

# Work Solutions: raising public awareness

## CASE STUDIES

### The challenge

Work Solutions is a not-for-profit company that provides training and employment support for thousands of unemployed or low-skilled people in Greater Manchester, as well as a range of services for employers.

As one of Manchester Solutions group of companies, it has more than a dozen Employment Centres across Greater Manchester. The organisation works with many partners including local councils and the Learning and Skills Council and supports a wide range of social groups, including offenders, long-term unemployed, ethnic minority communities and disabled job seekers.

IPB communications was appointed to raise the profile of Work Solutions among the media and stakeholders, and to support internal communications.

### What we did

- **Press campaign:** We launched a wide-ranging media relations campaign, aimed at local and regional press, trade magazines, broadcast media and national broadsheets. We involved local service users in stories, to add a strong human interest element and bring services to life. We also provided journalists with comments on hot industry topics and breaking national news stories.
- **Awards:** We successfully entered Work Solutions for a range of regeneration and social enterprise awards, to help to raise national profile.
- **Community newsletters:** We wrote and researched community newsletters aimed at service users, which were distributed through local employment centres.
- **Staff ezine:** We helped produce a regular ezine, to keep employees across the company informed of latest news.
- **Company re-launch:** Work Solutions underwent a re-branding exercise shortly after our appointment (changing from its old name of the Employment Regeneration Partnership). We prepared and implemented a media strategy to support the re-brand.

### Results

Work Solutions now enjoys a much higher media profile. Regular coverage has been secured in local and regional press, on regional radio, and in key regeneration trade magazines. We have also had some impressive national hits, including Sky News and The Guardian.

### What the client said

“ They have got right under the skin of this organisation and have become an integral part of the team. ”

**Drew Thomas**, Chief Executive, Work Solutions

