



Skype Ward Surgeries

Councillor David Harrington

LGIU Online Councillor of the Year (2013)

Cabinet Member for Corporate Management And Finance

My Community



STOCKTON

INGLEBY BARWICK WEST



- Ingleby Barwick is reported to be the largest private housing development in Europe.
- First homes constructed in 1980.
- Population 21,045.
- Occupying 7,518 homes.
- Highly affluent area.
- Typical commuter area.
- High Level of access to Internet.
- Over 75% of homes can access high-speed internet services.

The Idea...



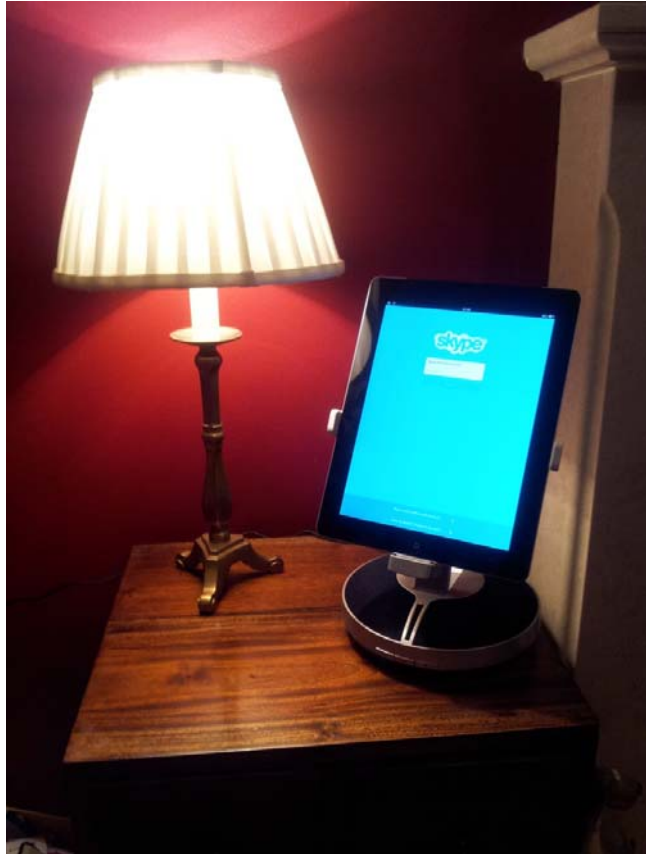
**Started as an accident thanks to
The A19 Tees Flyover**

Holding Skype Ward Surgeries

- Skype can be accessed on a variety of platforms including a PC, Laptop, Tablet, Smartphone and even some Televisions!!!!
- Skype Ward Surgeries are held on a Sunday afternoon (5 -6pm).
- This is in addition to traditional Ward Surgeries.
- Voicemails can be left when offline.
- Skype is free to use for video calls.
- Skype appears to be preferred over other services, eg. Apple Face Time.
- The residents who I am trying to engage with usually already use Skype.



Skype is really easy to use.



Skype is another way to build relationships with residents you previously wouldn't have engaged with. Following a few simple golden rules will ensure success:-

- Think of your security.
- Get comfortable with the technology.
- Ask for feedback.
- Get your timing right.
- Publicise your Skype ward surgery.
- Setting up and preparing.
- Prepare as you would for a traditional surgery.
- Limit distractions.
- Schedule follow-up time.

How councillors can use Skype to reach out to residents:- <http://goo.gl/Jz3uVv>

Promote It!

Ward
Newsletters.

Community
Magazines.

Use your
local media.

Use existing
Social
Media
feeds.



Council
Publications.

Via your Local
Library.

Letterheads
and
Business Cards.

Ward
Newsletters.

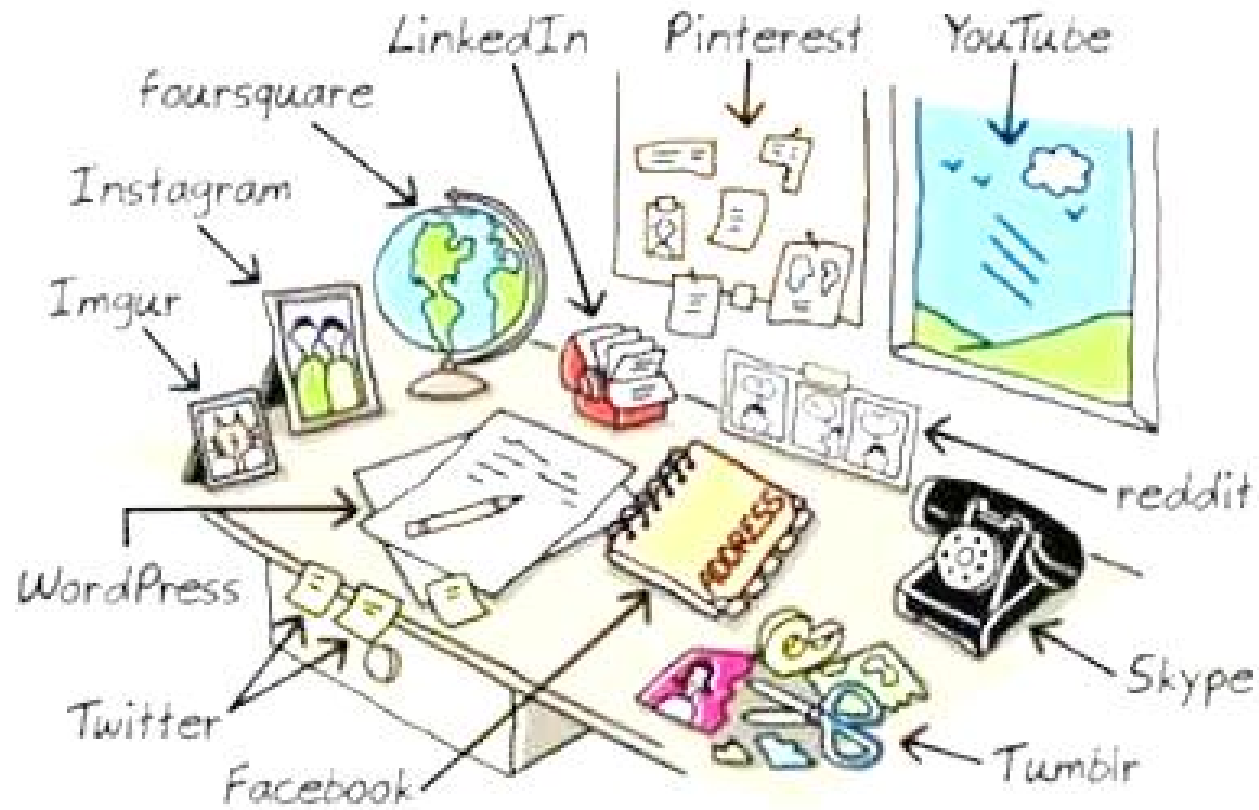


Stockton-on-Tees
BOROUGH COUNCIL

And Finally....

**What was on your Desk 20 years ago that
you don't use today?**

vintage social networking



Thank you for listening

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