



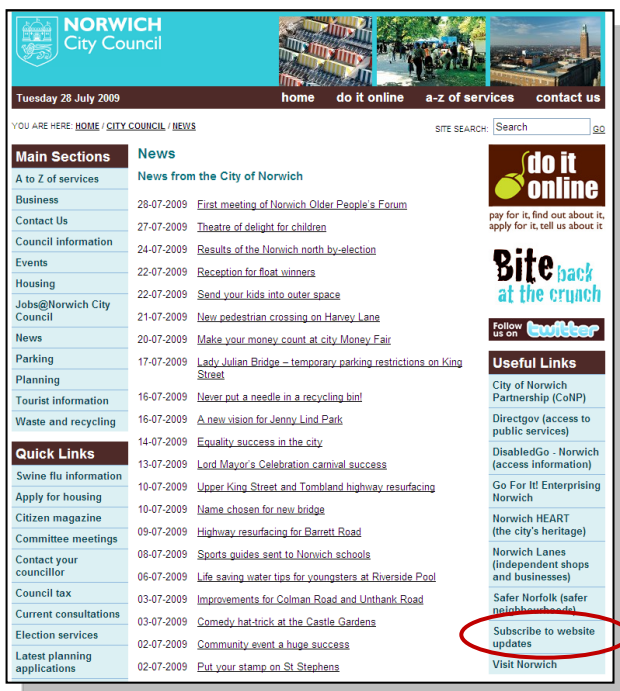
Norwich City Council deployed GovDelivery® Digital Subscription Management to improve government-to-citizen communication, which brings higher take-up of e-enabled transactions, better service, and lower communication costs.

### NORWICH CITY COUNCIL'S NEEDS

1. Improve communication by informing interested citizens of city news and updates by email.
2. Offer updates on specific information as well as a general e-newsletter to proactively notify citizens of changes to the website.
3. Capture additional information on those visiting the website including affiliation with Norwich and reason for visiting the website.

### SOLUTION

Norwich City Council selected GovDelivery, a web-based solution that monitors websites for content updates and automatically generates email alerts when changes are detected on designated webpages.

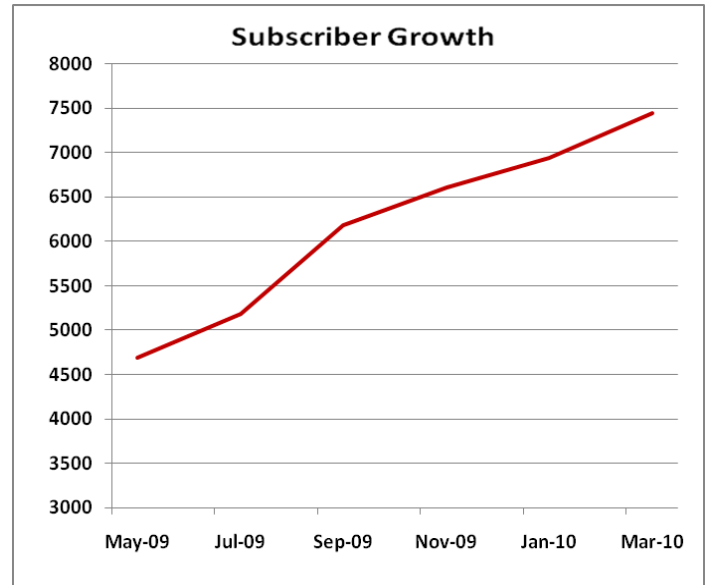


Web visitors click on links located throughout the site to register to receive specific email alerts.

Email is the most common use of the Internet.

-U.K. Office for National Statistics

### RESULTS



Since launching GovDelivery in June 2004 Norwich City Council has:

- Sent more than **711,500 emails** telling subscribers of updated website information.
- Obtained more than **7,400 subscribers**.
- Gained the ability to communicate effectively with their citizens with minimal administrative oversight.
- Incorporated specific subscription items including:
  - Norwich Newsletter
  - Council News
  - Planning Applications
  - Council Consultations

Last Updated April 2010

GovDelivery, Inc. is the world's leading provider of government-to-citizen email and wireless communication solutions designed specifically for the public sector and is used by organisations worldwide, including the U.K. Parliament, Norwich City Council (U.K.), U.S. Departments of Labor, State, Agriculture, and Commerce, Washington D.C., California Department of Insurance, Oregon Department of Human Services, Macomb County (MI), City of St. Paul (MN), and many more.



To learn more about GovDelivery, visit [www.govdelivery.co.uk](http://www.govdelivery.co.uk); email [info@govdelivery.com](mailto:info@govdelivery.com); call U.K. 0800 032 5769 or U.S. 866-276-5583