

Client Profile:

North West Air Ambulance

bodyproject

The Challenge:

To review communications & stakeholder management in support of the charity's aims and ambitions, providing an independent assessment of the type of communications deployed and required, primarily to raise £3.6m and also to increase the profile.



Background:

North West Air Ambulance (NWAA) is a charity celebrating a decade of care provision. It is one of fourteen national air ambulance charities but also one of the busiest and fastest expanding.

The charity is very successful, continually improving its operations; it has increased missions and upgraded its first helicopter to reduce flying times. In 2009 it launched its second helicopter, widening access to further treatment locations. It has maintained a solid income stream, primarily through fundraising.

In order to increase the profile of this essential operation and underpin its robust income targets, a strategic review of communications and stakeholder management was commissioned.

What we did:

Taking into account the wider aspects of health reforms awareness and education regarding emergency care, and the great misunderstanding among the general public regarding funding for these essential services, a strategic review was carried out using the Bodyproject stakeholder management methodology.

The review included a series of structured interviews with board and team members, followed by extensive desk based research and visits to meet other key stakeholders including the operational flight and medical team, the retail outlet team, supporters and service users.

Using the data and information collated an overall 'brand' position was established; actual and potential communications media were reviewed and the promotional mix widened to include marketing and design in addition to PR and publicity.

Our knowledge of the communications supply chain allowed us to construct a cost plan for the organisation moving forwards that would deliver cost savings without compromising effectiveness.

The outcome:

We established a stakeholder management plan and developed key messages and an influencing strategy.

We secured significant funding for the charity during the review process.

We achieved a reduced communications cost for the organisation moving forwards.

We raised the standard of marketing and PR achieving more coverage in the space of three days than had been achieved in the previous three months.

We delivered numerous items of design collateral from livery to leaflets, magazines to merchandise.

We introduced the organisation to Web 2.0 applications boosting followers and supporters.

We are the retained agency for the organisation, supplying integrated marketing communication services and have put in place a robust plan to support future growth and development.

www.bodyproject.co.uk