

Report is brought to life

Worklessness study comes alive with film and interactive elements

A PUBLIC sector partnership which had commissioned an in-depth report on worklessness in the North West wanted to maximise the impact of its findings.

So, Neighbourhoods NW, the lead partner, commissioned cp media services to deliver a campaign that would build expectation about the publication of the report, raise the profile of the partners, widely disseminate the report's key messages and create a product that would have an impact on its audience.

The report had been commissioned to establish a clear picture of the worklessness landscape in the north west. This would then enable the key partners and agencies to deliver a co-ordinated approach to tackling worklessness.

But the report had been written in a dry, academic style, while the primary audience for the document was not academics but chief executives of local authorities, neighbourhoods practitioners, community group representatives and third sector workers.

The report also contained a number of pen portraits of worklessness projects from across the region which had, again, been written in an academic way and which did not contain sufficient information to be useful as case studies.

The anticipated publication date for the report had also lapsed and pricing for publication of the document had yet to be carried out.

What we did

cp media services initially brought the project back on track by drawing up a production schedule for the report that was signed off by the project steering group.

A communications plan for launch and dissemination of the report was

then developed and costings agreed for publication of the report and the accompanying communications activity.

cp media services edited the document and revised it so that it was an essential and interesting read for the target audience. We also thoroughly researched several of the projects in the document which had been written as short pen portraits and interviewed key players involved in the projects. We then created detailed, informative case studies.

The key headlines and findings of the report were developed into an Executive Summary which was designed into an electronic document and e-mailed to key stakeholders in advance of the full report's launch.

In order to gain maximum engagement and buy-in to the report, we recommended that it be produced as an interactive pdf with video interviews, hyperlinks and other interactive features. We commissioned a video crew, filmed interviews with key people from four of the case studies and commissioned a further three filmed with representatives from the project partners.

The resulting report was widely praised on launch and, in addition, 250 CDs containing the report were produced. These CDs were handed out at the launch and posted to the region's key senior influencers including all local authority chief executives.

View the report at:
**[www.neighbourhoods-nw.co.uk/
assets/pdf/Worklessness2009.pdf](http://www.neighbourhoods-nw.co.uk/assets/pdf/Worklessness2009.pdf)**

cp media services can provide similar support and guidance for you. Talk to us to find out what we can do for you.