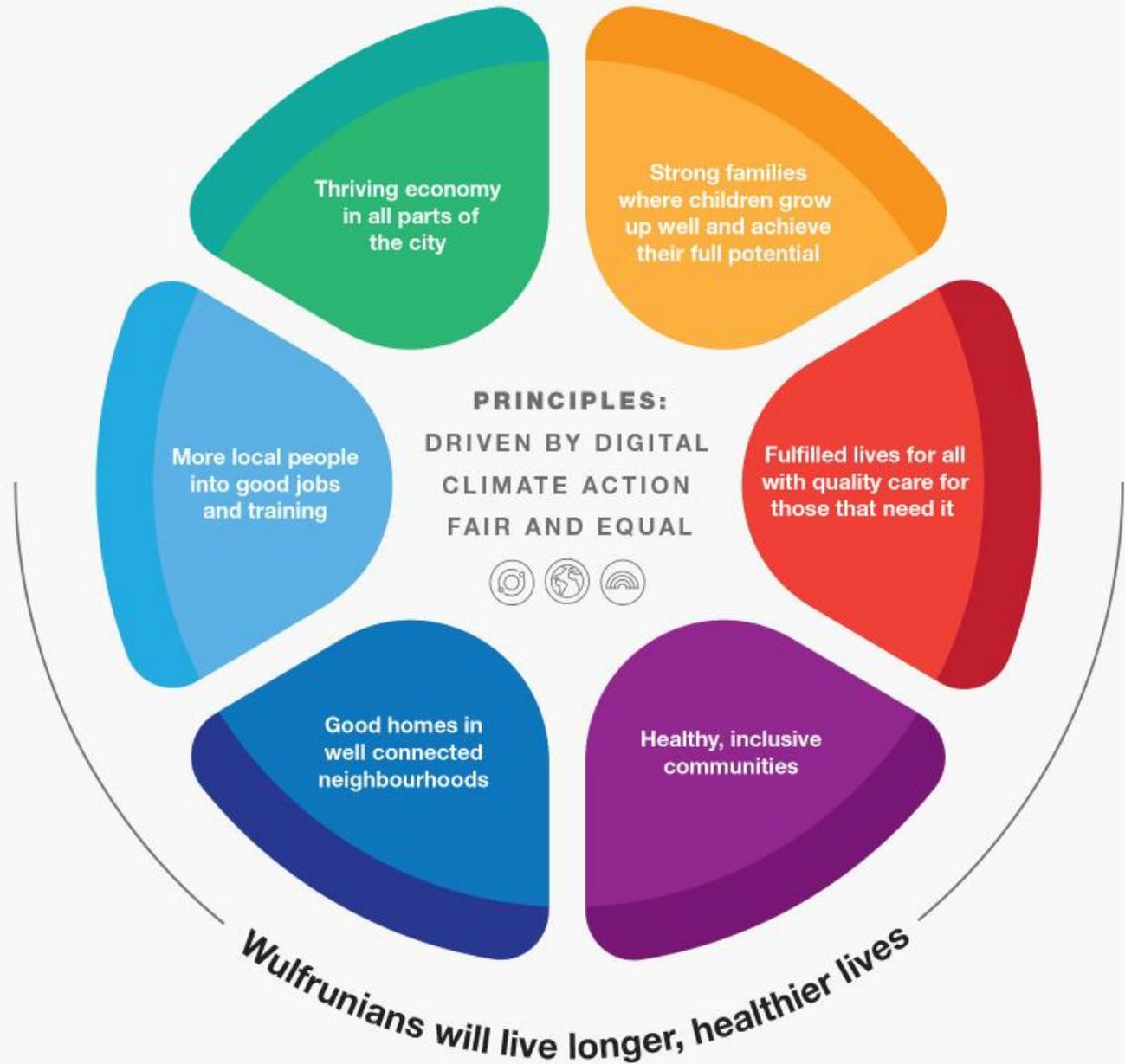
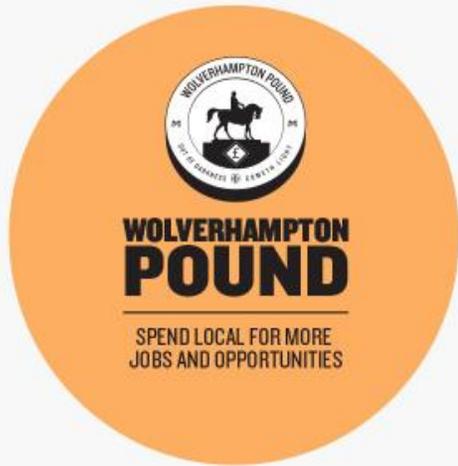


Our approach to Communications

Ian Fegan: Director of Vibrant City
Richard Wyatt: Head of Communications
Scrutiny Panel November 14, 2023

OUR CITY, OUR PLAN

Working together to be a city
of opportunity, a city for everyone
and deliver our contribution to
Vision 2030



Brief overview: What we do

Our role is to inform, engage and influence.

Via our communications, we connect residents/taxpayers to information and services that can help support them and improve their lives, while giving assurance that we are well-prepared to handle emergencies.

Brief overview:

What we do...

- Media relations
- Stakeholder engagement
- Internal communications
- Corporate marketing
- Oversight of service marketing
- Place marketing
- Social media
- Photography/videography
- Brand management
- Emergency/crisis communications
 - key role in Covid

What we have to do it with...

- Current budget for 23/24 of £659,000
- Circa 30% reduction over last three years (£918,000 in 2019/20)
- Core corporate communications team of 12 including apprentice
- Some services fund marketing officers e.g., fostering, Adoption at Heart, WV Active
- Professional qualifications in NCTJ, CIPR, CIM

Strategy: Our approach

1. **Inform, influence** and engage stakeholders and publics
2. **Support the Cabinet and wider council** to deliver our vision for the city
3. **Enhance and protection reputation of the city as a place**
4. **Digital first** – but always accessible - communications
5. Open and transparent
6. Managing the council's brand sub-brands
7. **Data driven working** with CRM to understand city issues and sentiment
8. Focus on key stakeholders
9. Focus on performance and delivering outcomes

COMMUNICATIONS TEAM

Communications activity has contributed to...

Voter ID



Better Health Rewards



Business Week

~900 people attended 20 events delivered by the city council and partner organisations. 250 people attended the Annual Business Breakfast at The Halls, Wolverhampton.

Cost of Living Community Shops



Cost of Living Support



Waste and Recycling



Wolverhampton featured on Queen's Funeral



Global coverage of 4+ billion

Facebook, Twitter/X, Instagram:



5,751
posts



24,653,619
reach



1,159,049
engagements

More than **870 Press releases** and **press enquiries** combined
More than **100 Councillor and MP updates** combined
More than **25 staff engagement messages** from Chief Executive

*Statistics taken from April 2022 – March 2023

rment

Impact of our communications

Better Health Rewards

Objective: To raise awareness and interest in the programme with operation target of signing up 25,000 18+ residents

Channels:

Outdoor media / Print media / Radio / Digital / Pop up shop / Touring bus / Influencers

Move More



Get Rewards



Download the FREE Better Health: Rewards app

Let's do this

Impact of our communications

Better Health Rewards: Outcomes

- 28,000 residents signed up – 3,000 more than target
- 7,000 completed pilot (target 4,000)
- Engagement on digital channels:
website views 57,885
+60,000 video views on Facebook
- 148,909 challenges to improve health
- 7.8 billion steps completed
- 23.5 million minutes of exercise
- half a million servings of fruit and vegetables consumed

Government

Sign ups now closed

28,000+ residents taking part in Better Health: Rewards



Better
Health

Let's
do this

CITY OF
WOLVERHAMPTON
COUNCIL

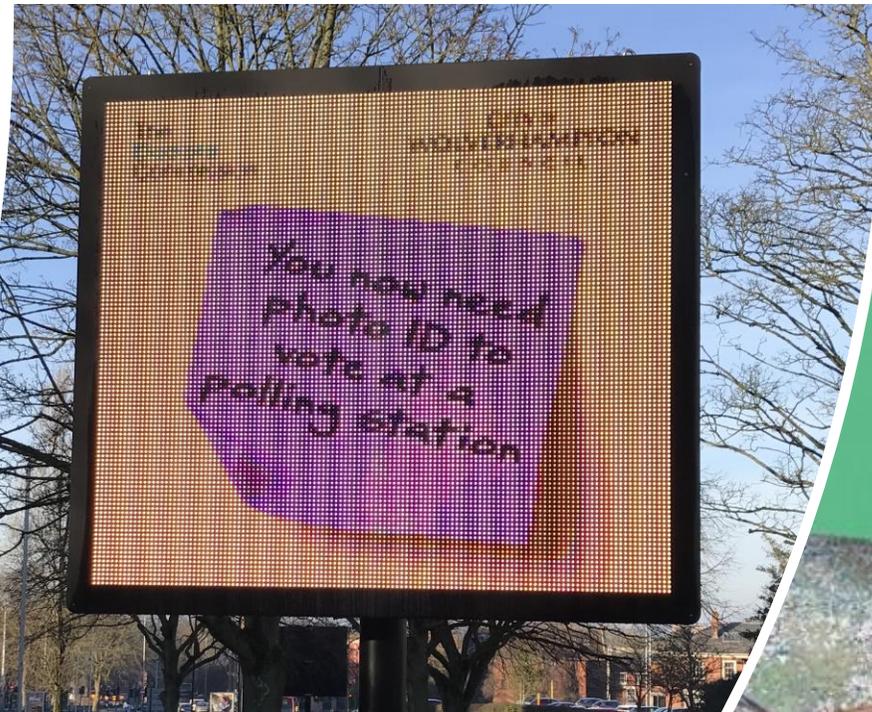
Impact of our communications

Voter ID

Objective: To increase awareness take up voter ID to maximise democratic process

Channels:

Outdoor media / Radio /
Digital / Drop in sessions /
Direct mail



Wolverhampton Today

20 April · 🌐

Are you don't miss the deadline to apply for your free Voter Authority Certificate – by 25 April.

ons take place on Thursday 4 May and, for the first time, all voters must provide a form of photo ID.

ave any, then you can apply now for a FREE Voter Authority Certificate at [/qtKd8](#) or call 01902 551 177.

No ID?
Apply for Free
voter ID by
25 April!

Impact of our communications

Voter ID: Outcomes

- 29,143 electors voted at 126 polling stations
- 168 electors turned away
- 113 returned with acceptable ID
- 0.2% (55) unable to vote

Compared to:

- Sandwell 1,135 (340)
- Walsall 767 (294)
- Dudley 232 (195)



Impact of our communications

Vibrant City Centre

- Proactive comms The Halls, Interchange, Commercial District, Public Realm, Box Space, CLQ, Canalside and more
- Newsletters re:new business and regeneration (9k) Relight Businesses support (6k)
- Public Realm: Campaigns to support city centre during public realm works 'Open for Business'
- Business engagement via Eurovia – customer relationship manager providing regular updates

Destination of the month

Wolves at the door

of the Black Country, Wolverhampton's excellent transport links and walkability make something new developments in the city are looking to capitalise on. Paul H

DISCOVER

Impact of our communications

Vibrant City Centre

- Business Week and 10th annual Business Breakfast promoting city's Visitor Economy
- Promotion of city centre events including Pride (5,000), Krazy Races (12,000) and The Halls opening season (50,000)



WOLVERHAMPTON
BUSINESS
BREAKFAST
CELEBRATING 10 YEARS
MAKING A VISITOR CITY

WOLVERHAMPTON
BUSINESS WEEK
25-29 SEPTEMBER

WOLVERHAMPTON'S
BUSINESS WEEK 2023

sponsored by
the halls
WOLVERHAMPTON

WOLVERHAMPTON
CITY COUNCIL

COMMUNICATIONS TEAM

Communications activity has contributed to...

Fostering



WV Living



WV Active



Yo! Wolves School Holiday Programme



COMMUNICATIONS TEAM

MANAGING OUR RESOURCES

1

Integrated annual campaigns - dedicated full time resource

2

**Ongoing proactive and reactive communications/
Public Relations**

3

**As-required content creation /
Communications outputs**

4

Advice and support for service to communication with stakeholders directly



PRIORITIES FOR NEXT 12 MONTHS

1

Integrated annual campaigns

- Yo! Wolves
- Fostering
- Adoption
- WVA
- Arts & Culture
- Events
- Invest
- Resident Services
- Cost of Living

2

Ongoing proactive and reactive communications/ Public Relations

- City and Urban Regen
- Council finances
- WV Living
- Council elections
- Resident engagement
- Internal Communications
- Councillor Updates

3

As-required content creation / communications outputs

- Migration
- Greener City / Climate Change
- Wolverhampton Pound
- Family Hubs
- Corporate/Civic Events
- Public Health campaigns
- Homelessness
- Community Safety
- Social care reform
- Mental health and wellbeing
- Trading standards/public protections

4

Advice and support for you

- Service led social media
- Service area direct comms
- Service area newsletters
- Service area internal communications

How we measure what we do

- Levels of social media engagement
- Traffic generated on webpages
- PR and media stats
- Marketing campaigns – objectives met
- Survey results linked to being satisfied and informed
- Staff engagement on internal communications

In summary

- Small team of communications professionals
- Delivering activity for residents and stakeholders linked to Our City Our Plan
- Adds value to all corporate priorities
- From the highest number of bin sign ups and WV Active members to driving footfall into city centre, improving access to Cost of Living support and providing critical information for the public from Covid to major incidents
- Annual strategy to meet changing priorities and challenges of council

Questions