

Shouting about savings

Six-month campaign to promote £3M efficiencies for the North West

A COLLABORATION of seven councils in the north west wanted to raise the profile of a money-saving project and gain buy-in from other councils in the region.

The lead partner, the Lancashire Procurement Hub, commissioned cp media services to create a communications strategy and plan which would spread news and information about the project and inspire councils to get adopt the money-saving process it was managing and promoting.

The collaboration, known as the Seeker Project, had tendered for a vendor neutral managed service for the supply of consultants and interims to councils and other public sector bodies in the north west. They had tendered for the service after research revealed that local authorities using the service would save around £3M a year on the cost of engaging external experts.

However, they needed councils in the region to be made aware of this new route to the consultancy market, and the benefits to be gained by adopting the managed service.

What we did

cp media services established lines of communication with each of the 23 communications and marketing teams belonging to the Association of Greater Manchester Authorities (AGMA) and Lancashire councils. We developed a briefing note and press release about the project which we asked communications teams to publicise internally within their councils.

We produced a series of news stories about the progress of the project and the appointment of the framework's supplier which we disseminated across the region using a number of communications routes including partner organisations' newsletters and web sites.

We established an internal communications

process so that the 15 members of the project team would be regularly updated about communications activities being undertaken - and the results.

We staged and managed an Introductory Event at Rochdale Town Hall to which chief executives, executive leaders, finance leads, human resources leads and procurement leads were invited. The aim of the event was to show stakeholders how the managed service would work, who would be delivering it, why they should consider adopting it, how to implement it within their organisations - and the cashable and non-benefits they would experience by doing so.

The event was opened by the Chief Executive of Rochdale MBC and attracted representatives from 18 of the north west's 42 councils.

A highlight report from the event was produced by cp media services and issued to all delegates as well as to stakeholders who could not attend. The report contained key headlines from the day and on-line links to the full presentations. A follow-up survey for the event was also issued to delegates.

More than 92% of delegates found the Seeker event useful and more than 91% said it had improved their knowledge of the project. A total, of 68% of delegates said they'd recommend adoption of the managed service to their councils.

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