

PRIDE AWARDS 2017

Category: Outstanding Public Relations Consultancy

Company: DTW

Date of incorporation, number of employees - including executive / support staff – and annual fee income:

Number of employees – 14

Business objectives and analysis of performance against budget over the past three years:

We've achieved our three-year objectives set in 2014;

- grow fee income and profitability of DTW
- increase average fee income per client
- grow DTW's video production arm and win awards for that work.

A brief overview of business / team strategy:

DTW's vision is to be one of the UK's top 100 PR and marketing consultancies.

We also want to:

- achieve a 95% score in PRCA CMS accreditation by 2018
- win three national awards for our work by end 2018
- keep and grow our clients

We specialise in six sectors:

- education and training
- waste, energy and environment
- planning and infrastructure
- professional membership organisations
- health
- government

Our 14 staff (backed by a network of 25 associates) deliver integrated PR and marketing across PR, social media, marketing, video, animation, design and digital.

Based on the edge of the North York Moors, we have successfully delivered award-winning projects for clients across the UK working on projects from Paris to Rhode Island.

A summary of commitment to CPD and professionalism:

Company wide culture:

In 2015 we invested in a major leadership programme with a third party adviser which resulted in a clearer focus on our approach.

Our culture is simple – we are focused on delivering solutions to our clients' problems. We have no silos, want no egos and our aim is to deliver outcomes that matter – whether those good ideas come from the MD or the most junior colleague.

The team developed our core principles – quality, trust and responsiveness – and our 'six-pack' of values – honesty, impact, communication, collaboration, passion and curiosity.

We've introduced an annual bonus scheme linked to profitability which pays the same to every non-shareholding staff member, regardless of job title or salary.

CPD and training:

We're accredited with the PRCA's Communication Management Standard and the company pays for membership of a professional membership body (CIPR where appropriate) for each staff member.

Everyone – from the MD to our junior strategists – is enrolled in CPD. 75% of our PR team have Accredited Practitioner status with the rest looking to achieve that this year.

Our MD Chris Taylor sits on the CIPR Council, was the Chair of CIPR North East for three years to 2016 and has just become one of the north east's first Chartered PR Practitioners.

A summary of recent outstanding achievements, including client list growth / retention:

Retaining and growing major clients – the Law Society's solicitor brand campaign, and two of England's biggest infrastructure projects – the Mersey Gateway and New Wear Crossing bridges – were all highly competitive pitches which we secured and through which we have won additional work as a result

Setting a vision for our future – we have restructured into three interlocking segments of strategists, creatives and analysts, to better reflect the challenges our clients are facing and support we can provide.

Investing in innovation – Our continued investment in video and animation has led to continued growth in sales and excellent feedback from clients, which is translating into strong repeat business. We're making better use of evaluation technology by using Google Tag Manager and Data Studio to provide real time dashboards to look at performance and drive our approach to campaigns on a week by week basis.

We're developing bespoke interactive mapping solutions for clients like Merseylink, where our Down Your Street solution is being used by thousands of people every week. Muddy Mayhem 2016 – 5km of 30 obstacles – mud, fire, freezing water, fences, seesaws, slides – you name it – we did it and have the bruises to prove it.

A summary of a campaign you are particularly proud of, including details of the brief, objectives, strategy, tactics, outputs, outcomes and budget:

Opening in autumn 2017, the Mersey Gateway Project (a nine kilometre infrastructure project with a new toll bridge crossing the River Mersey at its centre) is the biggest construction project in England outside London.

We have delivered strategic communications support to Halton Borough Council/Merseylink since 2007, helping them through ten planning applications, a public inquiry and now a three-year construction programme.

The objectives throughout have been to i) secure community and government support for the project and ii) inform/excite key communities about the plans.

The agreed strategic approach, set out back in 2007, has ensured we have achieved this but been flexible enough to introduce new tactics, including interactive mapping, e-newsletters, social media, 360-degree photography, video and drone footage (alongside media relations and direct engagement).

This has www.merseygateway.co.uk at its heart, attracting over 20,000 people a month.

We're part of the Mersey Gateway community – through the TimeBank programme that provides free support and guidance to local communities, and in commissioning our own drone footage to showcase the stunning construction work.