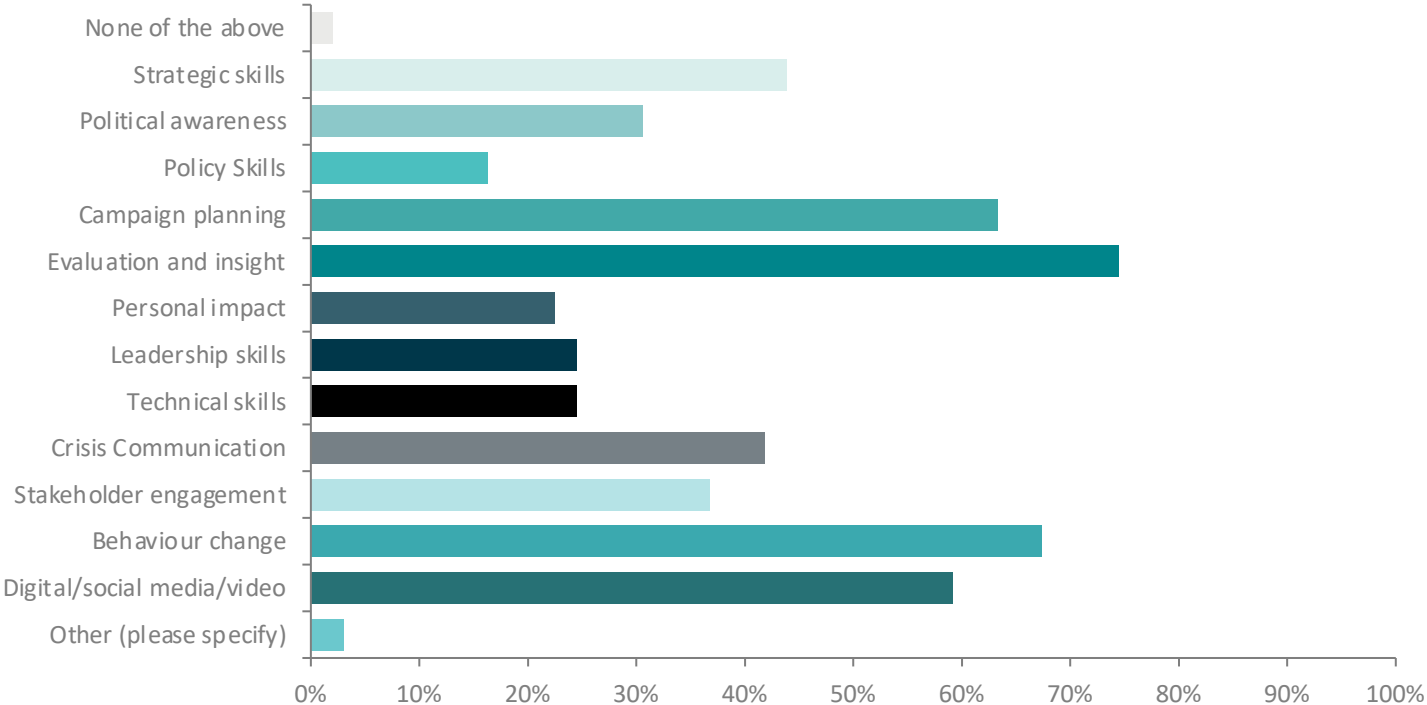
# Q19: What is your overall budget?

Answered: 76   Skipped: 69



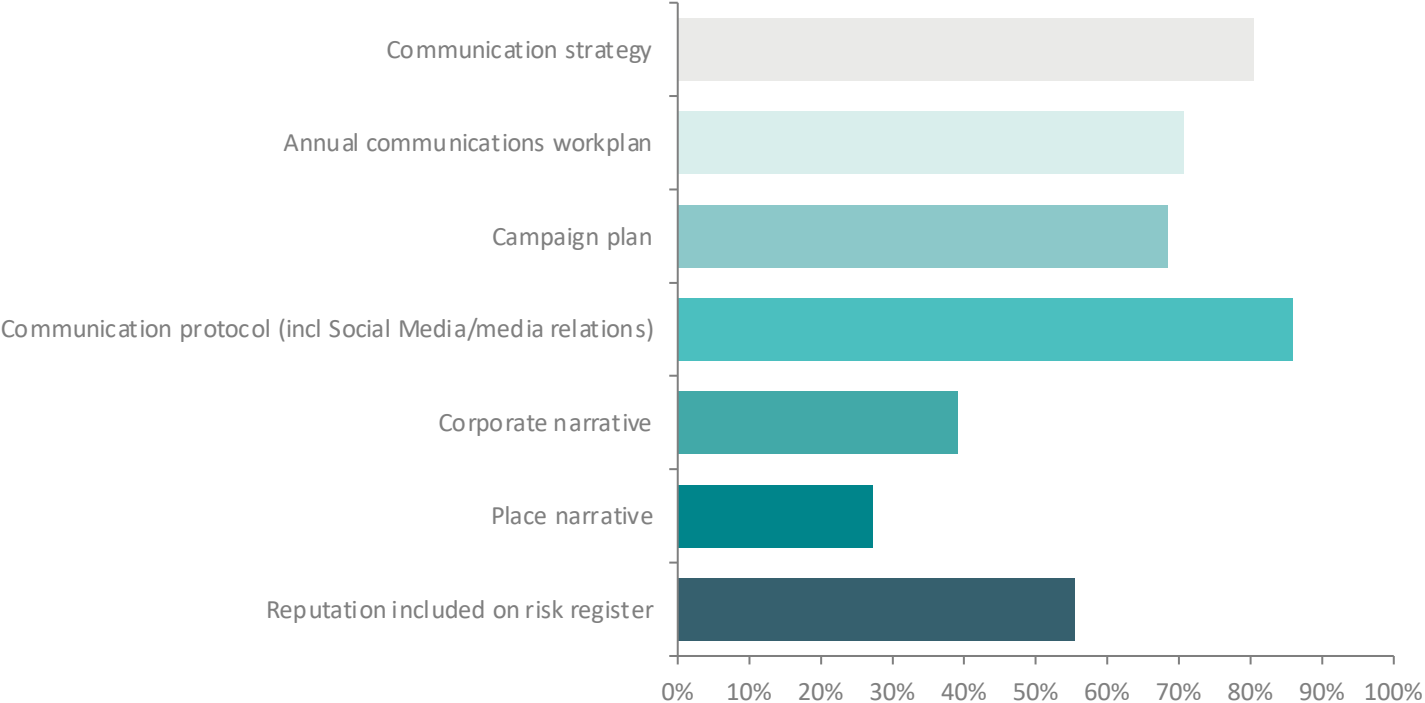
# Q22: Which areas of training and professional development would be most useful for your team?

Answered: 98   Skipped: 47



# Q23: Which of the following do you have?

Answered: 92   Skipped: 53



# Audience Research



Q24 Do you conduct a resident's survey using random or quota sampling?



Yes

No

Q25 Do you use the LGA advised benchmark questions?

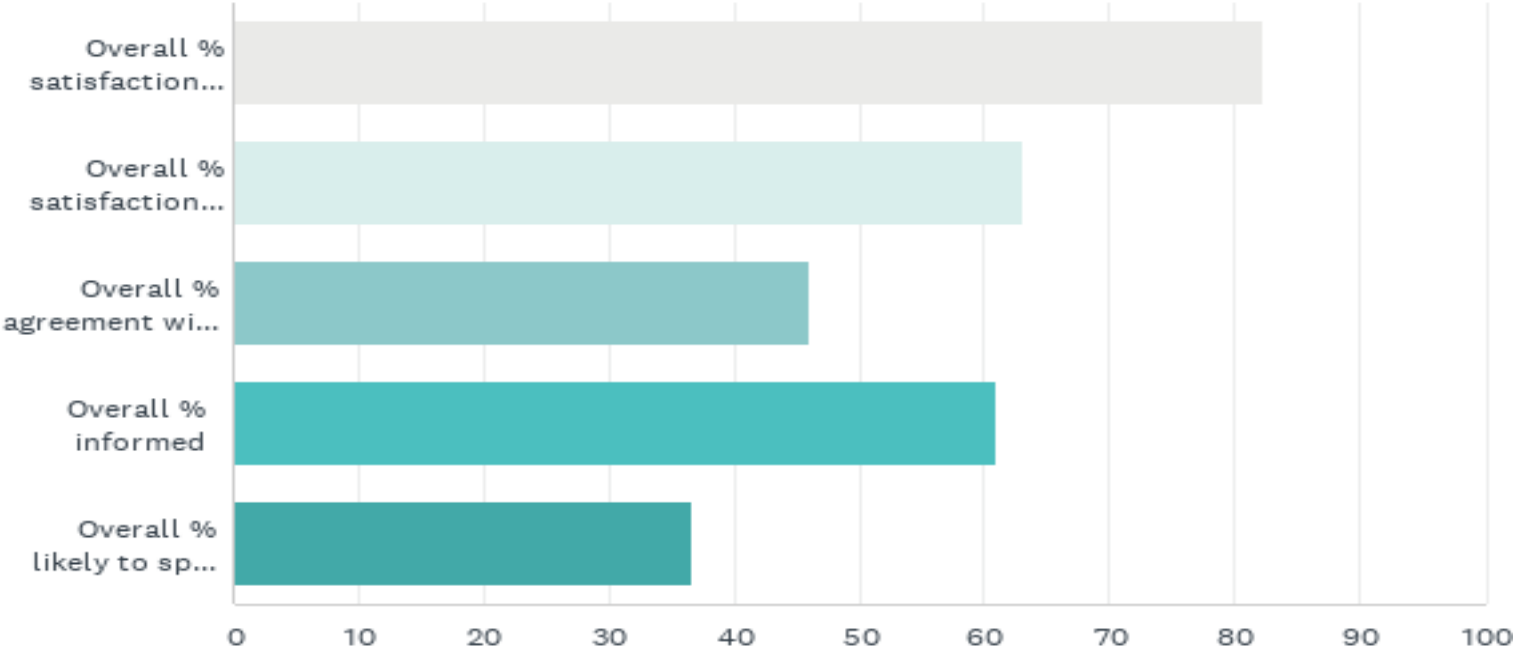


Yes

No

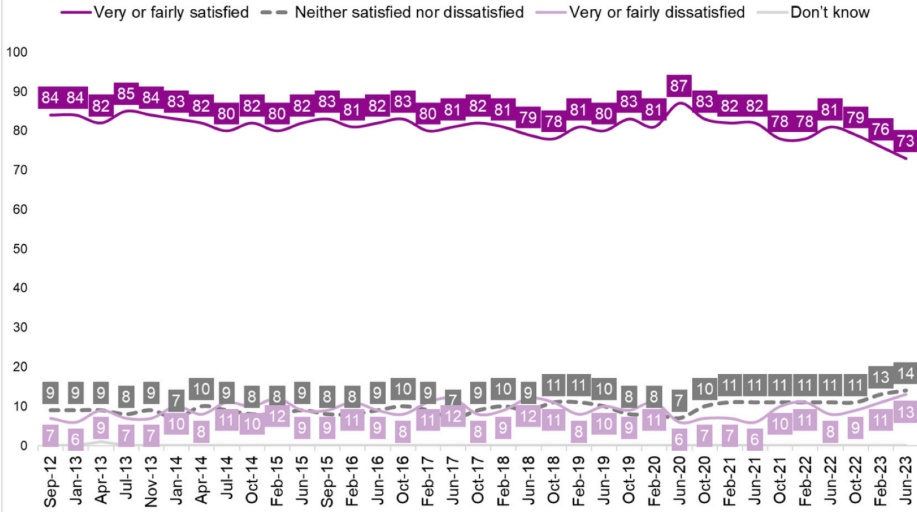
# Q26: If Yes, please indicate your scores

Answered: 21 Skipped: 124



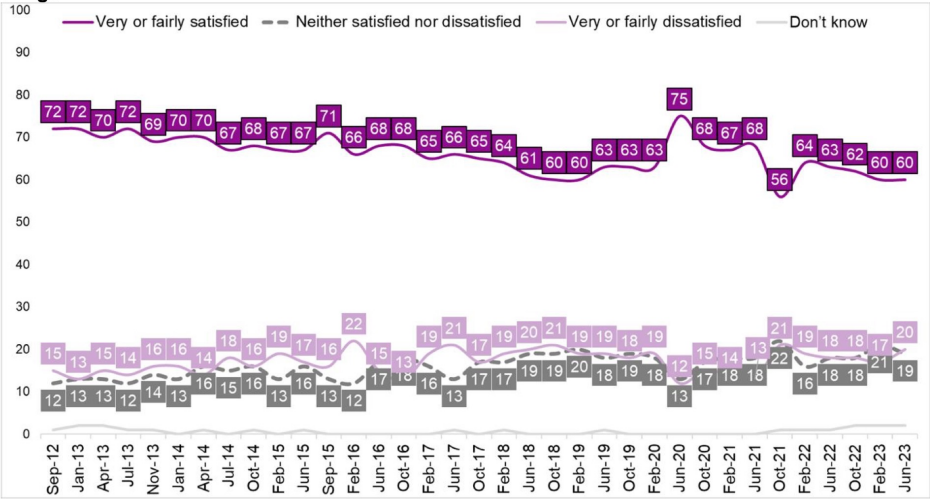
# LGA tracking survey results

Figure 1: Overall, how satisfied or dissatisfied are you with your local area as a place to live?<sup>6</sup>



Base (all respondents): Between 1000 and 1036 British adults per round from Sep-12 to Jun-23

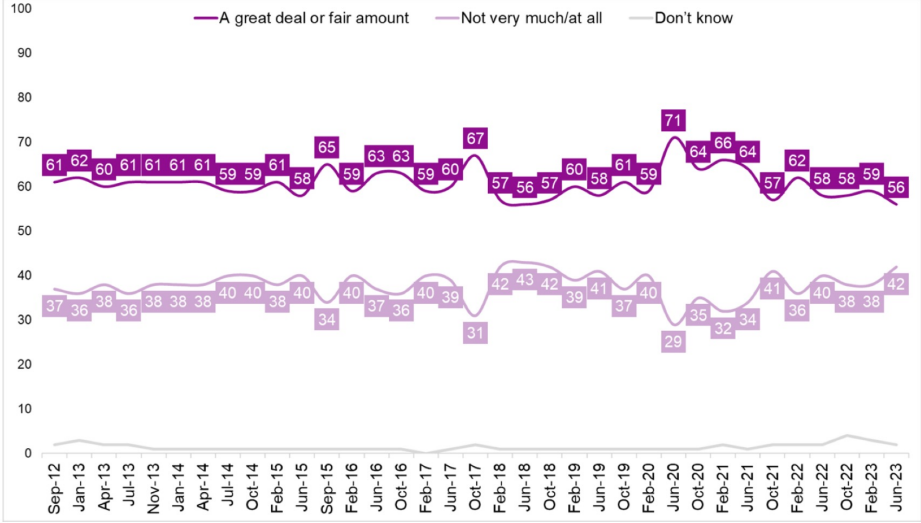
Figure 2: Overall, how satisfied or dissatisfied are you with the way your local council(s) runs things?



Base (all respondents): Between 1000 and 1036 British adults per round from Sep-12 to Jun-23

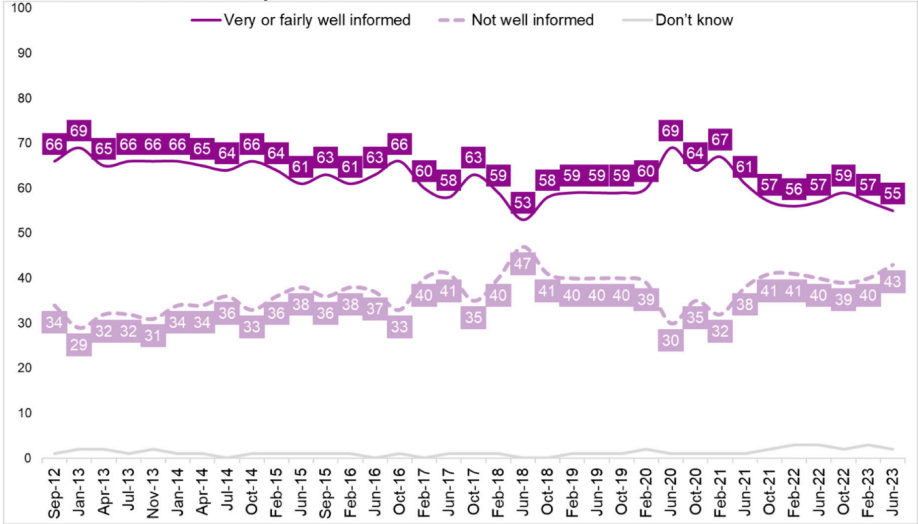
# LGA tracking survey results

Figure 8: How much do you trust your local council(s)?



Base (all respondents): Between 1000 and 1036 British adults per round from Sep-12 to Jun-23

Figure 7: Overall, how well informed do you think your local council(s) keeps residents about the services and benefits it provides?



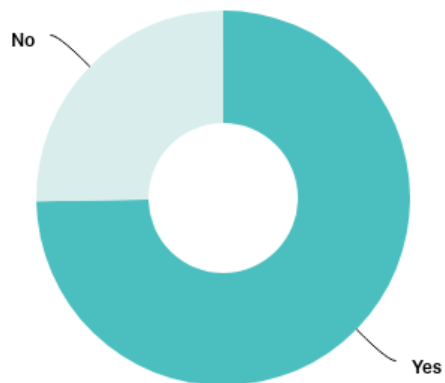
Base (all respondents): Between 1000 and 1036 British adults per round from Sep-12 to Jun-23

# LGA tracking survey results

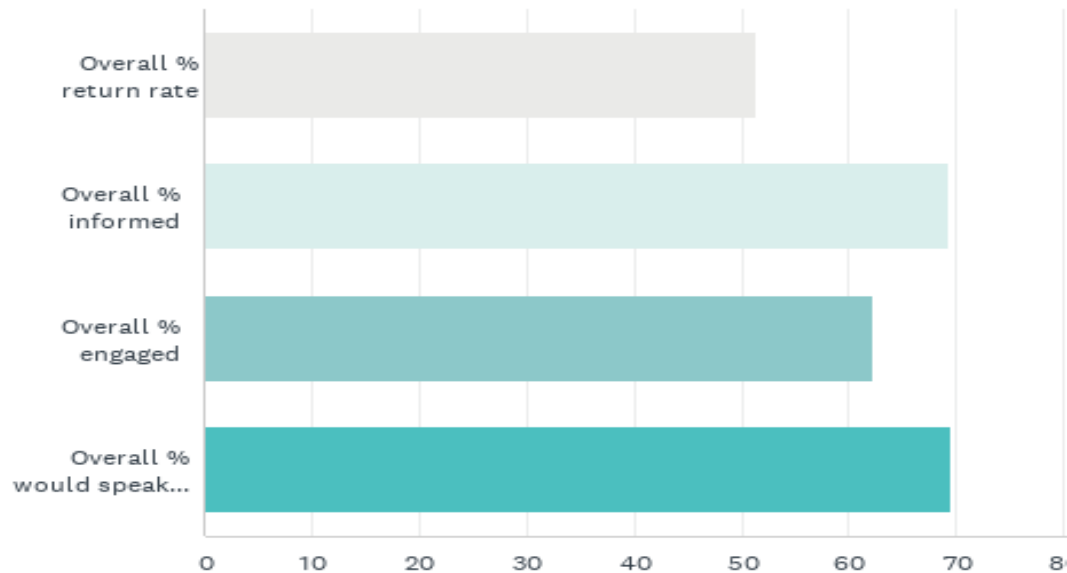
Table 1: How do you currently find out about your local council and the services it provides?		
Extent	Feb-23 (per cent)	Jun-23 (per cent)
Word of mouth (e.g. friends, neighbours, relations)	63%	63%
Council website	60%	55%
Printed information provided by the council (e.g. leaflets, public notices)	50%	55%
Local media (e.g. newspapers, TV, radio, news websites)	44%	44%
Social media sites and blogs (e.g. Facebook, Twitter, YouTube)	33%	32%
Council magazine	30%	28%
Council texts, emails and e-newsletters	25%	25%
From your local councillor	21%	19%
Direct contact with the council (e.g. contact with staff, public meetings and events)	19%	20%
Other	5%	1%
Do not find out any information	3%	2%
Don't know	2%	1%

Base (all respondents): 1001 British adults per round from Feb-23 to Jun-23. Please note: Respondents were able to select more than one answer.

Q27 Do you conduct a staff survey either all staff or a random sample?



Q28: If Yes, please indicate your score on the following questions if asked



**Media**

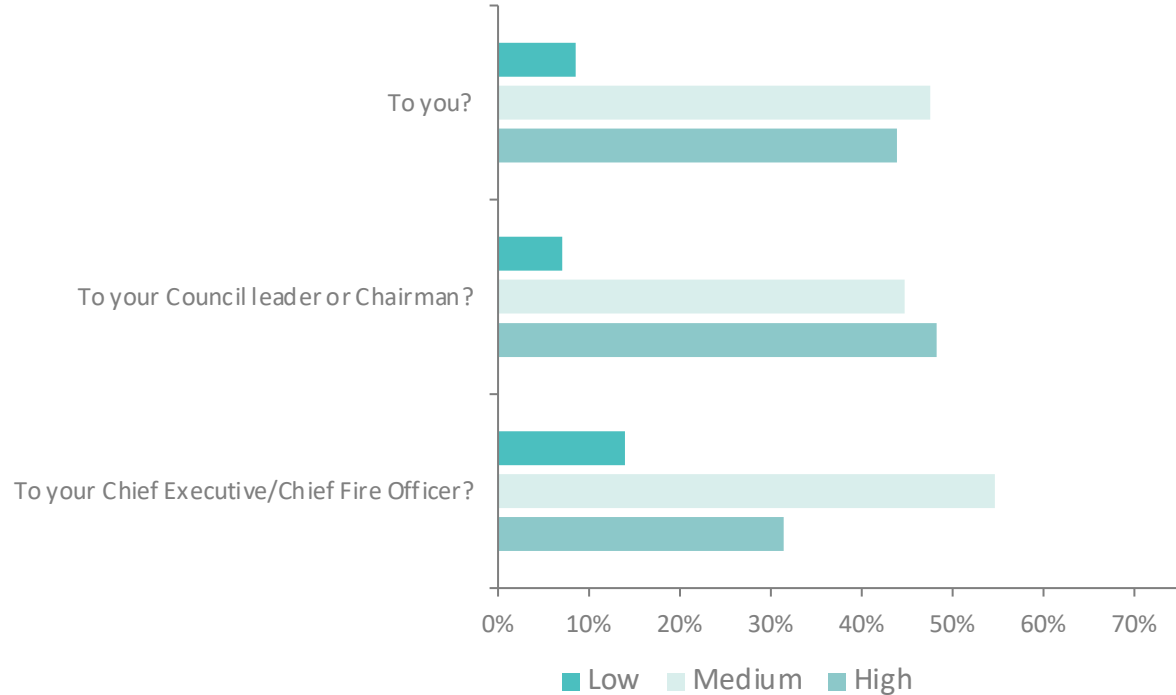
## Q30: What percentage of team time is given to media relations?

Answered: 80 Skipped: 65

27%

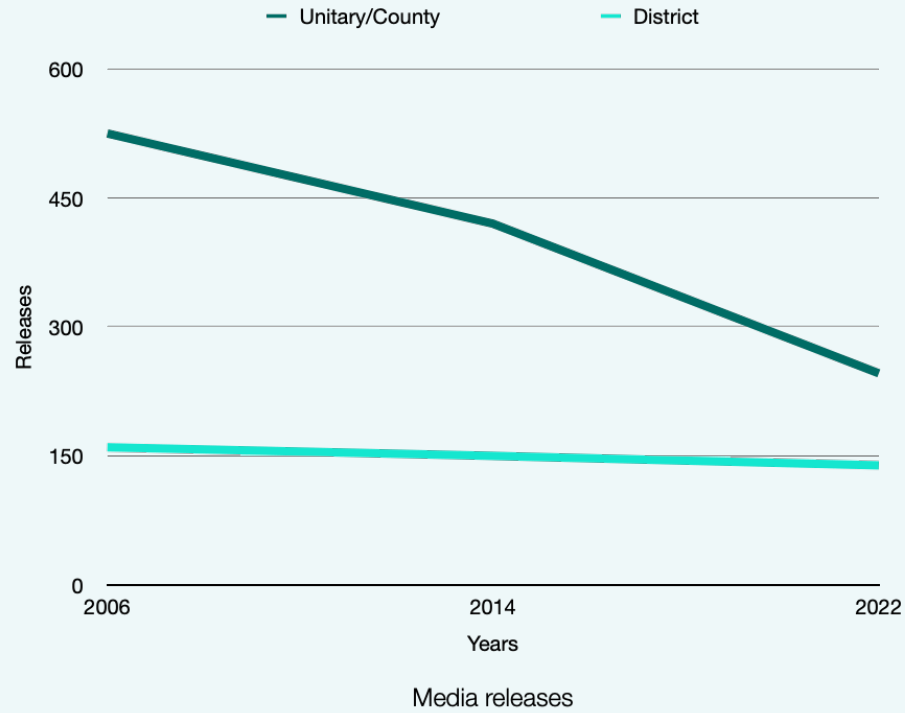
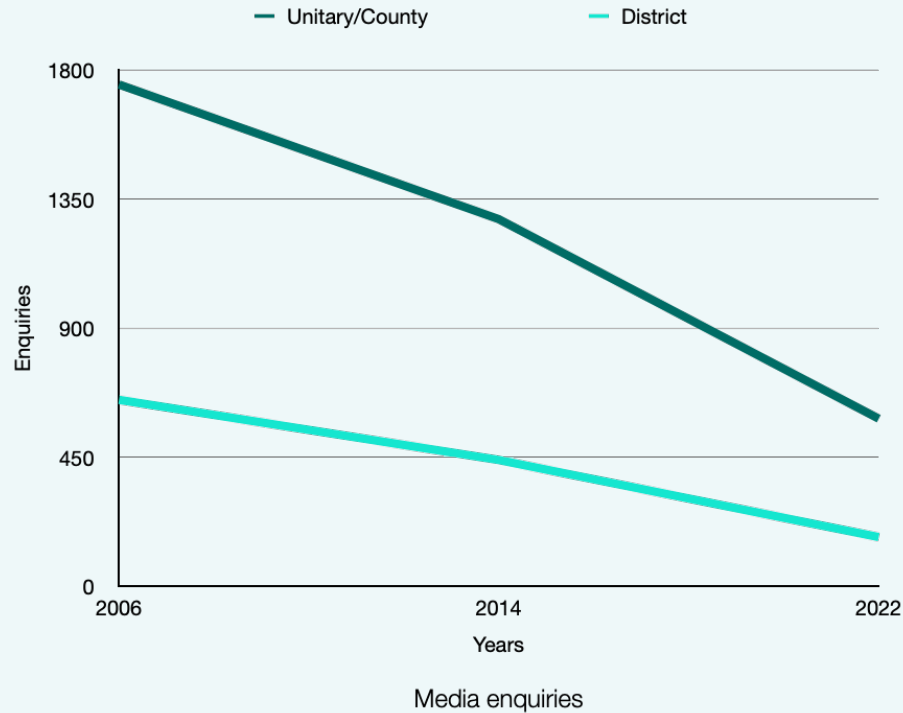
## Q32: How important is media relations...

Answered: 86 Skipped: 59





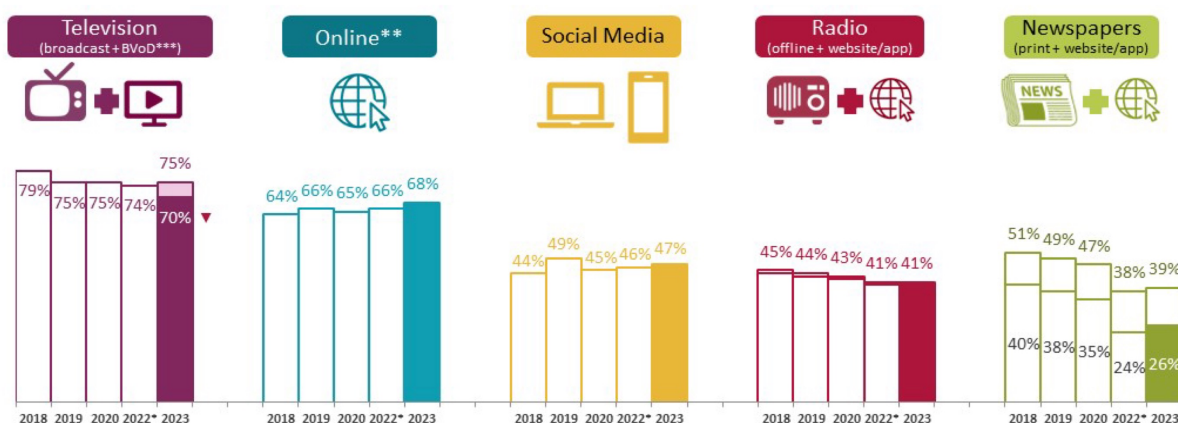
# Media comparison over 15 years



# Ofcom report and Press Assoc report

Changing media landscape

**Figure 1: Use of main platforms for news nowadays**



*Ofcom News Consumption Survey 2023. Question: C1. Which of the following platforms do you use for news nowadays? Base: All Adults 16+. 2023=4556, 2022 W2\*=2792, 2020=4576, 2019=4691, 2018=4618. \*2022 W1, and 2021, data not shown because face-to-face fieldwork was not possible during Covid-19 pandemic.*

*\*\*Includes use of social media, podcasts and all other websites/apps accessed via any device \*\*\*BVoD included for first time in 2023.*

Reach, September 2023

	Publisher	Audience ▼	Y-o-Y change in audience (%)	Audience reach (%)
1	Alphabet	49.5m	0.4%	99%
2	Meta	48m	-0.9%	96%
3	Amazon	44.8m	1.1%	90%
4	Microsoft	43.2m	4.3%	86%
5	BBC	37.7m	-2.6%	75%
6	Reach	34.9m	-6.5%	70%
7	eBay	31.6m	-0.0%	63%
8	Apple	31.4m	7.2%	63%
9	Paypal	31.2m	7.4%	62%
10	UK Government	29.3m	-0.7%	59%
11	Mail Metro Media	28.8m	-10.9%	58%
12	Sky	27.3m	2.3%	54%
13	News UK	26.9m	-14.6%	54%
14	NHS	26.6m	-14.9%	53%
15	J Sainsbury	26.4m	10.3%	53%
16	X Corp. (previously Twitter)	23.6m	-17.4%	47%
17	Bytedance	23.6m	23.5%	47%
18	The Independent and The Evening Standard	23.2m	-8.8%	46%
19	Wikimedia Foundation	21.9m	-8.3%	44%
20	Spotify Music	21.8m	15.4%	44%

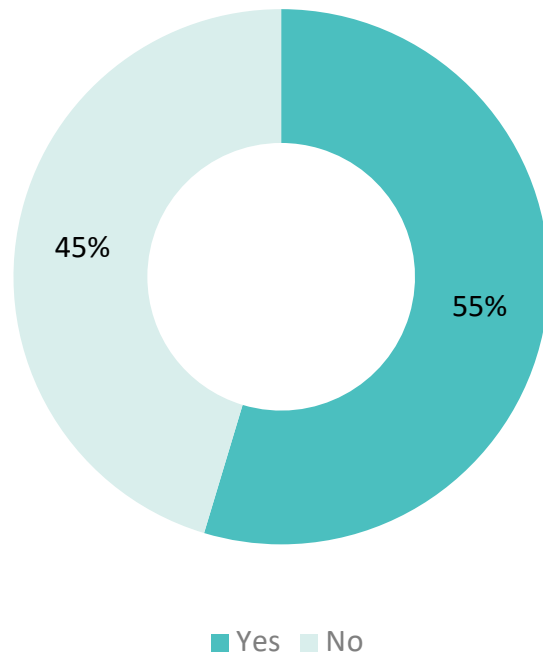
Source: Ipsos, Ipsos iris, 1-30 September, Adults 15+. Ipsos iris is endorsed by UKOM

**PressGazette**

**Digital and social**

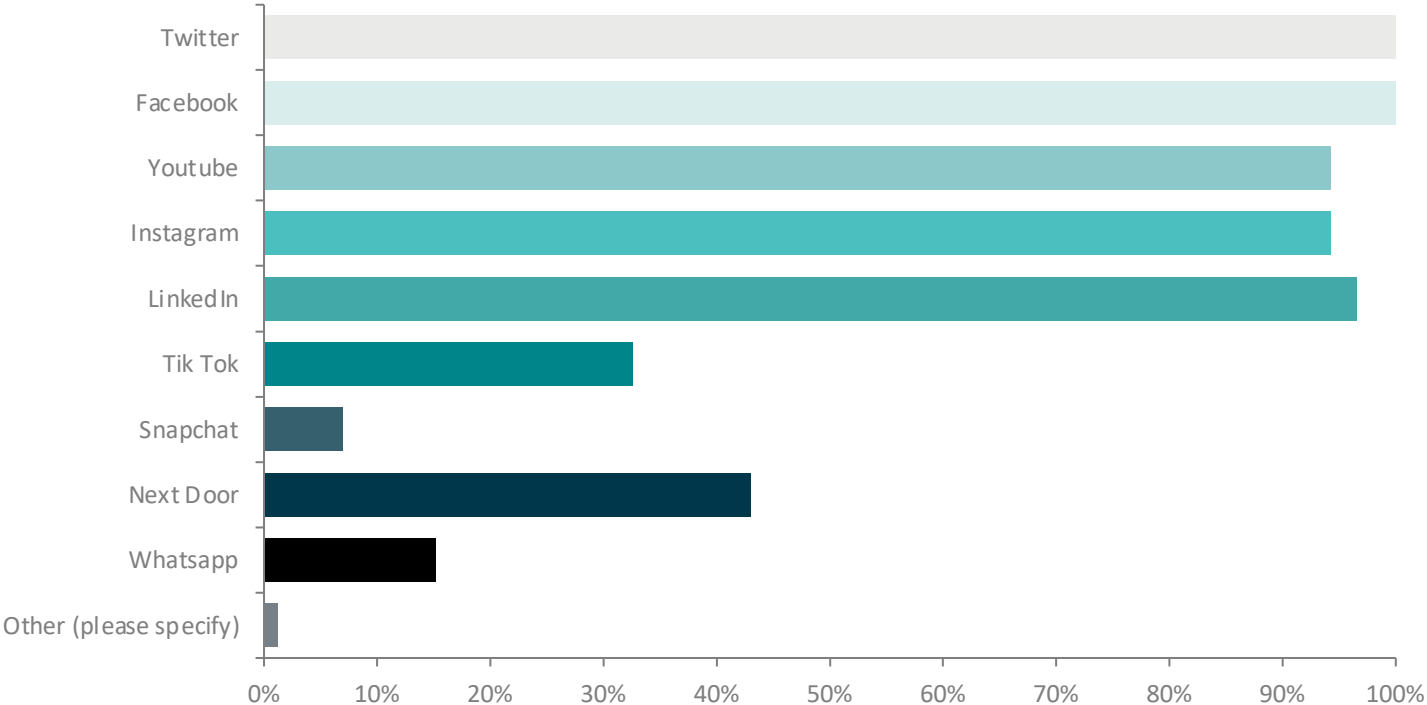
## Q35: Do you have responsibility for the website?

Answered: 86 Skipped: 59



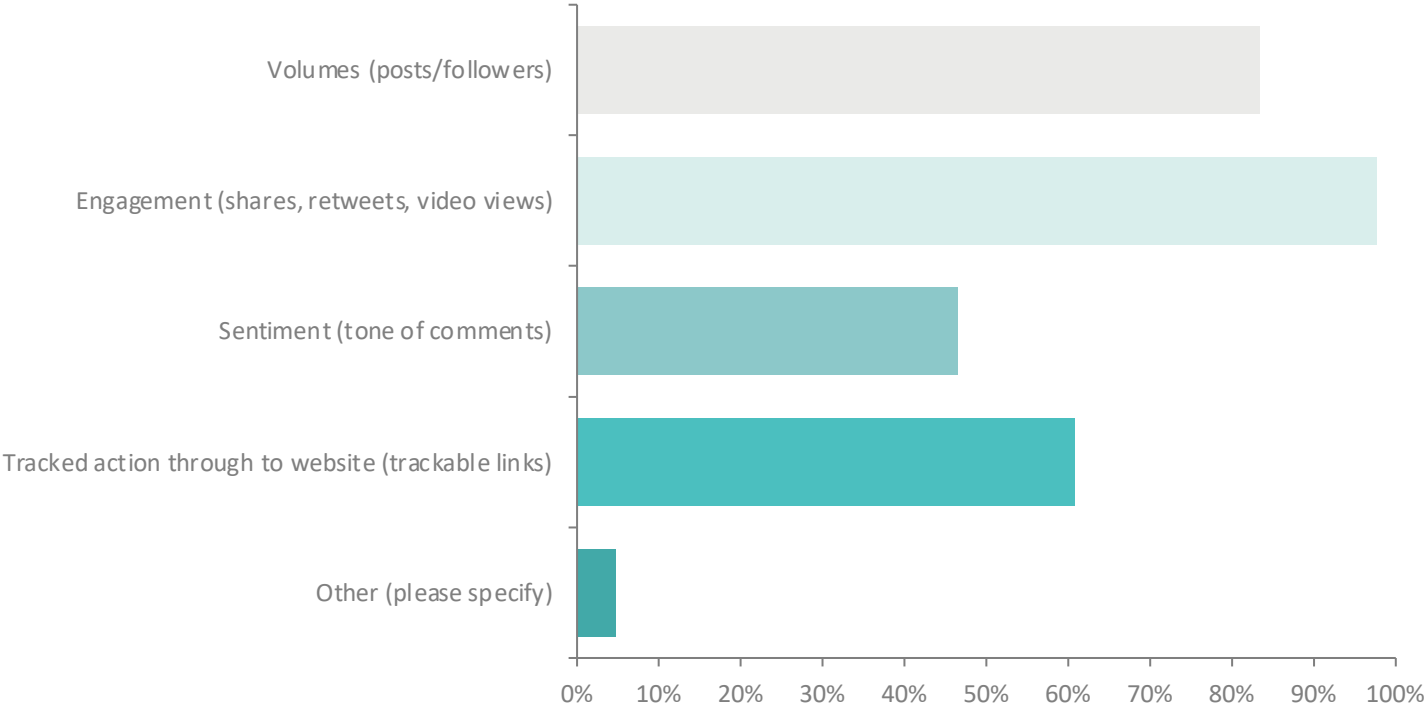
# Q38: Which of the following social media platforms do you use?

Answered: 86 Skipped: 59



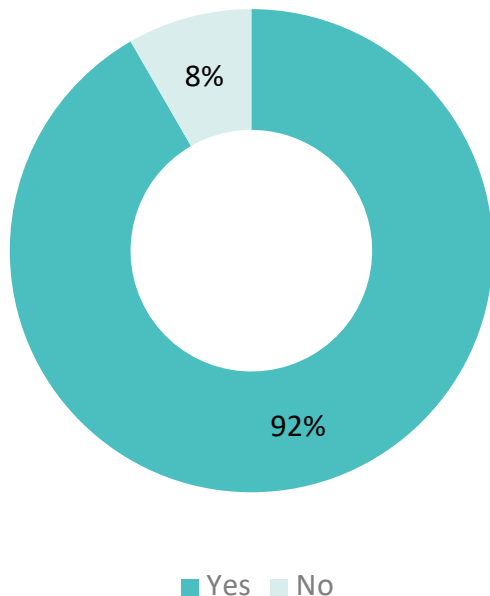
# Q39: What social metrics do you measure?

Answered: 84   Skipped: 61



## Q40: Do you design and deliver campaigns?

Answered: 84 Skipped: 61



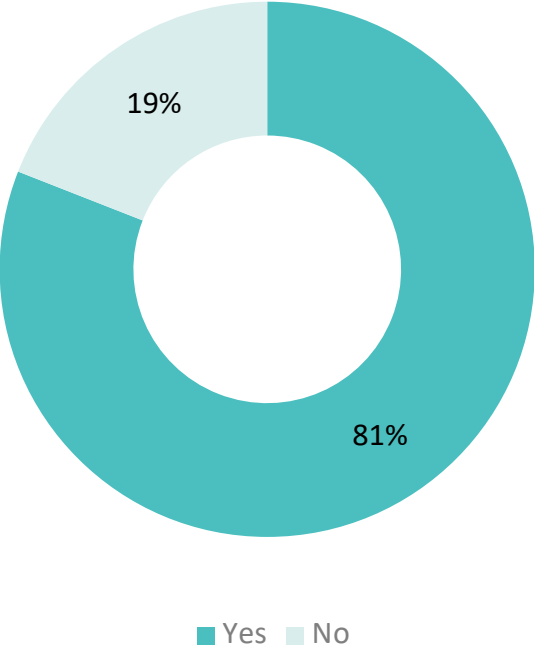
## Q41: If Yes, how many campaigns on average do you deliver each year?

Answered: 72 Skipped: 73

12

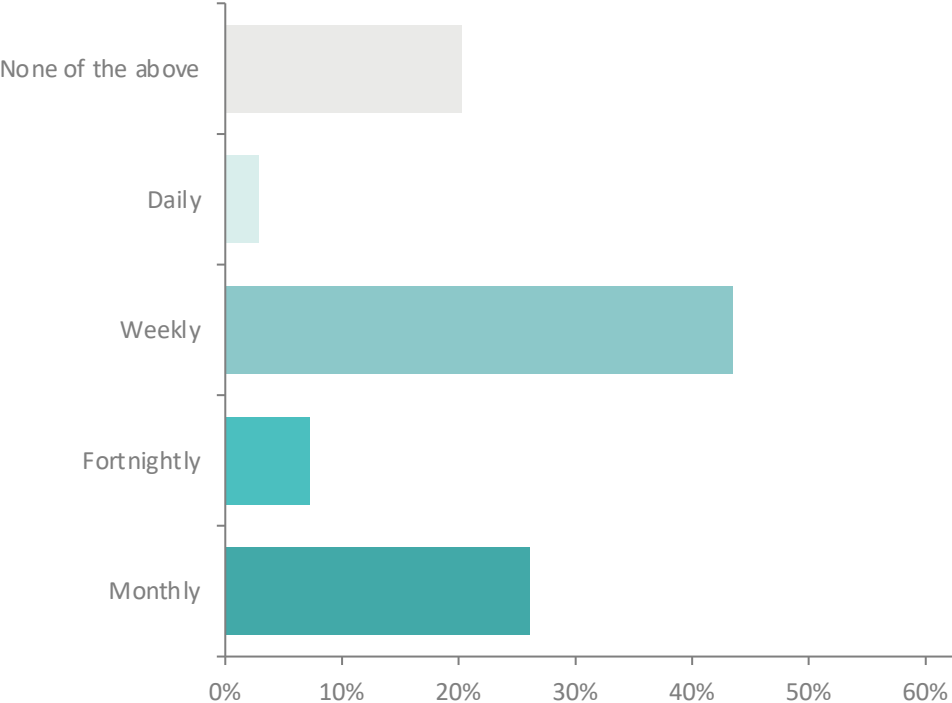
# Q42: Do you have a digital newsletter?

Answered: 84 Skipped: 61



# Q43: If Yes, what is the frequency?

Answered: 69 Skipped: 76

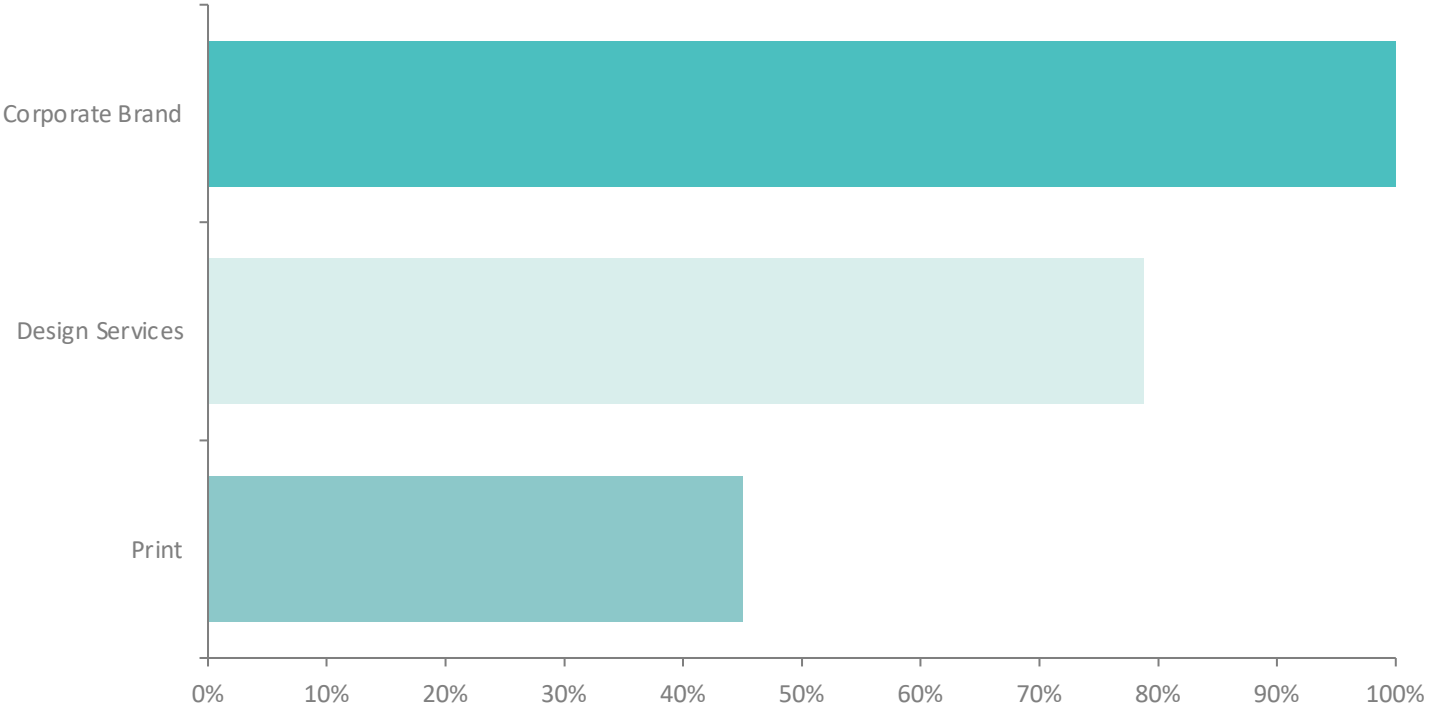




**Branding, design, marketing**

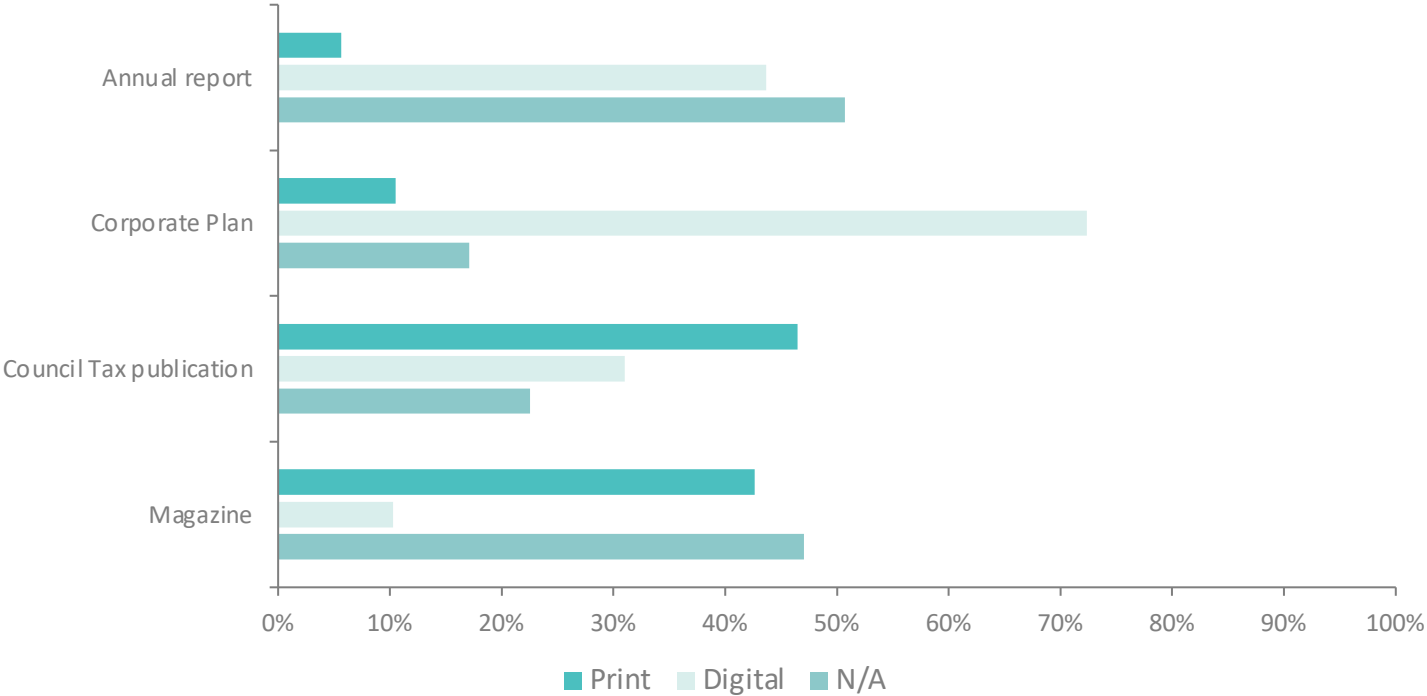
# Q46: Which of the following are you responsible for?

Answered: 80   Skipped: 65



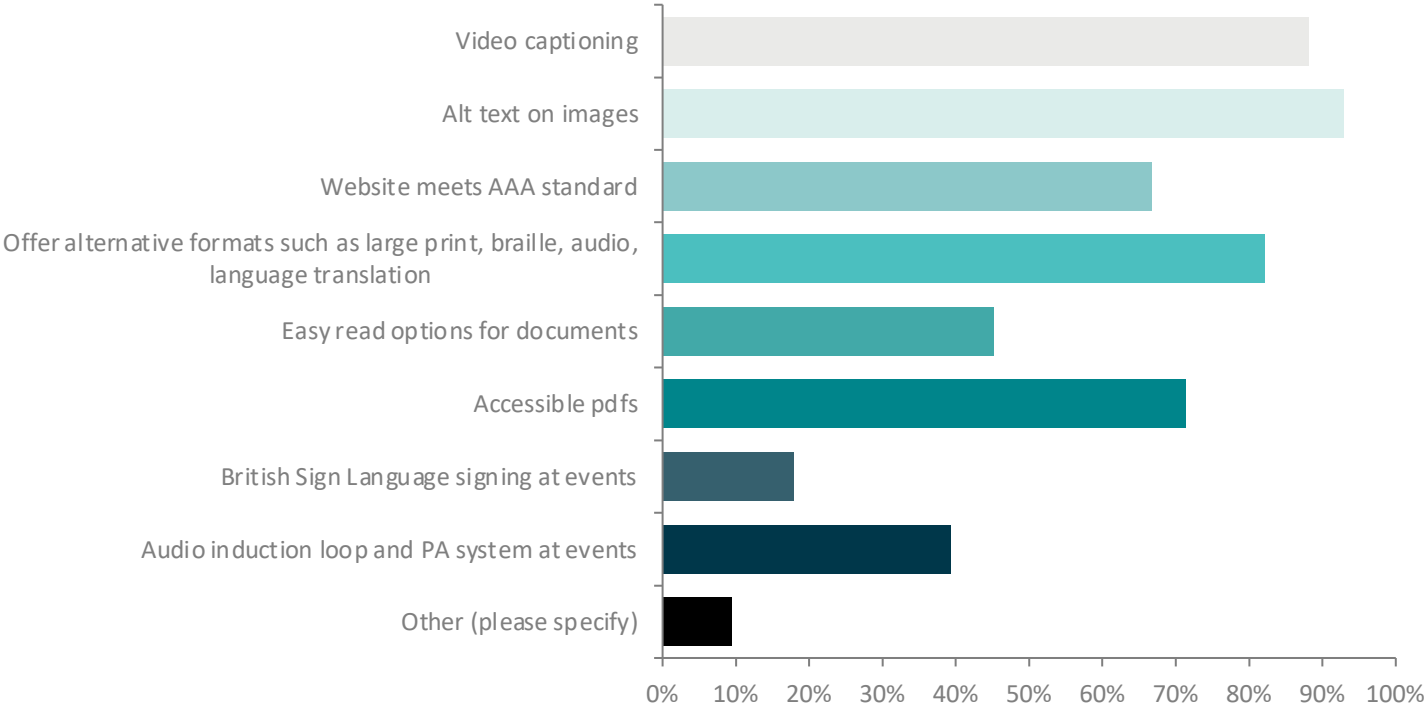
# Q47: Which of the following publications do you produce?

Answered: 81   Skipped: 64



# Q48: Which of the following do you undertake to improve accessibility to information?

Answered: 84 Skipped: 61



# Equity, Diversity and Inclusion

CIPR Diversity and Inclusion Network has produced a series of guides free to all PR practitioners

**EDI Basics**



**Inclusive Language**



**Inclusive Events**



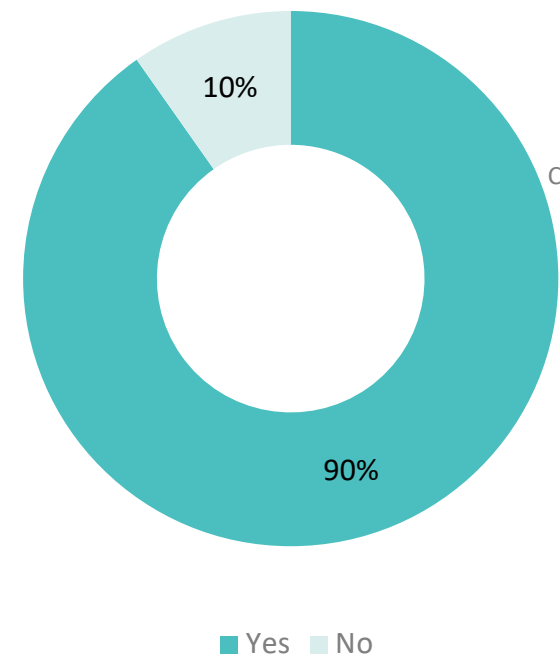
**Inclusive Communication**



**Stakeholder engagement**

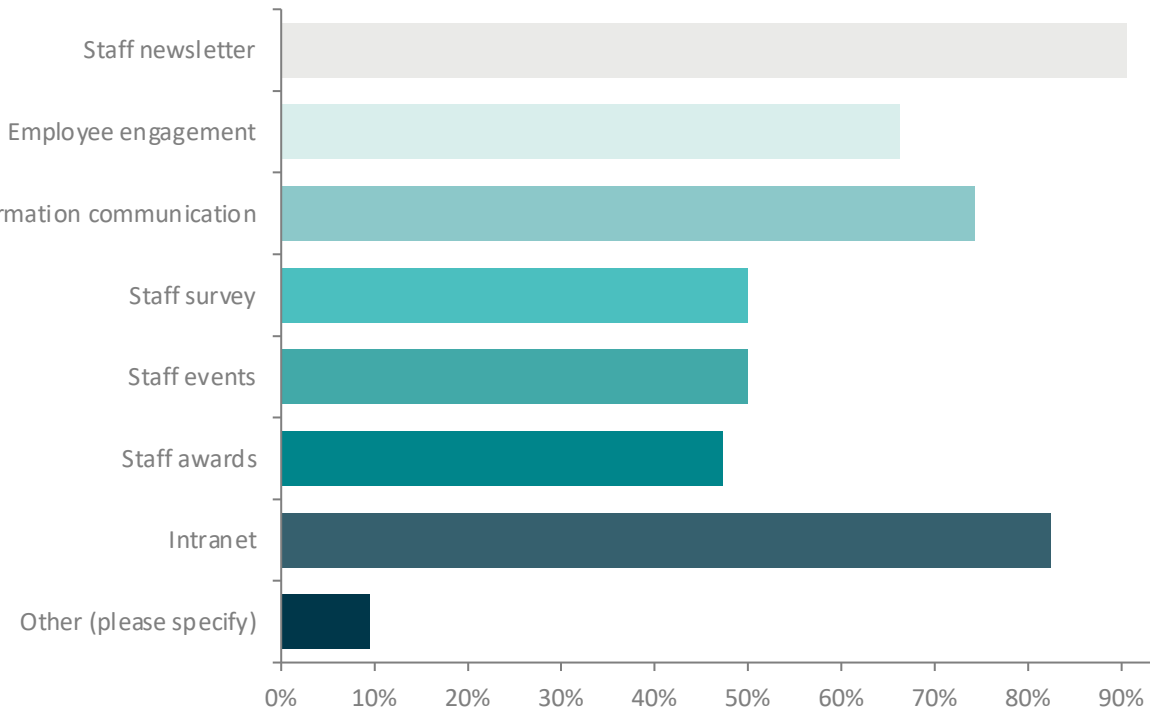
# Q49: Are you responsible for Internal Communications?

Answered: 82 Skipped: 63



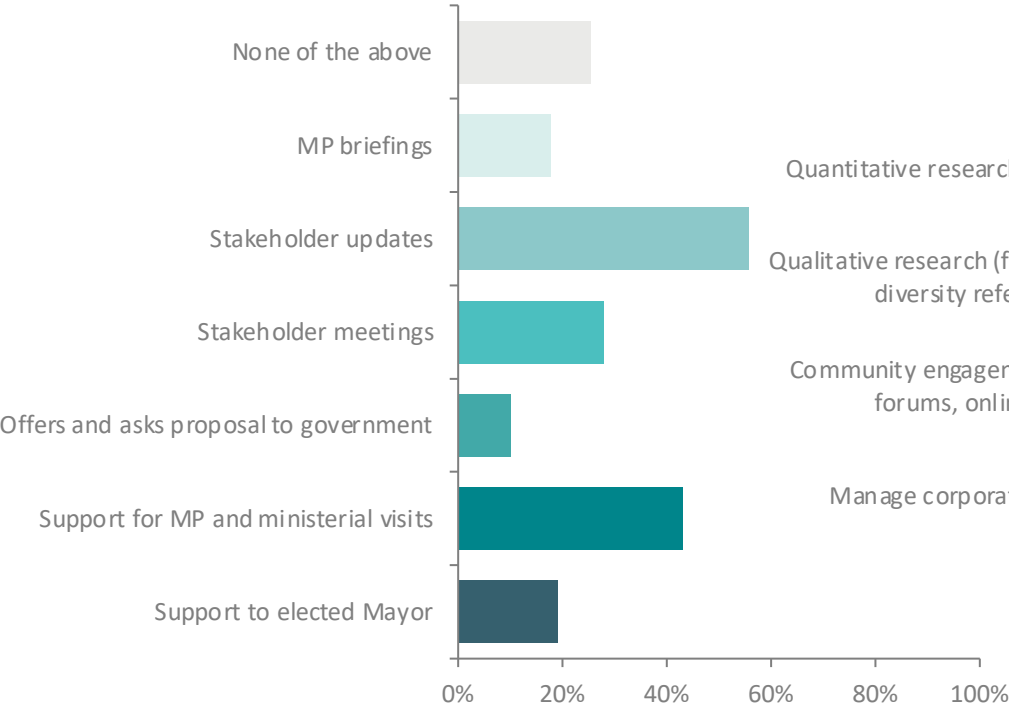
# Q50: If Yes, what aspects of Internal Communications do you manage?

Answered: 74 Skipped: 71



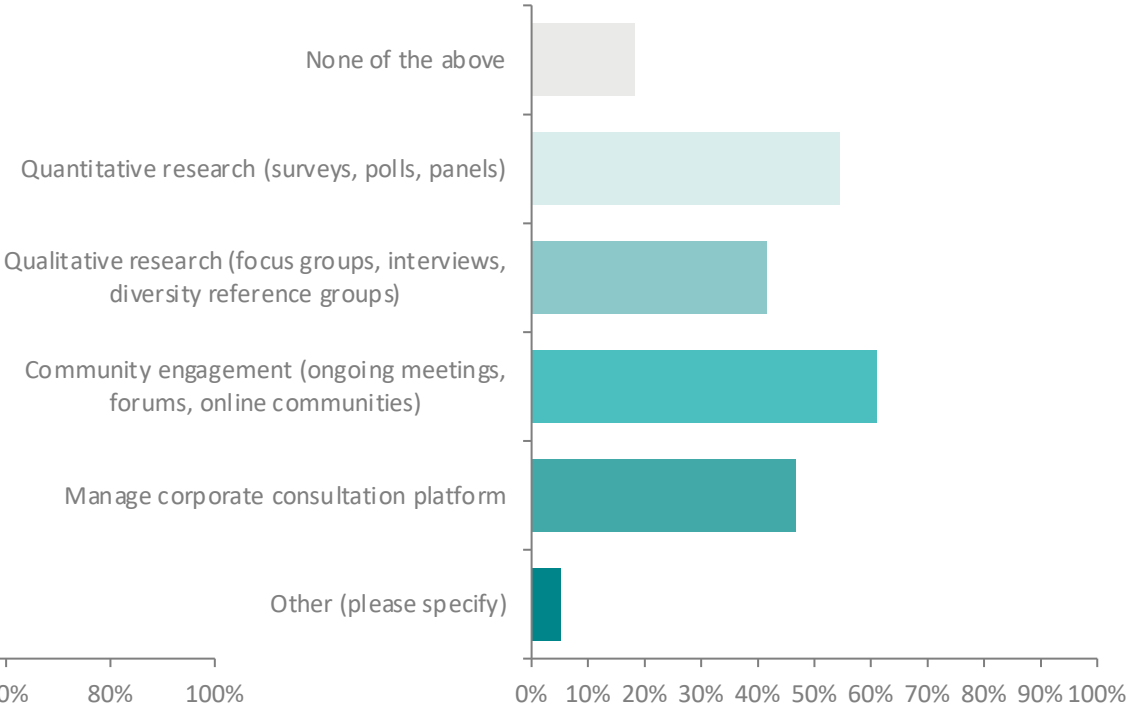
# Q52: Which of the following public affairs activities do you provide?

Answered: 77 Skipped: 68



# Q53: Which of the following Engagement activities do you undertake?

Answered: 79 Skipped: 66





# Improvement

Top 3 things to improve

## What are the three areas you most want to improve?

Topic	Top priority	Second priority	Third priority
Strategic impact/reputation	14	8	3
Prioritisation, workload reduction	12	9	4
Measurement and Evaluation	9	7	15
Community engagement including consultation	7	4	1
Internal comms and engagement	5	4	1
Campaigns (better planning and more creative)	4	11	3
Digital and social (inc content creation)	4	10	9
Insight and data	4	4	2
Writing and developing comms strategy	3	0	0
Stakeholder management	2	3	5
Behaviour change	2	3	1
Place branding	2	1	
Team welfare and development	1	1	4
Diversity and accessibility	1	1	3
Media relations (improve and modernise)	0	4	4
Generate income	0	1	0

**Trends**

# Major trends in PR

- AI in PR – FirePro presentation, CIPR reports and Global Alliance webinars
- Professionalisation – CIPR CPD, Chartership, Leadership
- Better measurement and evaluation

# What is Artificial Intelligence?



# AI in PR – CIPR reports

2023| Humans Needed More Than Ever

2023| Artificial Intelligence tools and the impact on PR practice

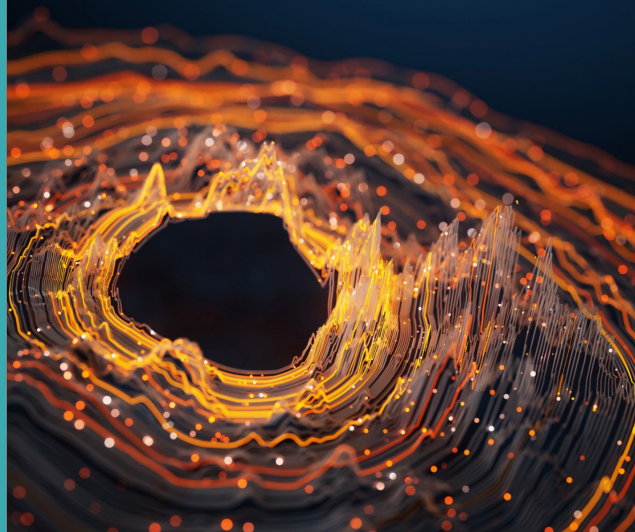
2021| AI and Big Data Readiness Report

2020| Ethics Guide to Artificial Intelligence in PR

2018| “Humans Still Needed”

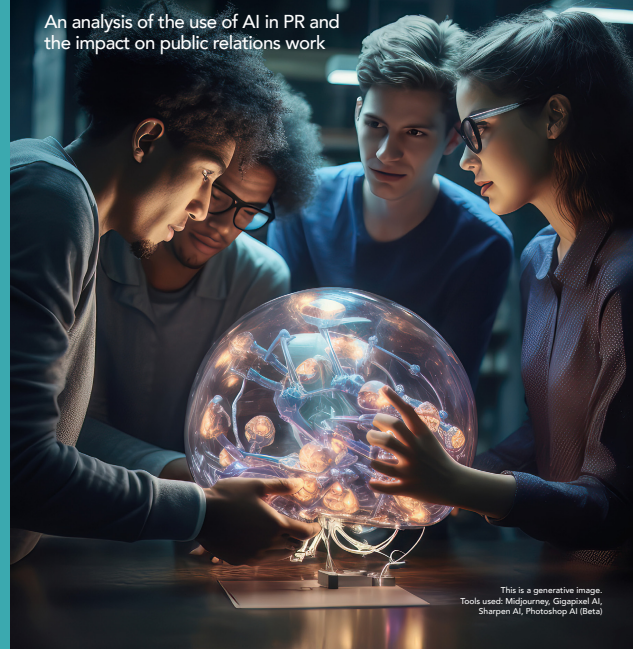


# Artificial Intelligence (AI) tools and the impact on public relations (PR) practice



# Humans needed, more than ever

An analysis of the use of AI in PR and  
the impact on public relations work



This is a generative image.  
Tools used: Midjourney, Gigapixel AI,  
Sharpen AI, Photoshop AI (Beta)

# Tasks not tools

- ☐ Research
- ☐ Writing/editing
- ☐ Transcription
- ☐ Analysis
- ☐ Ideation
- ☐ Campaigns
- ☐ Content
- ☐ Workflow
- ☐ Monitoring
- ☐ Planning



# AI questions to ask

How accurate is this?

Where does copyright lie?

What data implications are there?

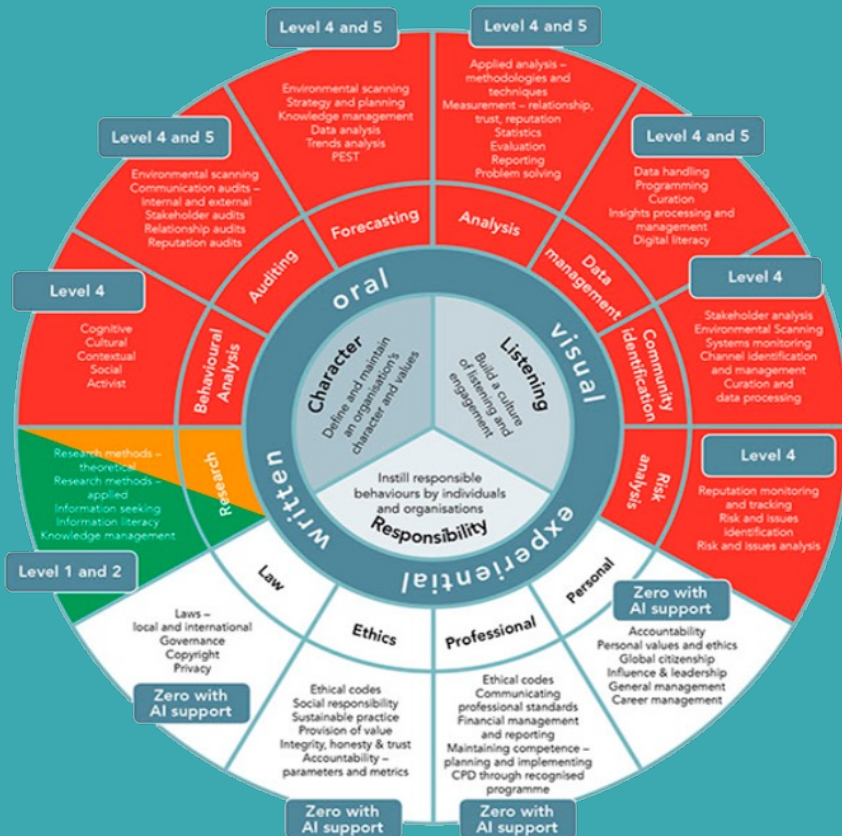
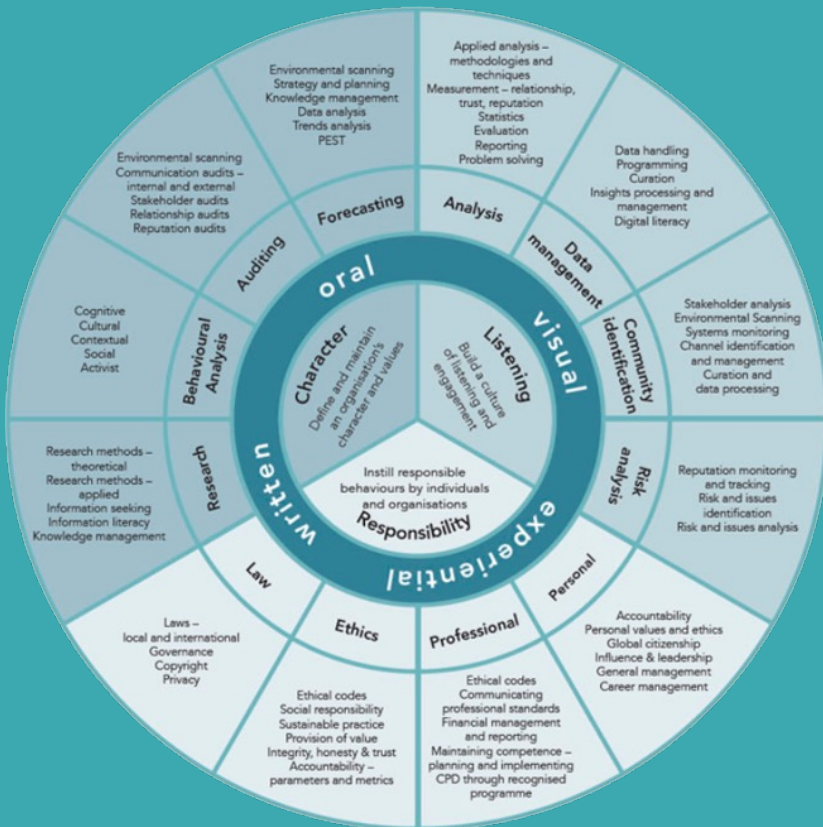
Should I declare use of AI?

How could we use AI in our work?

Do we need a policy?



# Global capability framework



# Professionalism

CIPR

**CHARTERED  
PR PRACTITIONER**

The highest level of professional  
accreditation in public relations

CPD★

CIPR

I am a member  
because I am committed to  
**professional  
standards.**

Membership  
Means More

CIPR

I am a member  
because it gives me  
**access to a  
professional  
network.**

Membership  
Means More

CIPR

I am a member  
because I want to be my  
**best  
professional  
self.**

Membership  
Means More

CIPR

I am a member  
because there is  
**always  
something to  
learn.**

Membership  
Means More

CIPR

I am a member  
because I want to  
**keep up with  
industry changes.**

Membership  
Means More

CIPR

I am a member  
because I want to  
**progress  
my career.**

Membership  
Means More

# Measurement and evaluation

The screenshot displays the AMEC website's main interface. At the top, there is a navigation bar with the AMEC logo in orange and a series of flags representing various countries. Below the navigation bar, there are links for HOME, FRAMEWORK, SUPPORTING MATERIAL, TUTORIAL, RESOURCES, CONTACT, and AMEC WEBSITE. On the left side, there are buttons for LOGIN and REGISTER. On the right side, there are buttons for SAVE PROGRESS and SUBMIT. The main content area is a grid of seven colored boxes, each representing a step in the process:

- Objectives** (Pink box, Step 1): Labeled "START HERE" with a circled "1".
- Inputs** (Orange box, Step 2): Labeled with a circled "2".
- Activities** (Teal box, Step 3): Labeled with a circled "3".
- Outputs** (Light blue box, Step 4): Labeled with a circled "4".
- Out-takes** (Medium blue box, Step 5): Labeled with a circled "5".
- Outcomes** (Dark blue box, Step 6): Labeled with a circled "6".
- Organizational Impact** (Purple box, Step 7): Labeled with a circled "7".

Below the grid, there is a black box with the text: "Click on submit button to view your content in the Integrated Evaluation Framework by AMEC." and a large green button labeled "Submit".

**What next?**

# Benchmarking – get involved

- LGA Heads of Comms survey – Open now and closes 17 Nov 2023
- Gallagher Global Internal Comms survey – open now
- Seashell Benchmark study on digital and AI – Nov/Dec 2023
- CIPR State of the Sector 2024 – due early 2024

# Contact:

- **For a summary report**
- **More info about the benchmarking group**
- **Consultancy and training**

Mandy Pearce  
@mandypearse  
mandy@seashellcommunications.com  
07577 326517

**Questions?**