

Basic Information

Region (Check Region):

Cymru Wales

Category:

28. In-House PR Team of the Year

Entry Information

Entrant company name:

Companies House

Entry title:

Companies House external communications team

Entry

Number of employees within the PR team and annual PR budget:

External comms team = 20 strategic communications, campaigns, creative, digital content and press professionals.

Annual budget: £60k.

Business objectives and analysis of team performance against budget over the last two years:

Companies House incorporates and dissolves limited companies, registers information companies are legally required to supply, and makes that information available to the public.

Corporate strategic objectives:

- Drive confidence in the UK economy.
- Make the UK a great place to start and run a business.
- Maintain a register where data enables valuable business decisions to be made, supports growth and combats economic crime.

Team performance against budget:

- Our communications ensure our reputation is maintained and strengthened, inspiring trust and driving confidence in the UK economy.
- Our communications inform customers and stakeholders that our brilliant services give a

great user experience and deliver value through efficient use of resources. This gives confidence that the UK is a great place to start and run a business.

-We tell compelling stories about our data to inspire trust and confidence and maximise the value of our registers to the UK economy.

-We communicate about our role in the fight against economic crime.

A brief overview of business / team strategy:

Team strategic objectives:

-Deliver clear, innovative and relevant communications which align with strategic objectives.

-Protect and enhance the reputation of Companies House.

-Change customer behaviour.

-Work in partnership and support wider government priorities.

-Ensure efficient use of budget by developing and implementing communications using in-house skills, and aligning budget to paid-for social and bespoke projects with PR agencies.

A summary of commitment to CPD and professionalism:

Our ongoing development is informed by the GCS (Government Communication Service) Modern Communications Operating Model and the GCS curriculum. The team are all GCS members, and several are CIPR and CIM members.

We have skills in PR/media relations, content creation, digital publishing, campaign management and graphic design. We demonstrate our commitment to CPD and professionalism by continually learning and developing our skills. This is achieved through attending industry-recognised courses, conferences, webinars and podcasts, and peer-to-peer learning.

We offer two internships per year to strengthen resource and skills in the communications profession.

A summary of recent outstanding achievements:

Top achievements 2019-2021:

-Stopping paper reminders resulted in outstanding annual saving of £1.3m.

-Achieved significant 32.5% increase in social followers within two years.

-Undertook complete rebrand for all internal and external communications.

-Most read blog out of 108 government blogs.

-Our newsletter has more than 550,000 subscribers.

-COVID-19 newsletters had a higher median open and click rate than the global average.

Awards:

2021: Won GCS Campaign of the Month award for employer brand campaign.

Shortlisted for two CIPR Excellence awards: 'Corporate and Business Communications

Campaign' and 'Low Budget Campaign'.

2020: Won PRCA DARE 'in-house team of the year' award.
Shortlisted for CIPR Excellence 'STEM campaign of the year' award.

2019: Shortlisted for CIPR Excellence 'best use of digital' award.
Shortlisted for 6 CIPR PRide Awards, winning one gold and two silvers.

Wider UK government:

- Produced more than 600 pieces of content about our response to COVID-19, keeping customers informed and amplifying vital government messages.
- Communicated about emergency Corporate Insolvency & Governance Act, including media relations and complex guidance.
- Worked with BEIS to connect with and inform media and wider public about three-month filing deadline extensions due to COVID-19. More than 40 pieces of coverage, including ITV and Reuters.
- Supported BEIS with vital Brexit communications, including weekly newsletter to our subscribers on behalf of Business Secretary.
- Used targeted communications to amplify awareness of BEIS register reform consultation between June and August 2019. More than 1,300 responses - 35% of consultation views came from our channels.

Campaigns:

- Raise awareness of digital tools and create behaviour change by encouraging customers to file online: produced suite of 'how to' videos which achieved 28,955 views, and 2,037,634 impressions of content across digital channels.
- Raise awareness of legal responsibilities for flat management company directors and create behaviour change by encouraging compliance. Achieved 2,479 launches of online learning tool. 10 pieces of coverage, including 3 in trade publications that serve audience. Positive advocacy from key stakeholders and partners, including FPRA.
- Raise awareness of legal responsibilities for new and existing directors and create behaviour change by encouraging compliance. New bite-sized webinar series in collaboration with three government departments, achieving satisfaction score of 80%. Launched learning tool which had 478 opens, and 20% increase in visits to GOV.UK directors' toolkit.
- Raise awareness of who we are and what we do, specifically the value of our register, our role in combating economic crime, and how we drive confidence in UK economy. Secured high-profile media coverage and created opportunities to form new relationships with key stakeholders.

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

Brief: 'employer brand'

Deliver a campaign to increase job applications from underrepresented groups and support Civil Service 'Year of Inclusion 2020'.

Objectives

- Increase job applications from underrepresented groups.
- Build employer brand and reinforce diversity and inclusion commitment.
- Raise awareness of strategic goal: 'Our culture enables our brilliant people to flourish and drives high performance'.

Strategy

Our corporate ambition is to build an inclusive culture where everyone can bring their whole selves to work. The campaign idea was to connect and inform our target audience that diversity and inclusion is not a 'tick-box' exercise – it's a golden thread that runs through everything we do.

- Develop strong brand, using mix of channels and formats to amplify campaign messaging to a diverse audience.
- Feature staff from inclusion networks in campaign collateral. Encourage them to share content and act as advocates.
- Work with HR and networks to create stakeholder list to increase support and advocacy.

Tactics

We developed innovative, engaging and thought-provoking content, spear-headed by a striking brand, to connect with our audience. Our images featured photos of staff, with three words that they identified as unique characteristics – helping to tell the story of our diverse staff and bring the campaign to life. We developed a stakeholder pack, engaging with key stakeholders to achieve advocacy and extend reach.

Outputs

- 16 images, 6 blog posts, 2 videos, 2 audiograms, 2 podcasts.
- Featured staff in impactful video.
- Social media plan for Twitter, Facebook and LinkedIn. Over-achieved impressions target with 151,109 impressions.
- Featured blog posts in 6 newsletters. 1,152 pageviews for our blog posts, and newsletters featuring campaign content viewed 234,151 times.
- Issued pack to 138 stakeholders. 15 supported the campaign, including Stonewall.

Outcomes

- Achieved 52.22% increase in diverse applications in December 2020 (two months after campaign period), achieving nearly double corporate target of 27.61%. Testimonial: "The campaign was instrumental in me wanting to work for Companies House".
- Built employer brand and increased awareness of D&I commitment and associated networks.
- Raised awareness of relevant strategic goal through staff and stakeholder advocacy.
- Reputation analysis in November 2020 concluded our reputation among our stakeholders is 'excellent'.

Budget: £1500

Supporting Information

Additional supporting information (images, artwork, clippings and other media):

Provided
