

## Birmingham City Council

**Project: Working for the Future communications**  
**Area: Internal communications**

Customer Plus has been working with Birmingham City Council since 2007 to deliver extensive and effective communications to support the on-going Working for the Future programme.

Working for the Future, which forms part of the council's Business Transformation scheme, aims to make all council buildings better places to work. This acts as a catalyst for cultural change, leading to improved, more efficient ways of working and better services.

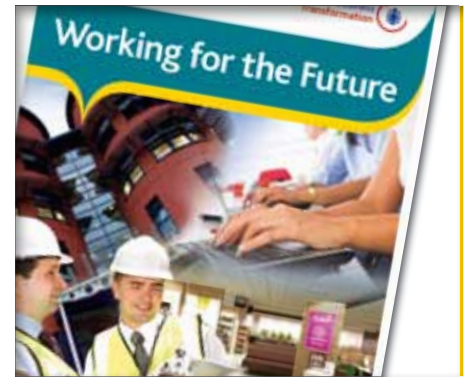
Birmingham City Council is the largest local authority in Europe, employing 60,000 people and delivering services to over one million people.



### Aim and Objectives

The communications support delivered by Customer Plus was designed to:

- create awareness and understanding of Working for the Future (and how it fits into Business Transformation) amongst all stakeholders
- keep stakeholders informed of the progress of the programme and celebrate success along the way
- understand the differing levels of audience involvement in order to deliver the communications based on specific requirements
- support council employees through a major cultural change process



## Delivery

Customer Plus understands that successful change programmes require high levels of engagement and understanding between those designing the change, those implementing the change and those affected by the change.

Therefore the first step was to gain a thorough understanding of the target audiences and their different requirements. A comprehensive and robust communications strategy was developed along with a detailed tactical plan of activity for each type of stakeholder.

Our varied but complementary approaches have included:

- a model office, called Workplace 2011, to show employees what their new workspace will look like
- a series of publications in both email and hard copy format to keep stakeholders regularly updated
- building-specific fact sheets, containing key stats and photos
- a series of 'Vision' documents, designed to outline the benefits of the change programme
- drop-in sessions to give employees face-to-face contact with the delivery team
- bespoke events, briefings and seminars
- press releases and awards submissions to generate positive public interest in the work that Birmingham City Council is undertaking



## Successes

The Working for the Future communications team has continued to receive praise and recognition throughout the project and is seen as demonstrating best practice in communications for the rest of the council. Successes include:

- organised tours for over 1,000 council employees so they could see their new workspace, which generated very positive feedback
- given a rating of 'very good' or 'good' by 92% of council employees who received our monthly publication, Property Update
- helped the council to win a prestigious British Council for Offices regional award
- generated positive press articles in target local, trade and national publications
- provided communications support to help the council exceed its targets for Agile Working
- supported over 3,000 council employees, to date, with moves to new workspaces





## Client feedback

“ There has clearly been a lot of activity by Working for the Future, who have made information easily accessible to staff at Lancaster Circus and those moving into Lifford House. Well done!”

Annette Lyndon Smith, Birmingham City Council

“ To keep all 60,000 employees involved in the project targeted publications are used to provide employees with the information they need to make the transition to a new building easier. The development of several hand books including Your Move Pack and Welcome Pack has provided employees with a guide to their relocation. These have proven to be extremely popular and have been described as “clear and concise communications – perfect for employees who have a day job to deal with as well as moving to a new workplace.”

Mark Atkins, Birmingham City Council

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