

Case study: Have Your Say



Have Your Say is an online resource which raises awareness of the work of both Parliament and government through official publications. It enables visitors to learn about the issues that matter to them and guides them to the appropriate official resources to share their views on these issues.

TSO has an extensive history of publishing official publications, which dates back to before its privatisation from Her Majesty's Stationery Office (HMSO) in 1996. Its contract with the Office of Public Sector Information (OPSI) to publish Command and House Papers was renewed in 2006.

Have Your Say was launched by OPSI and TSO with the Queen's Speech in November 2006.

The challenge

A large number of official publications are produced each year, including Command and House Papers, legislation and the London, Edinburgh and Belfast Gazettes. Previously the main customers for these publications were linked to government and had a clear understanding of Parliamentary processes.

With the increased availability of free publications online, it was important to broaden the reach of these publications, raising awareness of the work of Parliament and government, and increasing the number of potential customers they could be marketed to. It was essential to present them in a way that made them more accessible and relevant to the general public.

The solution

With the support of OPSI, TSO developed the Have Your Say website, an online resource designed to reach people who wouldn't normally be interested in politics. In addition to promoting new official publications it also promotes the work of both Parliament and government, raising awareness of the political process and encouraging members of the public to get involved with the issues that affect them.

The site is updated weekly with new publications, providing detailed summaries written in plain English and giving links to TSO's online bookshop so visitors can purchase the full reports. Have Your Say also offers links for further reading and contact details for the relevant organisations so visitors can contribute to the consultation process.

Case study: Have Your Say



To make the information as accessible as possible publications are organised by topic, so visitors can easily identify those issues that affect them. TSO also worked closely with OPSI and Parliament to create descriptions of the types of official publication available, so visitors can see how their publication fits into the legislative process. The site is complemented by a weekly email alert, giving subscribers details of new publications listed on the site, so that they can stay up to date with the most recent information.

TSO launched Have Your Say with a fully integrated marketing campaign. This included promotion in the national press and TSO literature, and through online channels to maximise awareness of the website.

Service mix

- Web development
- Web editorial and design
- Email marketing
- SEO
- Online advertising
- Print promotion

Results

- Have Your Say has contributed to an increase in sales of Command and House Papers, and has helped to improve the dissemination of official information to the general public.
- 658 people have registered for the weekly email alert, which has an open rate of 21%.
- Have Your Say is visited by an average of 896 people each month, who view an average of 2,242 pages.
- The site has reached many of the groups targeted by the Parliamentary Outreach Programme, which is designed to get more citizens involved in the political process.
- It has increased awareness of TSO and our role in the dissemination of official information.

Confidentiality Statement

The contents of this document together with all other information, data, materials, specifications or other related documents provided by TSO (together "materials") shall be treated at all times by the recipient as the confidential and proprietary information of TSO. The recipient shall not disclose any such materials to any third parties without the express, advance written approval of TSO. Where such express approval is granted by TSO, the recipient shall ensure that all third parties to whom disclosure is made shall keep any such materials confidential and shall not disclose them or any part of them to any other person. All intellectual property rights in the materials provided by TSO are and shall remain the property of TSO, or its third party licensors, and are protected by copyright. © 2008 Williams Lea Group

Disclaimer

This document may be incomplete without reference to any oral briefing provided by TSO, reflects current conditions and TSO's views as of this date and is subject to correction or change at any time. Although the information contained in this document is believed to be accurate in all material respects, neither TSO nor any of TSO's advisers, agents, officers or employees accepts responsibility or liability for or makes any promise, representation, statement or expression of opinion or warranty, express or implied, with respect to the accuracy or completeness of the content of this document (to the extent permissible by law) unless and save to the extent that such promise, representation, statement or expression of opinion or warranty is later expressly incorporated into a legally binding contract.