

**Make
a
difference**

**Work for your
local council**

**National Recruitment
Campaign Toolkit**



Funded by
UK Government



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About the campaign

Many councils are facing recruitment problems. Over half of councils surveyed said that workforce capacity issues are likely to affect their ability to deliver services.

So as part of the LGA's Sector Support Programme, we are actively helping councils to attract new talent. And a key part of this is to deliver a national recruitment campaign.

After rigorous research, we discovered the key messages that would resonate with potential candidates (more about this later), and used this insight to run a pilot campaign in the North East, before rolling the campaign out nationally.

Now, after the success of the pilot and the first run of the national campaign, we're ready to continue the momentum and invite all councils to take part in a second phase of national activity.

This toolkit is full of everything you need to run your own tried and tested campaign, including photography, video, radio, copy and other ready-made assets – while giving you the freedom to create bespoke elements for your own council.

The campaign has been co-produced with the local government sector and Solace, and is funded by the UK Government.

The campaign so far:

36,044 (28.9%)
more job applications YOY

114 million+
social media impressions

241,000
visitors to the campaign website

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Creative approach

The campaign developed centres on the motivational proposition:
choosing a career in local government makes a difference.

Both the bespoke research undertaken to inform this campaign development and desk research including the [2016 'Outside the box' research](#) found that 'Public service ethos', 'work/life balance' and 'training and opportunities' are the top motivators for working in local government:

Making a difference to your local community.

Making a difference to your career prospects.

Making a difference to your work/life balance.

Choosing a career in local government makes a difference.

The campaign line '**Make a difference, work for your local council**' delivers the transformative

impact of working in local government – it gives you the power to change your life in a way that can also have an impact on your community.

Visually: the campaign is colourful, energetic and dynamic, just like your local community – we're resetting anyone's negative perceptions around what 'working for the council' means. Fonts are friendly and characterful (just like your workforce) while photography is bright and uplifting.

Messaging: we really lean into the use of the word 'change' in the headlines, and its duality in terms of the change you can make to your career and work/life balance, and the change you can make in your community with a rewarding career in local government.

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Paid media campaign

The paid media recommendation centres on prompting active consideration of local government careers, by stimulating positive local endorsement and intercepting job seeker journeys.

In channel terms this results in a campaign running across:

- Linear and digital radio across the country
- Paid search
- Programmatic outdoor across the country
- Paid social across Meta and LinkedIn platforms
- Programmatic digital display

The paid campaign activity is running for a period of six weeks starting 5th January 2026 and finishing 15th February 2026.

January is ideal for our campaign as job searching volumes increase in this 'new year' period.

All campaign materials use a call-to-action to visit localcounciljobs.gov.uk

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Campaign elements

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Brand elements

Campaign lock-up



There are six versions of the campaign lock-up to be used on block colours as shown above.

Download 



The above version is the only logo version to be used on a white background.



Black and white logo versions to be used only when colour is not an option.

Brand elements

Bubble headings:



Bubbles should stack
by thirds with text
centred vertically

Bubbles should be divided by thirds vertically and stacked accordingly with text centred vertically within each bubble.

N.B. Transparency is used here only to illustrate overlap, all colours in comms should be used at 100%

Download 

Typography:

Manrope Extra Bold:

For bubble headings in sentence case only.

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ

Manrope Semi Bold:

For highlighting/pullouts within body copy.

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ

Manrope Regular:

For body copy.

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNopQRSTUVWXYZ

Brand elements

Colours:

- Colours should be used at 100% with no tints, no transparency and no gradients applied.
- Purple text should be used on a yellow or white background.
- White text should be used on orange, green and purple backgrounds.

Yellow

CMYK: 06 04 100 0
RGB: 246 226 0
HEX: #F5E200

Orange

CMYK: 08 88 100 02
RGB: 218 68 38
HEX: #D94425

Green

CMYK: 93 24 63 07
RGB: 0 134 116
HEX: #008674

Purple

CMYK: 78 100 17 05
RGB: 93 43 122
HEX: #5D2A79

Download 

Combined branding guidance

Displaying additional branding.

Supporting branding should be in greyscale to ensure no colour clashes with potentially varied styles of branding and to maintain the clarity of the campaign visuals.

A single additional logo should be positioned to the right of the white panel and aligned under the campaign lock-up, multiple logos should be arranged to achieve as balanced a composition as possible.

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A4 example



One additional logo



Two additional logos



Three additional logos



Four additional logos



Logos should be shown in greyscale

A photograph of two women in an office environment. The woman on the left, with dark hair and wearing a white shirt and a lanyard, is pointing towards a computer monitor. The woman on the right, with blonde hair and wearing a green blazer, is smiling and looking at the screen. In the background, other office workers are visible at their desks. A large purple speech bubble is overlaid on the image, containing the text 'Writing guide'.

Writing guide

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Writing guide

If you're writing copy for any element of the LGA recruitment campaign – here are a few pointers to help you.

Make a difference.

Work for your local council.

This campaign is all about making a difference by working for your local council. That could mean the impact you will make within your local community. It could mean the difference the benefits of working in local council will make to your life. Or the difference it could make to your career prospects. Really, it means all of these – but sometimes we'll dial one up more than the others.

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Choosing the right message

We carried out extensive research to understand which messages would resonate best with people. And these are the themes that came out on top.

1. Make a difference

This is all about showing the positive impact you can make to the lives of real people in your community, when you work for your local council.

2. Flexible working

This one is all about our progressive flexible working practices that can really help people juggle their busy lives – but be careful that you don't over promise, or be too specific about hybrid working or jobs shares etc. They might not be on offer to everyone.

3. Career development

We want people to see a rewarding career ahead of them – and that we'll support them to develop their careers, giving them all the opportunities they need through excellent training and development programmes.

4. Hundreds of jobs

Some people have a preconceived idea about the kinds of jobs available at their local council – and we need to show them that there are lots more roles on offer than they might think.

5. Different routes in

It's important to show people that there are lots of routes in and pathways to starting a career with their local council. It's not always about qualifications and experience – there are opportunities for everyone.

Writing headlines

Writing headlines

Every headline should focus around one of the four key themes – but if you can get two of them into the same headline, brilliant.

For this campaign, each of our headlines must include a variation of the word 'change'. This is to mirror the sentiment of 'make a difference' in the campaign line – without actually repeating it.

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Here are some examples of headlines that we're using in core campaign material – these have already researched well, so if one of these fits your needs, please use it – or tweak it to fit. If none of these work for your piece of communication, try writing one of your own – as long as it feels like part of the same campaign. And remember to include the word 'change'.

If in doubt, Storycatchers (the agency who created this campaign) are happy to help – their details are at the end of this document.

1. Make a difference

- Start a career that makes a real change
- Let's change things for the better

2. Flexible working

- Change to working patterns that work for you
- Change more than your work/life balance

3. Career development

- Change your future and embrace new opportunities
- Develop the skills you need to make change happen

4. Hundreds of jobs

- Hundreds of opportunities to change your future
- Hundreds of jobs. One life changing career.

5. Different routes in

- Councils have changed, with more routes in than ever
- Find your own path to a life-changing career

Writing headlines

Here are some additional headlines you can use, split out into the four key themes, with options for general audiences, career starters, career switchers and some priority messaging councils told us they needed:

Career starters

Local change	Work/life balance	Career progression	100s of roles	Different routes in
Start a career that makes a real change	Flexible careers to suit a changing workforce	Develop the skills you need to make change happen	Hundreds of life-changing roles to kickstart your career	There's no set path to starting your game-changing career

Career switchers

Local change	Work/life balance	Career progression	100s of roles	Different routes in
It's time to change more than your career	Change to working patterns that work for you	See how far a career change could take you	Fancy a career change? 100s of new roles now live	So many different routes to change your career

Priority messaging

Finance	Planning	Social care	Diversity	IT & Technology
Use your finance skills to drive local change	Local planning needs change-makers like you	A career in social care changes lives	We need diverse voices to drive real change	Your IT skills could help us change lives

Writing body copy

Your body copy should lead directly on from your headline – explaining what you mean and elaborating on the theme.

But you never know who might be seeing your copy, or what is especially important to them – so try to get as many of these messages in where you can.

Where space is tight, you might only be able to reference 2 or 3 of these – but where you have a bit more space, you might be able to include them all and elaborate on each one.

Here are some examples of how you could include multiple themes in a small paragraph:

- Improve your work/life balance and develop your career. Choose from hundreds of jobs and make a positive impact in your area.
- We offer a range of flexible working options – and you could help change the lives of real people in your community. Choose from hundreds of roles available right now.
- With training and development, and plenty of career opportunities, you could go further than you think at your local council. Choose from hundreds of varied and exciting roles and find the one that's right for you.
- Choose from hundreds of roles, with lots of different routes in – and help us make a positive difference in your community.
- We've hundreds of exciting local council roles – with almost as many different routes in. We'll help you develop your career with game-changing training and development – and you could make a real difference in your community.
- Choose a career with great benefits and flexible working – and help us make your community a safer, healthier and happier place to live and work. Search hundreds of exciting roles available right now.

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Dos and Don'ts

Do use the pre-written headlines and body copy where possible.

Do focus on the four themes outlined above.

Do look at the core campaign assets to see how it all fits together.

Do lead with personal benefits and put community benefits secondary.

Do include the word 'change' in headlines.

Do keep your copy short and sweet.

Don't suggest specific benefits are available to everyone – if you do reference them, make sure it's clear they will depend on a specific role.

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Photography guidance

Photography should be reportage in style, unposed, naturalistic and with a positive tone. Care should be taken to ensure photography is inclusive and representative.

Download 



Photography guidance

For the second phase of national activity, we have captured some additional imagery.

Download 





Toolkit assets

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All seven master creative variants are
available to download for each spec.

Toolkit assets

In this section of the toolkit, you'll find everything you need to run your own tried and tested campaign, including OOH, social, video, radio and other ready-made assets.

All assets included in this section are ready for use, but if you wish, you can bespoke select assets for your own council's needs. For example, you can include your council logo(s) - as outlined on page 10 - or swap out images and headlines to suit the specific messaging requirements of your locality.

For such assets, open artwork files have been provided in the form of Adobe InDesign files. If you wish to amend these assets, you'll need access to one of the following:

- An in-house designer/design team with access to and capabilities to work in Adobe InDesign.
- A creative agency or freelance artworker with access to and capabilities to work in Adobe InDesign.

To request a designer or agency to support with changes you want to make – you can tell them that you have access to packaged artwork files, with relevant links included, such as fonts, logos and images. Explain the relevant changes that you'd like to make e.g. including your council logo(s), swapping out an image or headline etc.

You can then send them the zip file to the artwork files along with any relevant files for the content you want swapping out – replacement images, headline copy or your logos for example.

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Screens and OOH



6 sheet PRINT



48 sheet PRINT



Portrait Digital



Landscape Digital



Download ↓

Posters



A4 Poster



A3 Poster



Download 

Leaflet

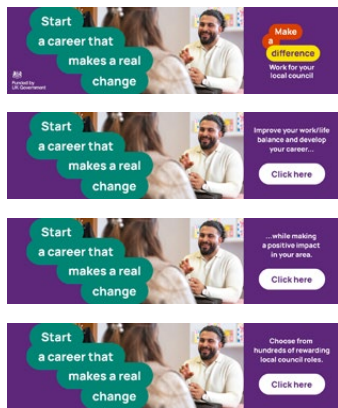


A5 2pp leaflet

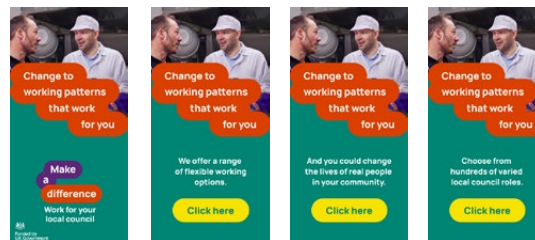
Download 

Digital ads

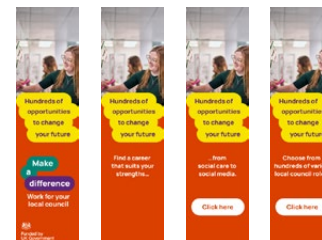
Online banner ads at the following sizes:



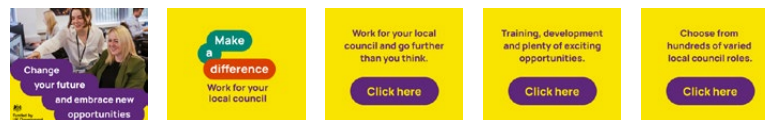
Billboard – 970x250px



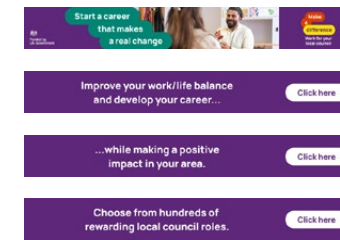
Double MPU – 300x600px



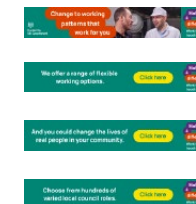
MPU – 300x250px



MPU – 300x250px



Leaderboard – 728x90px



320x50px

Download 

Social

We have supplied social assets as follows:

Post suggestions:

- Image posts for Facebook, Instagram and LinkedIn at 1:1 and 9:16 ratios
- Carousel post for Facebook and Instagram at 1:1 and 9:16 ratios.

Social media header images for:

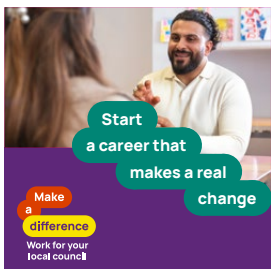
- Facebook
- Twitter/X
- YouTube
- LinkedIn

We anticipate you may want to tailor your social posts.

Please refer to the image and writing guides to craft your own messaging in support of the campaign.

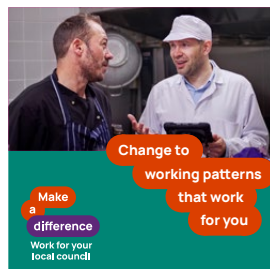
Social

Choose from hundreds of roles to find what works for you – and make a real difference in your community.



Search hundreds of local council jobs at localcounciljobs.gov.uk

Flexible working at your local council could mean hybrid, part-time, term-time only or compressed hours – and you can help change the lives of real people in your community.



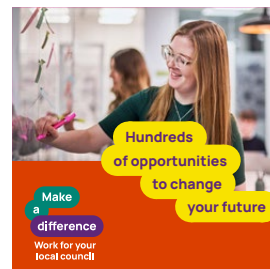
Search hundreds of local council jobs at localcounciljobs.gov.uk

With professional training and development, and plenty of exciting opportunities, you could go further than you think at your local council.



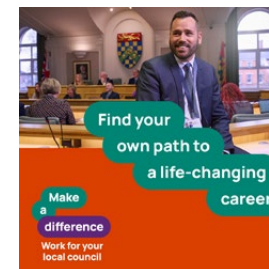
Search hundreds of local council jobs at localcounciljobs.gov.uk

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



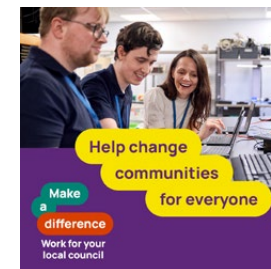
Make a difference in your area, visit localcounciljobs.gov.uk

There are lots of different pathways to a rewarding career in your local council – and plenty of opportunities for everyone.



Search hundreds of local council jobs at localcounciljobs.gov.uk

Work for your local council to make a difference and have a real impact on real people – your neighbours, your friends, your family and you. It's your community too...



Search hundreds of local council jobs at localcounciljobs.gov.uk

Download 

Social

Below are some pre-written copy and headline suggestions for additional social posts you may want to localise.

Help us make your community a safer, healthier and happier place to live and work – with a career that offers great benefits and flexible working.

Let's change things for the better

Search hundreds of local council jobs at localcounciljobs.gov.uk

Improve your work/life balance and develop your career. Choose from hundreds of varied roles and help us make a positive impact in your area.

A career with your local council changes everything

Search hundreds of local council jobs at localcounciljobs.gov.uk

Choose great benefits and flexible working – search from hundreds of career opportunities with your local council today.

Hundreds of jobs. One life changing career.

Make a difference in your area, visit localcounciljobs.gov.uk

Public service has its own rewards – but great benefits, generous pension and flexible working are nice too.

Change more than your work/life balance

Search hundreds of local council jobs at localcounciljobs.gov.uk

Go further at your local council – choose from hundreds of varied roles, all with career-changing training and development.

Where change and opportunity come as standard

Search hundreds of local council jobs at localcounciljobs.gov.uk

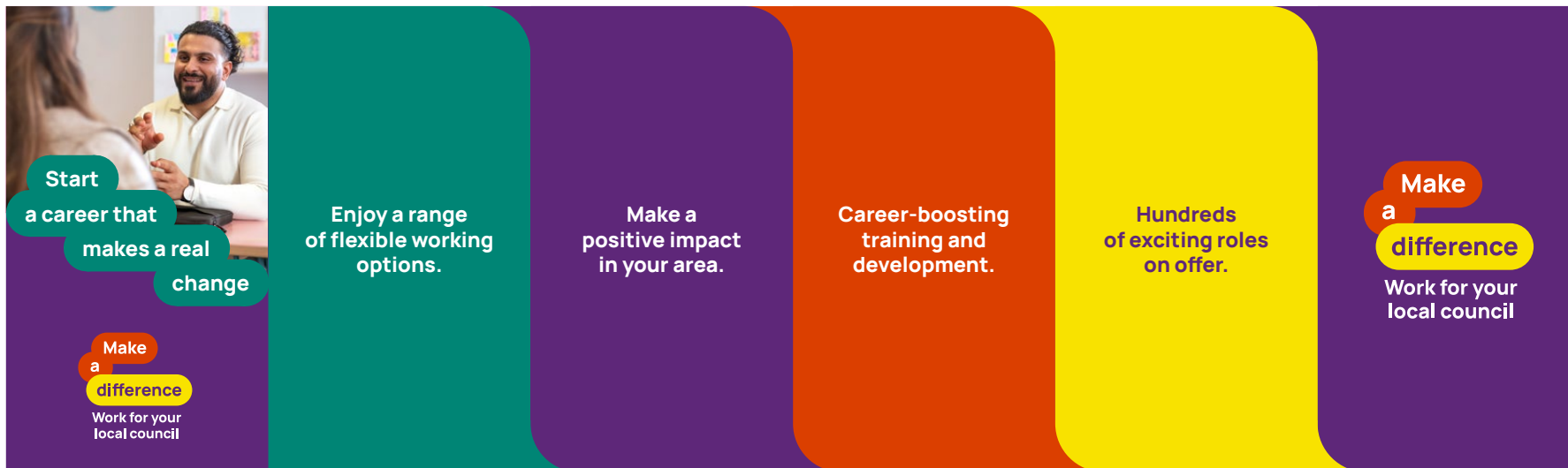
Switch to a career at your local council and go further than you think. We'll help you develop your career with game-changing training and development.

How far will a career change take you?

Search hundreds of local council jobs at localcounciljobs.gov.uk

Social

Carousel social images



Download 

Social

Social channel header images:



Facebook – 851x315px



Twitter – 1500x500px



YouTube – 2048x1152px



LinkedIn – 1128x191px

Download 

Email

We have supplied assets for emails as follows at 650px width:



E-bulletin campaign image



E-bulletin footer



Campaign email signature



Campaign coloured dividers

Download 

Please see the writing guide to support writing your email copy.

Video



Please note that a variety of videos are available for use, including 60 second videos for use on website and at events - scenarios where you're likely to have people's attention for longer - and cutdowns, 30 seconds and 15 seconds, for use on social media channels.

Download 

Video



Video intro/outro animation – mp4

Download [!\[\]\(3d8c13c92b853674f749aac6fa869926_img.jpg\)](#)

Radio

Script 1

Omaid (matter of factly proud): I like working for my local council because I know I'm making a difference in my community.

Caitlin: I'm a carer for my mum and flexible working makes that so much easier

Kerry: I was given all the training I needed and now I'm helping the next generation.

Daniel: I was surprised at the range of different jobs.

Caitlin: I like the can-do culture

Daniel: The challenge

Kerry: The opportunities

Omaid: The support

MVO (Warm, down to earth, friendly, encouraging): Make a difference.
Work for your local council. Search hundreds of jobs at localcounciljobs.gov.uk

Kerry: I really love my team

Download 

Radio

Script 2

Kerry (matter of factly proud): Working for my local council means I get to make a difference to people's lives.

Daniel: Flexible working makes childcare so much easier to juggle.

Omaid: I've always felt fully supported to take my career further.

Caitlin: The variety of roles means there's a job to suit everyone

Daniel: I like the diversity

Caitlin: The opportunities

Omaid: I get to help people

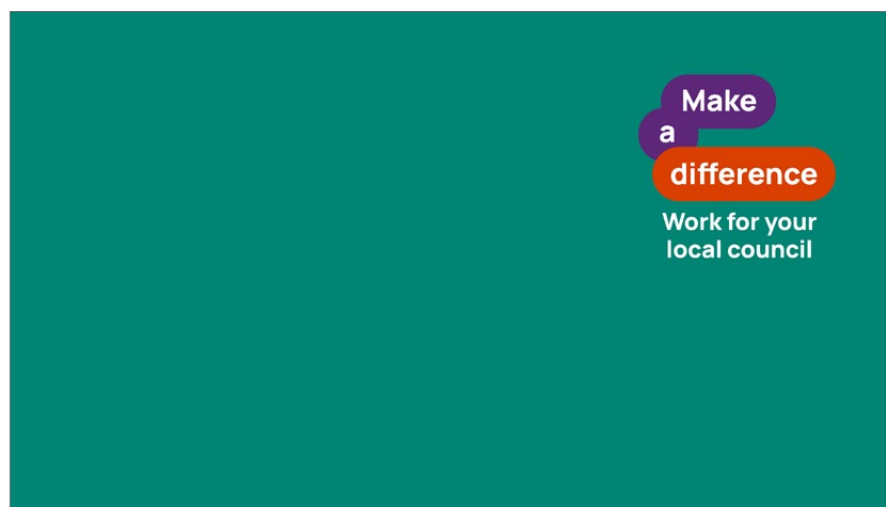
Daphne: Every day is different

MVO (Warm, down to earth, friendly, encouraging): Make a difference.
Work for your local council. Search hundreds of jobs at localcounciljobs.gov.uk

Kerry: It just works for me

Download 

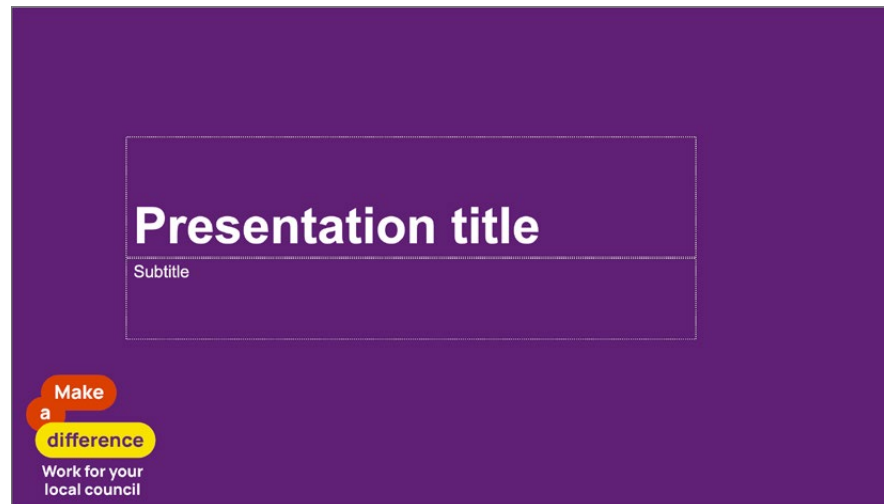
Office templates



Teams/Zoom backgrounds – 1920x1080px

Download 

PowerPoint templates



PowerPoint template – 1920x1080px

Download [!\[\]\(dfbd6b3763a6d1d9afaa974f64e2e4b5_img.jpg\)](#)

A man with glasses and a nose ring, wearing a dark jacket, is holding a brown chicken. He is standing in front of a wooden building with a slatted roof. The background shows a clear blue sky with some clouds. The man's jacket has a small logo on the sleeve that reads "WINDHILL VALLEY" and "WINDHILL PARK".

Early careers

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Creative approach

Following on from the first run of the national campaign, we asked councils up and down the country for their feedback on the first version of the campaign toolkit and the assets included within.

There was a clear desire amongst those who responded to have access to a suite of assets that more specifically speak to young people who are looking to take the first steps in their career.

After further discussion, it became apparent that the messaging in such assets should focus on two main aims regarding early careers:

1. To do some myth busting about what local council is, so that young people better understand it and what it means to work for their local council.
2. To show the variety of ways that young people can find a job in a council e.g. graduate schemes, apprenticeships, direct entry.

So, this section of the toolkit is full of everything you need to target the early careers audience, including photography, video, copy and other ready-made assets – while once again giving you the freedom to create bespoke assets for your own council.

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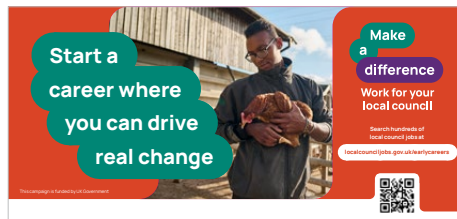
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Early careers assets

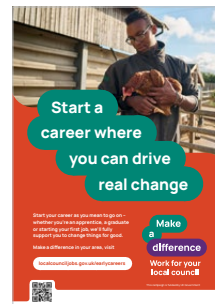
A full suite of assets dedicated to our early careers audience have been created, including OOH, social, email, photography and video.



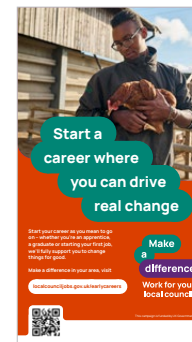
6 Sheet



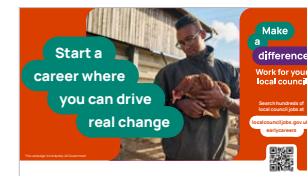
48 Sheet



A4 / A3 poster



Digital portrait



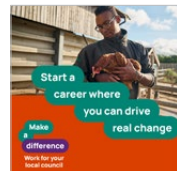
Digital landscape



Pull up banner



Digital display banners



Social post images



Social headers

Download 

Photography

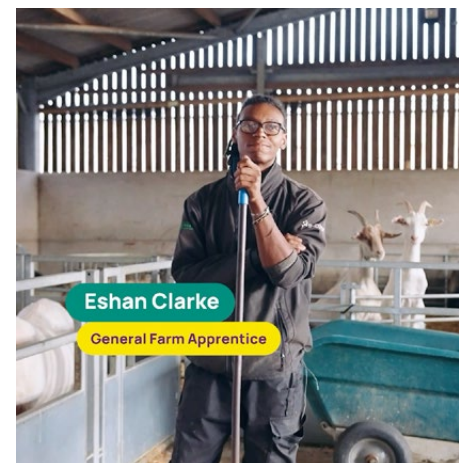
Early careers photography should still be reportage in style, unposed, naturalistic and with a positive tone. Care should again be taken to ensure photography is inclusive and representative.

Download 



Videos

To reflect the sort of short, bite-sized content that resonates with our early careers audience, three 15 second cutdowns have been created for use on social platforms the audience most regularly use e.g. Meta platforms and TikTok.



An approx. 60 second video is also available for use in scenarios where you're likely to have people's attention for longer e.g. events, websites etc.

Download 

Headlines

A bank of exemplar headlines that speak more specifically to our early careers audience can be found below. These once again focus on our five core messaging pillars, as outlined on page 12, and include a variation of the word 'change'.

Local change	Work/life balance	Career progression	100s of roles	Different routes in
Future change-makers wanted	Work/life balance? That makes a change...	Structured career paths for future leaders of change	Hundreds of ways to be the change you want to see	Start making a change whatever level you're at
Start a career where you can drive real change	Life-friendly working patterns make a real change	Grow your career with a team passionate about change	Start making a change in one of hundreds of roles	So many ways to start a career as a change-maker
Global change starts locally - and with you	Make change on your terms with flexible working	All the support you need to make change happen	Hundreds of careers - all powered by change	However you get in, you can get on and deliver change

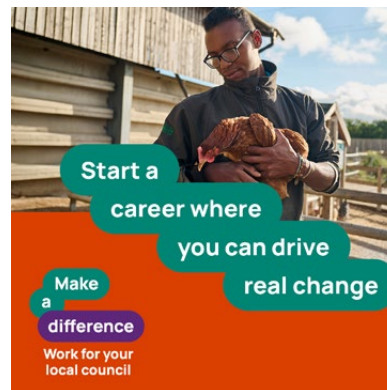
Download 

Social

As with the other messaging pillars outlined in this toolkit, we've created a social asset for use on Facebook, Instagram and LinkedIn at 1:1 ratio. Some suggested copy can be seen to the right.

Download 

All the careers you'd expect. And so many you wouldn't. Like farming, social media and ecology. But you'll never know until you take a look.



Search hundreds of local council jobs at localcounciljobs.gov.uk

There's loads of ways to start a career at your local council. From grad-schemes and internships to entry-level positions and volunteering – everyone has to start somewhere, and there's no better place than with your local council.

**Lots of opportunities
for young people to
change lives**

Search hundreds of jobs at localcounciljobs.gov.uk

Guidance

As well as the assets outlined on the previous pages, please find below some additional guidance and resources to help you to recruit young people.

The LGA provides a wide range of Workforce support to councils and partners:

- [Recruitment and retention](#): information and resources related to recruitment and retention.
- [Early careers in local government](#): practical support to promote the sector as a great place to work and maximise the opportunities to establish the next generation of employees.
- [Recruitment Reset programme](#): a 10-week development programme designed to empower councils with the tools, insights and strategies needed to modernise recruitment practices.
- [Retention Reset programme](#): designed to help councils evaluate and enhance their employment offer to align with employee needs, expectations, and best practices. The programme gives participants the opportunity to focus on resetting the council's strategy and priorities, while reshaping the employment experience through modern practice.
- [Workforce planning](#): practical support to enable the delivery of strategic workforce planning.
- [Workforce and HR support](#): helping councils and their partners to create a workforce able to respond to major changes within the public sector.
- You can find our workforce teams wider areas of support [here](#).

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You can also work with your Regional Employer Organisation, who deliver support to councils and collaborate at a regional level.

There are many organisations, both national and regional, that can support your council's engagement with young people. These include:

- Careers Hubs, which improve careers education for young people by working directly with schools, colleges, apprenticeships providers and employers. You can contact your local Careers Hub.
- The LGA runs a network for Chairs of Early Careers Networks in councils, which empower young people starting out in local government. Through expert guidance, shared good practice, and peer support, the network helps young professionals set up and lead their own groups - creating space for collaboration, development, and fresh ideas across councils. For further information contact Sadique.miah@local.gov.uk
- Futures for All, who help young people from state schools and colleges access real-world experiences, hear from inspirational speakers, and discover new opportunities. Their programmes include Speakers for Schools and Work Experience.
- Education and Employers, a charity that works with councils across the country to help inspire children and young people and show them the opportunities open to them. The charity runs a match-making service that connects volunteers to schools called Inspiring the Future - it's quick, easy to use and free. People are asked to give just an hour a year to go into their local school (either in person or virtually) and chat informally about their job and career route. For more information please contact info@educationandemployers.org

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Best practice & case studies:

- We regularly capture examples of councils doing exciting and innovative things to recruit people, using our campaign materials. For example, you can see [our case studies](#) of how T levels are helping young people gain real experience in local government.
- We share these examples in our engagement events with councils, and will be publishing examples on our website.
- If you'd like to share a great example of your council using the campaign to recruit, please get in touch: makeadifference@local.gov.uk.

Combined authorities

Combined authorities are invited to get involved, support and promote the campaign alongside their constituent councils, and councils across the country, who will be participating.

The campaign is the first of its kind to showcase the wide range of rewarding and impactful career opportunities on offer across local government.

The campaign website (www.localcounciljobs.gov.uk) will include a link for each combined authority's jobs and careers page when a user enters a postcode that is in an area with a combined authority. It will also provide links to the websites of its constituent councils.

If combined authorities would like to actively promote the campaign, there is a brand logo which is inclusive of the wider local government family as it refers to 'local government' rather than 'local council'.

Combined authorities are welcome to utilise this 'Make a Difference, Work in Local Government' logo. This brand logo can be used with the editable assets that are provided within this toolkit.

For further support, please contact makeadifference@local.gov.uk.

Campaign tracking

To understand how the national campaign performs, we'd really appreciate your support in tracking campaign metrics. Where possible, we therefore ask that you please have Google Analytics installed on your recruitment and job listings pages.

It would be great if you can have a Google Analytics event to track when a job application or a similar enquiry is submitted.

When visitors click through from the 'Make a difference' website to your job site, we will be sending information through in UTM parameters in the URL to describe exactly where the visitor has come from. Where possible, please avoid stripping any parameters out of the URL as this data may be lost.

These parameters will be stored in your Google Analytics property within the standard dimensions "session manual source" and "session manual campaign". Google Analytics will collect this information automatically.

At the end of the campaign, we will want to ask for an export of the Google Analytics data relating to visitors that have come from the 'Make a difference' website. You will be able to filter to the correct data using those dimensions.

For any support or queries on campaign tracking and Google Analytics, please contact makeadifference@local.gov.uk.

Campaign contact details

For support or queries on any elements of the campaign pilot you can get in touch with these details:

LGA campaign contact:

makeadifference@local.gov.uk

Storycatchers contacts:

For support with any element of the artwork or brand elements – feel free to contact us:

Katy Baker

katy@thestorycatchers.co.uk

Toby Wildgoose

toby@thestorycatchers.co.uk