

Our Big Conversation Campaign Analysis

This paper provides an overview of Our Big Conversation, a multi-channel marketing communications campaign between September and November 20 2017.

Please be aware that the data provided below is indicative and some sources are estimated, as detailed figures were not available for all sources.

Analysis is provided for different marketing communication techniques, including events, print materials, media coverage, advertising, partners' channels, social media and website.

If you have any questions on Our Big Conversations or the data below, please don't hesitate to contact us on: contactus@greatercambridge.org.uk

Events

In total, there were 38 Our Big Conversation events for a wide range of stakeholders, including residents, employers, young people, commuters and councillors.

It is estimated that we spoke to around 3000 people directly during these events.

Type	Venue	Audience	Date	Estimated footfall	Public contact
City Council Staff Briefing	Guildhall Cambridge	Employers	25/09/2017	40	40
Community Drop-in	Cambridge Train Station	Commuters	26/09/2017	2500	200
Community Drop-in	Cambridge United	Residents	26/09/2017	3545	200
Community Drop-in	Grand arcade	Residents	27/09/2017	40,000	300
CUSU Freshers' Fair	Parker's Piece	Students	03/10/2017	15,000	300
CUSU Freshers' Fair	Parker's Piece	Students	04/10/2017	15,000	300
Community Drop-in	Meadows Community Centre	Residents	04-Oct	100	65
Business Briefing	Cambridge Doubletree	Businesses	04/10/2017	15	15
Community Drop-in	Babraham Road P&R	Commuters	05/10/2017	100	40
Community Drop-in	Addenbrooke's Concourse	Residents	05/10/2017	200	100
Community Drop-in	Meadows Community Centre	Residents	06/10/2017	25	5
Community Drop-in	Cambridge Market	Residents	07/10/2017	500	70
Sustainable travel event	Anglia Ruskin University	Students	09/10/2017	200	50
Young People's Participation Project	Meadows Community Centre	Young People	09/10/2017	2	2
Community Drop-in	Madingly Road P&R	Commuters	10/10/2017	100	40



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Type	Venue	Audience	Date	Estimated footfall	Public contact
Community Drop-in	The Hub, Cambourne	Residents	11/10/2017	20	2
Community Drop-in	Guildhall Cambridge	Residents	11/10/2017	20	7
Community Drop-in	Milton Road P&R	Commuters	12/10/2017	100	50
Business Briefing	Downing College	Businesses	12/10/2017	60	60
Community Drop-in	Sainsbury's, Coldham's Lane, Cambridge	Residents	14/10/2017	300	150
Community Drop-in	Babraham Research Campus	Employers	16/10/2017	100	50
Community Drop-in	Newmarket Road P&R	Commuters	19/10/2017	100	50
Business Briefing	Central Working, Cambridge Science Park	Businesses	20/10/2017	18	18
ChYPPs Family Lunch	Brown Field's Community Centre	Residents	24/10/2017	80	50
Community Drop-in	Trumpington Road P&R	Residents	24/10/2017	25	5
Community Drop-in	Tesco Milton	Residents	28/10/2017	200	80
Business Briefing	Hinxton Hall, Wellcome Genome Campus	Businesses	31/10/2017	10	10
Future Transport Children's Competition	Scout Hut, Impington Village College	Young People	09/11/2017	20	20
Community Drop-in	Gamlingay Ecohub	Residents	10/11/2017	200	50
CCC Staff Briefing	KV Room, Shire Hall	Businesses	15/11/2017	50	50
Workshop for South Cambridgeshire Parish and District Councillors	South Cambridgeshire Hall, Cambourne Business Park	Councillors	16/11/2017	40	40
Takeover Challenge	Guildhall Cambridge	Young People	17/11/2017	30	30
Community Drop-in	Foxton Village Hall	Residents	21/11/2017	30	20
Hack the City Wayfinding Challenge	Cambridge Station	Residents	25/11/2017	33	33
Briefing for CBC staff and employees	Hexagon, Frank Lee Centre, Addenbrooke's Hospital	Businesses	28/11/2017	30	30
Future of Transport in Cambridge	Post Doc centre, Eddington,	Residents/ Businesses	30/11/2017	250	250



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Type	Venue	Audience	Date	Estimated footfall	Public contact
	Cambridge				
Cambridgeshire and Peterborough Economic Growth Conference	Guildhall Cambridge	Businesses/developers	06/12/2017	150	50
Papworth Hospital Sustainable Travel Event	Papworth Village Hall	Businesses	07/12/2017	200	80
Total				79393	2912

Print materials

We distributed over 5000 leaflets and 800 feedback forms during the campaign period for Our Big Conversation. The collateral was used during events and also distributed by our partners.

To provide further information on the Greater Cambridge Partnership and our projects, an A4 leaflet was produced for the campaign for the following areas: city centre, east, north, south, west and cycling.

Feedback forms were also created to enable residents and businesses to provide constructive feedback at our events.

Media coverage

To promote Our Big Conversation, the Greater Cambridge Partnership's communication team worked closely with the local media, arranging press interviews and producing press releases.

In total, there were 15 articles on Our Big Conversation in the local media. All our press releases are available to view on our website: <https://www.greatercambridge.org.uk/news/>

Channel	Date	Author	Headline	Distribution	Readership/Audience	URL
Cambridge Independent	30/08/2018	Ben Comber	We want a big conversation over £1billion spending plan	7,000	25,000	Link
That's Cambridge TV	25/09/2017	N/A	N/A	Unknown	Unknown	N/A
Heart FM (online)	25/09/2017	Bev Rimmer	Join In Cambridgeshire's Big Conversation!	Unknown	Unknown	Link
Cambridge News	25/09/2017	Jasmine Watkiss	Have your say on the future of Cambridge and South Cambridgeshire	18,586	54,661	Link
BBC Look East	27/09/2017	N/A	N/A	N/A	614,000	N/A
Cambridge Independent	27/09/2017	Ben Comber	Big Conversation Over Our Future	7,000	25,000	Link
Cambridge Independent	11/10/2017	Ben Comber	Big idea for city transport	7,000	25,000	Link



GREATER CAMBRIDGE PARTNERSHIP

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Channel	Date	Author	Headline	Distribution	Readership/ Audience	URL
Cambridge Independent	12/10/2017	N/A	Join the Twitter conversation	7,000	25,000	Link
Cambridge Independent	18/10/2017	Lynn Hieatt	Be part of the big transport conversation	7,000	25,000	Link
Cambridge Independent	18/10/2017	Ben Comber	District Councils Should Go Says, Lord Heseltine	7,000	25,000	Link
Cambridge Independent	18/10/2017	Peter Dawe	Why I'm boycotting future consultations	7,000	25,000	Link
Cambridge Independent	02/11/2017	Ben Comber	What improvements would you like to see on Cambridge roads?	7,000	25,000	Link
Cambridge Independent	15/11/2017	Roger Tomlinson	Like a vision from Blade Runner	7,000	25,000	Link
Cambridge Independent	22/11/2017	Community news	Histon	7,000	25,000	Link
Cambridge Independent	30/11/2017	Ben Comber	Get involved in the big conversation about the future of Greater Cambridge	7,000	25,000	Link

Advertising

To raise general awareness and to target specific stakeholders, advertising was used during Our Big Conversation. This included promoting a number of events using Facebook and adverts placed in the local media.

We also arranged a sponsorship deal with Cambridge United to help reach a wider audience. This included adverts placed in match day programmes and posts on their social media channels.

Date of advert	Length of advert	Channel	Type	Size	Page	Distribution	Reach
20/11/17	8 days	Facebook (own)	Event promotion	N/A	N/A	N/A	1288
26/10/17	4 days	Facebook (own)	Event promotion	N/A	N/A	N/A	2032
29/09/17	3 days	Facebook (own)	Event promotion	N/A	N/A	N/A	3375
28/09/17	N/A	Cambridge News	Awareness /event promotion	Half-page	18	18586	54661
28/09/17	N/A	Cambridge News	Social media	N/A	N/A	18586	54661
27/09/17	N/A	Cambridge Independent	Awareness/event promotion	Half-page	56	7000	N/A

Partners' Channels

Cambridge and South Cambridgeshire has a number of vibrant business, charitable and community networks. They helped us promote Our Big Conversation to their members, in the form of e-newsletters, blogs and articles.

Our local authority and business partners also promoted the campaign using their existing channels, including residents' magazines and e-newsletters.

It is estimated that through our partners' channels we reached over 500,000 people.

Channel	Date	Type	Headline	Page	Distribution /Readership	Reach	URL
LEP Business Briefing Email Campaign	Unknown	Email	N/A	N/A	5523	N/A	N/A
LEP Business Briefing Email Campaign	Unknown	Email	N/A	N/A	8439	N/A	N/A
LEP Business Briefing Email Campaign	Unknown	Email	N/A	N/A	7784	N/A	N/A
LEP Business Briefing Email Campaign	Unknown	Email	N/A	N/A	7670	N/A	N/A
Weekly CBC round-up	Nov-17	Enewsletter	N/A	N/A	500	N/A	N/A
Weekly CBC round-up	Dec-17	Enewsletter	N/A	N/A	500	N/A	N/A
CUH daily	Jan-18	Enewsletter	N/A	N/A	15000	N/A	N/A
South Cambridgeshire Parish Bulletin	01/11/2017	Enewsletter	Greater Cambridge Partnership Workshop Thu 16 Nov 6pm-8pm	N/A	600	N/A	Link
South Cambridgeshire Parish Bulletin	08/11/2017	Enewsletter	Greater Cambridge Partnership Workshop Thu 16 Nov 6pm-8pm at South Cambs Hall in Cambourne	N/A	600	N/A	Link
South Cambridgeshire Magazine	Autumn	Full page advert	How can we help you with your travel needs?	23	63,000	160,000	Link
Cambridge Matters	Dec-17	Article	Hundreds of views heard during GCP's Big	13	46,000	N/A	Link



GREATER CAMBRIDGE PARTNERSHIP

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			Conversation				
Cambridge Matters	Sep-17	Article	Greater Cambridge Partnership - Join in with the Big Conversation	11	46,000	N/A	Link
South Cambridgeshire Magazine	22/11/2017	Article	It's Good to Talk: Hundreds take part in the Big Conversation	32	63,000	160,000	Link
Travel for Cambridgeshire	04/10/2017	Enewsletter	Quarterly Newsletter	N/A	1,280	N/A	N/A
TP+ commuter news	27/10/2017	Enewsletter	Greater Cambridge travel survey	N/A	Unknown	N/A	N/A
TP+ commuter news	28/09/2017	Enewsletter	Our 'Big Conversation' Is Now Launched	N/A	Unknown	N/A	Link
TP+ employee news	28/09/2017	Enewsletter	Our 'Big Conversation' Is Now Launched	N/A	Unknown	N/A	Link
FSB Business Bitesize	27/10/2017	Enewsletter	Greater Cambridge Partnership - Big Conversation	N/A	4,216	N/A	Link
A Dragon's Best Friend	15/09/2017	Blog	Some important decisions looming on the future of Cambridge	N/A	Unknown	N/A	N/A
Meldreth Matters	29/10/2017	Newsletter	Greater Cambridge Partnership	47	1700	N/A	Link
Cambridge MP Newsletter	28/09/2017	Newsletter	Greater Cambridge Partnership	N/A	Unknown	N/A	Link
Transition Cambridge	23/10/2017	Enewsletter	Big Conversation' with Greater Cambridge Partnership	N/A	Unknown	N/A	Link
Cambridge Network	28/11/2017	Article	Hack the City' challenge brings ideas for improving	N/A	10,000	N/A	Link



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			wayfinding in Cambridge				
Cambridge Network	16/11/2017	Article	Join the 'big conversation' about the future of Greater Cambridge this autumn	N/A	10,000	N/A	Link
Cambridge Network	16/11/2017	Article	Local children take over to have their say about life in Cambridge	N/A	10,000	N/A	Link
Cambridge Network	09/11/2017	Article	Sign up now for 'Hack the City' Wayfinding challenge	N/A	10,000	N/A	Link
Smarter Cambridge Transport	01/11/2017	Blog	A chance to say what you think	N/A	Unknown	N/A	Link

Social media

The Greater Cambridge Partnership uses social media to communicate to its stakeholders. It has three social media accounts on [Twitter](#), [Facebook](#) and [Linked In](#).

During the campaign, we used the hashtag #OurBigConversation. On Twitter alone, the hashtag was used in 124 tweets, generating 158 retweets and 101 likes.

The table below provides a summary of social media from GCP channels and does not take into account social media generated by partners or other users.

Channel	Total number of posts	Reach	Impressions	Reactions	Engagement	Views
Facebook	31	11418	20335	117		
Twitter	56		112665		2449	
Linked In	12		1087			
YouTube	2					432
Total	101		137085			

Greater Cambridge Partnership Website

The GCP (greatercambridge.org.uk) launched a new website in July 2017. The campaign used the new website to provide general information, regular news updates and promote events.

In total, there were 37 pages on the GCP website, generating a total of 2384 unique page views.

URL	Unique page views	Average time on page	Entrances



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https://www.greatercambridge.org.uk/about-city-deal/the-big-conversation/	1187	03:25	883
https://www.greatercambridge.org.uk/about-city-deal/ourbigconversation-travel-survey/	46	1:38	9
https://www.greatercambridge.org.uk/news/we-launch-our-big-conversation/	155	2:06	40
https://www.greatercambridge.org.uk/big-conversation-business-briefing/	20	0.47	2
https://www.greatercambridge.org.uk/big-conversation-at-tesco-milton/	15	37	1
https://www.greatercambridge.org.uk/big-conversation-at-cambridge-market/	14	22	3
https://www.greatercambridge.org.uk/big-conversation-at-addenbrooke-s-concourse/	12	01:40	2
https://www.greatercambridge.org.uk/our-big-conversation-takeover-challenge/	11	00:50	1
https://www.greatercambridge.org.uk/big-conversation-business-briefing-frank-lee-centre/	42	02:56	17
https://www.greatercambridge.org.uk/news/lord-heseltine-joins-our-big-conversation/	39	01:10	13
https://www.greatercambridge.org.uk/news/big-conversation-at-arun-freshers-fair/	3	03:42	1
https://www.greatercambridge.org.uk/big-conversation-cambridge-train-station/	12	00:24	2
https://www.greatercambridge.org.uk/big-conversation-business-briefing-downing-college/	22	01:56	4
https://www.greatercambridge.org.uk/big-conversation-at-madingley-road-p&r/	13	00:38	4
https://www.greatercambridge.org.uk/big-conversation-at-sainsbury-s-coldham-common/	13	00:24	1
https://www.greatercambridge.org.uk/big-conversation-at-milton-road-p&r/	9	01:05	2
https://www.greatercambridge.org.uk/big-conversation-at-the-hub-cambourne/	7	00:38	1
https://www.greatercambridge.org.uk/big-conversation-pop-up-at-cusu-fresher-s-fair/	8	03:33	1
https://www.greatercambridge.org.uk/big-conversation-pop-up-at-meadows-community-centre/	3	00:32	1
https://www.greatercambridge.org.uk/big-conversation-at-babraham-road-p&r/	6	00:22	1
https://www.greatercambridge.org.uk/big-conversation-at-cusu-fresher-s-fair/	4	00:13	0
https://www.greatercambridge.org.uk/big-conversation-business-briefing-central-working/	14	03:07	2
https://www.greatercambridge.org.uk/the-big-conversation-pop-up-the-grand-arcade/	25	01:54	5
https://www.greatercambridge.org.uk/big-conversation-at-babraham-research-campus/	13	00:14	4
https://www.greatercambridge.org.uk/big-conversation-at-newmarket-road-p&r/	5	01:51	2
https://www.greatercambridge.org.uk/big-conversation-at-trumpington-p&r/	19	01:04	0



GREATER CAMBRIDGE PARTNERSHIP

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https://www.greatercambridge.org.uk/big-conversation-business-briefing-hinxton-hall/	17	04:36	2
https://www.greatercambridge.org.uk/big-conversation-at-gamlingay-eco-hub/	2	07:09	0
https://www.greatercambridge.org.uk/big-conversation-at-foxton-village-hall/	7	00:38	2
https://www.greatercambridge.org.uk/news/hundreds-of-views-heard-during-first-two-weeks-of-gcp-s-big-conversation/	51	02:28	6
https://www.greatercambridge.org.uk/news/hovercraft-a-double-decker-punt-children-s-vision-for-future-transport/	31	02:29	8
https://www.greatercambridge.org.uk/big-conversation-cambridge-utd-v-forest-green-rovers/	10	00:48	1
https://www.greatercambridge.org.uk/news/help-to-shape-the-future-of-transport-in-greater-cambridge/	268	02:03	193
https://www.greatercambridge.org.uk/hack-the-city-wayfinding-challenge/	36	01:23	14
https://www.greatercambridge.org.uk/news/sign-up-now-for-hack-the-city-wayfinding-challenge-saturday-25-november-cambridge/	28	00:31	1
https://www.greatercambridge.org.uk/news/there-s-still-time-to-take-part-in-travel-survey/	209	02:28	135
https://www.greatercambridge.org.uk/news/hack-the-city-challenge-brings-ideas-for-improving-wayfinding-in-cambridge/	8	00:31	1