

# Wolverhampton City Board Communications Plan

## 'Prosperity for All' - Supporting the delivery of the City Strategy

### Key Activities

#### The City Conference Programme

A local platform for showcasing and promoting opportunities to key audiences:

- Local People – Wolverhampton Working Well Week (Spring 2015)
- Visitors – Wolverhampton Cultural Week (Summer 2015)
- Business, developers and investors – Wolverhampton Business Week (Autumn 2015)

#### Raising the City's Profile

Focusing on key national and international events to target the following audiences:

- Investors – at a be-spoke London Event (Aug 2015)
- Investors and developers – at a UK MIPIM Global Property Conference, London (Oct 2015)

#### Momentum Programme

Focusing on the City's key business sectors to reinforce opportunities:

- Science, advanced engineering, aerospace
- Supporting the Business Champion events programme
- Attracting high profile business events to the city – by hosting the Midland's Aerospace Conference (March 15)

#### Research & Development

This work stream will identify best practice and opportunities to improve:

- Bench marking our performance against other comparable areas to improve our offer
- A Skills and Employment Commission (Dec 14 – July 15)

### Our Key Messages

#### 1. Top Level

- Working together to make a difference:** The City Board is made up of Wolverhampton's key public, private and voluntary sector partners who are working together to create opportunities that encourage enterprise, empower people and re-invigorate our proud City
- Prosperity for all is our aim:** Partners are working together to bring jobs, opportunity and prosperity to Wolverhampton
- We have big ambitions.** The City Board has set out an ambitious, long-term plan to bring organisations closer together to deliver joined-up, value-for-money services which make a difference to local people and businesses.

#### 2. Economic Growth Board

- Growth is our priority.** We want to capitalise on our strengths in key clusters such as high-value manufacturing, construction, environmental technology and professional and business services.

- We're better connected.** Our road, rail and air links put us at the heart of Britain – and the heart of Europe.
- This is a city that works for people.** Strong cultural, entertainment, sport and leisure offers underpin our visitor economy, while attractive and affordable housing make Wolverhampton a good place to put down roots.
- We'll introduce you to some powerful friends.** A business-minded University along with partners including the Black Country Chamber of Commerce, the Manufacturing Advisory Service, Innovation UK and the UKTI can offer businesses joined-up support tailored to sector, type of business, size and maturity.
- You'll be in good company.** Jaguar Land Rover, Marstons, Moog and UTC Aerospace already call Wolverhampton home.
- Wolverhampton is the right place, with the right people and the right attitude.**

#### 3. Social and Economic Inclusion Board

- To be developed

### Strategic Marketing

#### 1. City Marketing

Develop an approach similar to Derby, where the council and 200 'bond holders' own a 'Marketing Derby' venture.

The council makes an investment, matched by the total contribution of the 'bond holders'.

In Derby this type of partnership has delivered 510 new jobs for the City and won a Financial Times FDI Magazine World Investment Promotion Agency Award.

The venture has led to strong branding and a clear marketing communications strategy to sell Derby and support investment and growth.

This model can be enhanced by gift in kind contributions from the Council and 'bond holders'.

#### Joined-up reputation management:

All activities are underpinned by coordinated reputation management. This includes putting in place an early warning system to alert partners on potential issues and improved partnership working on specific campaigns such as tackling obesity and the fear of crime and anti-social behaviour.

	December 14	January 15	February 15	March 15	April 15	May 15	June 15	July 15	August 15	September 15	October 15	November 15
The City Conference Programme				Working Well Week (CB)				Cultural Week (CB)		Business Week (CB)		
Raising the City's Profile									London event targeting investors (WCC/BC)		UK MIPIM global property conference, London (WCC)	
Momentum Programme	Business Champions event at Wolves Uni, Dec 18 (BC)	National business reporters invited to City (BC)	Building homes for the future policy event (WCC)	Midlands Aerospace conference hosted in City (WCC)			Developers conference to follow up from business week 14 (WCC)		Independents Day (4 July) support for small, independent traders (WCC)			
Research & Development	Skills and Employability Commission (CB)	Benchmarking performance with other areas (WCC)			Skills and Employability Commission event. Part of Working Well Week				Event to publish the Wolverhampton Skills Commission report			

\* Key: City Board (CB); Wolverhampton City Council (WCC); Business Champions (BC)