



Cabinet

23 June 2015

| | | |
|--|--|--|
| Report title | A marketing strategy for the city council | |
| Decision designation | AMBER | |
| Cabinet member with lead responsibility | Councillor Roger Lawrence Leader | |
| Key decision | Yes | |
| In forward plan | Yes | |
| Wards affected | All | |
| Accountable director | Keith Ireland, Managing Director | |
| Originating service | Transformation | |
| Accountable employee(s) | Ian Fegan Tel Email | Head of Communications 01902 554286 ian.fegan@wolverhampton.gov.uk |
| Report to be/has been considered by | Strategic Executive Board Scrutiny Board Strategic Executive Board Executive Team | 13 November 2014 26 November 2014 19 May 2015 3 June 2015 |

Recommendation(s) for action or decision:

Cabinet is recommended to:

- Review and approve the proposed marketing strategy for the City Council

1.0 Purpose

- 1.1 The purpose of this report is for Cabinet to review and endorse a new marketing strategy for the city council which sets out the key elements of our customer-focused transformation.

2.0 Background

- 2.1 Being a Confident, Capable Council means that the City of Wolverhampton Council will have the right people, with the right skills, doing the right things at the right time in the right way. A new marketing strategy for the council will support this.

3.0 Progress and discussion

- 3.1 The draft City of Wolverhampton Council marketing strategy sets out how the organisation will identify, anticipate and satisfy customer requirements efficiently and effectively. This will be delivered as an integral part of the Council's C3 transformation programme. It advocates seizing upon Wolverhampton's unique position as the only City in the Black Country and one of the top 20 biggest cities in the UK. It has an ambition to deliver three overarching aims:

- Greater pride in the City
- Excellent services
- Satisfied customers/service users.

- 3.2 Each of these is supported by a number of key objectives, underpinned by key work streams. The objectives include:

- Services built around the needs of users which deliver value for money
- Excellent customer service, embedded into the DNA of our employees
- A further consolidation of 'digital by design' to create easily accessible services tailored to meet the demand of an increasingly on-line and digitally connected society
- Increasing pride in the City and promoting it as a great place to live, visit and do business
- Revitalising the City Council's branding, seizing upon the unique selling proposition as the City at the heart of the Black Country
- Building strong, strategic alliances – combining city-wide and regional resources – to create a joined-up and powerful 'Marketing Wolverhampton' approach.

- 3.3 The proposed marketing strategy for the City of Wolverhampton Council is attached at **appendix one**.

4.0 Financial implications

4.1 The Marketing Strategy is part of the Future Customer work stream. The C3 programme is intended to deliver transformation, improve efficiency and the increase the quality of services and will, therefore, directly contribute towards the delivery of the Medium Term Financial Strategy, including challenging savings requirements.

4.2 The implementation of the marketing strategy will be funded from existing budgets held across the Council.
[GE/27052015/G]

5.0 Legal implications

5.1 There are no direct legal implications to this report.

6.0 Equalities implications

6.1 There are no equalities implications arising from this report.
[TS/27052015/N]

7.0 Environmental implications

7.1 There are no equalities implications arising from this report.

8.0 Human resources implications

8.1 There are no equalities implications arising from this report.

9.0 Corporate landlord implications

9.1 There are no equalities implications arising from this report.

10.0 Schedule of background papers

10.1 Not applicable