

# WALSALL FOR ALL

Communications Report

May 2022

# Contents

Foreword	1
Introduction	2
Timeline of key milestones	4
Aligning communications to the four priorities	6
Social media	16
Website	18
Print marketing collateral	20
Press activity	22
The shift from Walsall for All to COVID-19 messages	23
COVID-19 Community Champions	24
Walsall for All Campaign	26
Recognising our communities - Star Volunteers	28
Promoting Equality, Diversity and Inclusion	29
Partnership communications	33
Feedback	34
Social media dashboard	36
Legacy and conclusion	37
Appendices	38

# Foreword



*Communications for Walsall for All has been vital since the programme's inception to ensure everyone involved is aware of the work we do in various ways. We have attracted a wide audience, from residents to community organisations, in Walsall and beyond, thanks to the evolution and expansion of our communications. In addition, Walsall for All has become a leader in sharing information for the community and voluntary sector and for the wider borough.*

*I started my role as communications officer in December 2018 and finished in April 2022. One of my first tasks was to understand how we would communicate and engage with residents and stakeholders through establishing a 'communications strategy'. This helped me to focus on key priorities within communications, plan my activities and identify which stakeholders I needed to work with to achieve my objectives. Furthermore, I identified key communications and marketing leads in partnering organisations to ensure information about Walsall for All could be disseminated to a wider audience.*

*The launch event on 31st of January 2019 marked the beginning of Walsall for All, not just as a programme, but as a brand and name that people could resonate with when it comes to cohesion and integration in Walsall.*

*This report outlines the impact of our communication and engagement activities that have taken place during the programme. It also takes into consideration how our communications adapted during the COVID-19 pandemic, and what role Walsall for All played in engaging with communities and stakeholders during unprecedented times.*

## **Charlotte Gough**

Communications Officer for Walsall for All

# Introduction

The purpose of this report is to discuss how Walsall for All's communications raised awareness of the programme, its priorities and the brand.

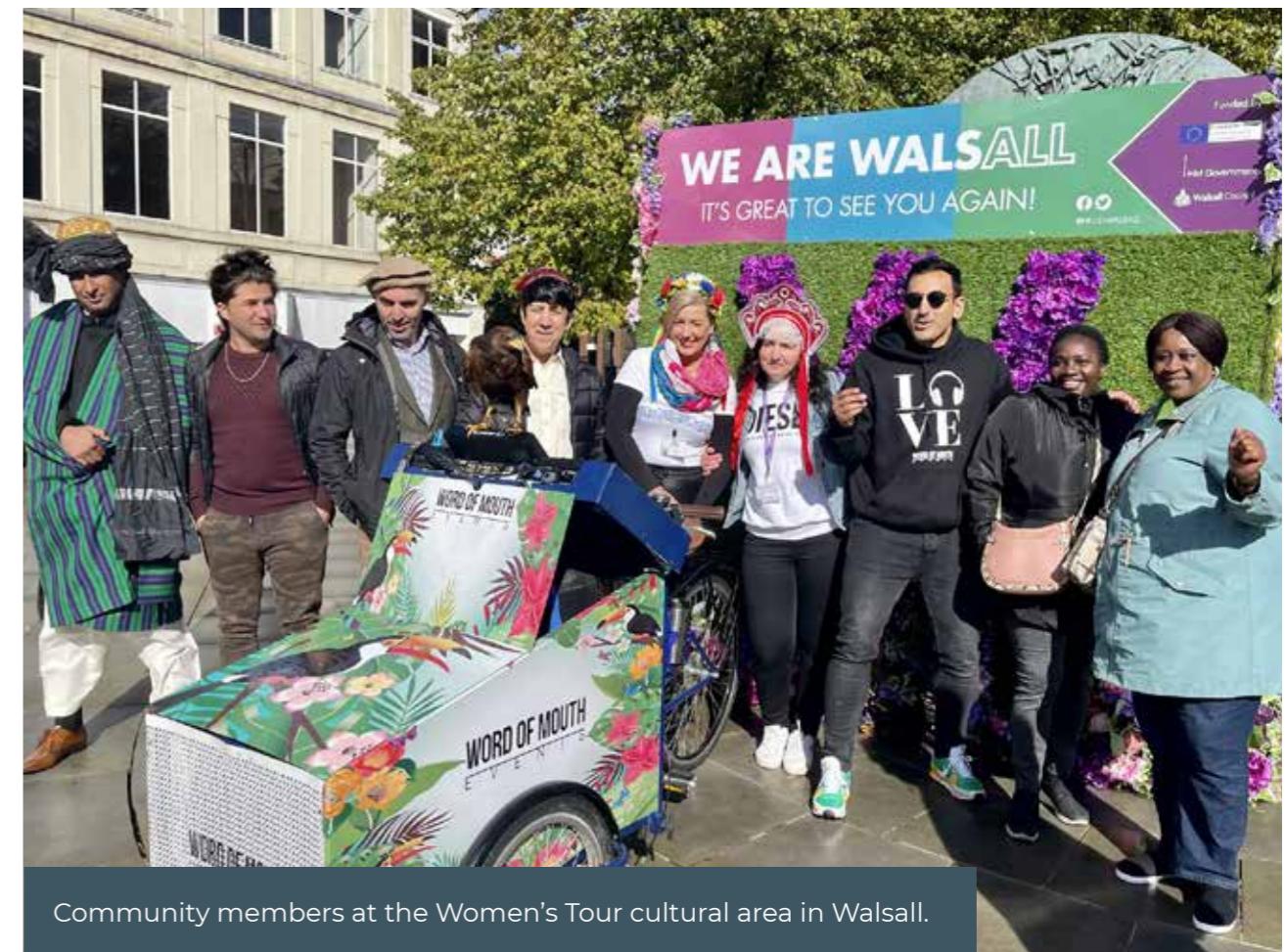
The commitment was to establish several methods of keeping residents up-to-date, as well as informing them about our approach and the progress we had made. Social media platforms and regular newsletters for the programme would publicise and promote progress and developments. We would also schedule meetings across Walsall to gain community involvement in shaping the future of the programme.

## Key activities

- To raise awareness of the different Walsall for All projects through various communication platforms.
- To inform residents and partners about the Walsall for All programme and identify the different stages/levels at which they can get involved in.
- To engage with communities, who have limited access to the internet, about the Walsall for All programme by attending events and activities.
- To host Equality, Diversity and Inclusion awareness activities to challenge negative or opposing perceptions.
- To encourage people to share good examples of integration through case studies, videos, photos, stories and more.
- To connect with residents and key partners through our newsletter, social media, website and presentations.
- To update the Walsall for All Partnership Board about the programme, our strategic progress updates and to advise how they can engage with their networks.
- To advocate integration work across Walsall that aligns with the values and vision of Walsall for All.

These key activities have been achieved through:

- Establishing a presence across social media platforms, website, and newsletter, to communicate information and stories about Walsall for All and its projects.
- Attending various networking meetings, in-person and online, stalls at community events, and venues.
- Creating, both digital and print, marketing collateral containing information and updates.
- Working in partnership with community groups and key stakeholders to disseminate information.
- Developing equality, diversity and inclusion campaigns such as Black History Month, International Women's Day, Pride and many more.
- Encouraging residents and stakeholders to come forward with stories that promote cohesion and integration in Walsall as a way of evidencing activity.



Community members at the Women's Tour cultural area in Walsall.

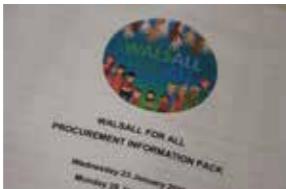
- Sharing relevant and individual stories to highlight activity within the community.
- Attending Walsall for All partnership board meetings to provide an update on our communications and engagement activity, as well as our recommendations.

Communities are at the heart of our work. Therefore, throughout our communications, we took the opportunity to listen to what people wanted. Some of these suggestions included:

- Being informed of future events and opportunities to display information, network and share resources, whether that is organised by Walsall for All or local partners.
- Making Walsall for All more visible to everyone.
- Linking and partnering up with new and existing groups, bringing opportunities for collaboration.
- More engagement with the deaf community, parents and younger children.

# Timeline of key milestones

Walsall for All's impact on our community has been vast, whether it is by bringing people together for amazing events, supporting our community during a worldwide pandemic, or by simply sharing uplifting news to brighten peoples day via our social media channels and website. This has led to greater social mixing, new learning opportunities, a new sense of belonging, pride, and a better understanding of our communities. Below are some key highlights from our communications activities.

21 <sup>st</sup> January 2019		Walsall for All social media accounts established.
31 <sup>st</sup> January 2019		The launch of the Walsall for All programme, website and strategy document at the Forest Arts Centre.
18 <sup>th</sup> February 2019		Tranche 1 of Walsall for All's funding and commissions is announced.
23 <sup>rd</sup> April 2019		Tranche 2 of Walsall for All's funding and commissions is announced.
1 <sup>st</sup> May 2019		The first Walsall for All newsletter was published followed by subsequent issues in July 2019, September 2019, November 2019, January 2020 and December 2020.

May 2019 to March 2020



Walsall for All's projects and activities were published; advocating integration work across the borough.

23rd March 2020



New partnerships with Public Health and NHS due to the COVID-19 pandemic, leading to a shift in messages published by Walsall for All.

October 2020



Walsall for All hosts its biggest Black History Month celebration.

27th November 2020



"The Town That We've Built" and "Welcome to Walsall" - 2 campaign films published by Walsall for All alongside the newly designed website.

16th December 2020



Walsall for All Newsletter Issue 6 released, with a focus on COVID-19.

15th March 2021



Walsall for All launches COVID-19 Community Champions programme.

16th August 2021



15,000 users have visited the Walsall for All website since its launch.

# Aligning communications to the four priorities

The original communications plan outlined how we would communicate Walsall for All's four priorities. This section of the report explains how we have achieved this.

## Connecting across communities

As outlined in our strategy, this priority focused on creating a diverse place where people could come together, share commonalities and form meaningful friendships. Much of the communications work in this priority overlapped with the other three priorities.

We have published over 100 stories of individuals, communities and groups from across Walsall who played a big role in bringing people together, promoting integration, breaking down barriers, forming friendships and challenging myths. This included:

- Stories of individuals making a difference in their local community, such as COVID-19 Community Champions, faith and community leaders, young people and Walsall residents.
- Interfaith initiatives, such as the cricket match, Faith in Action showcase and church-mosque twinning.
- Stories of community groups who delivered activities through Walsall for All funding.

These stories, under Connecting across Communities category, can be found under the news section of our [website](#).

We have also covered local activities and events that encourage different communities to come together and celebrate similarities and differences. These include:

- Innovation grants and commissioned projects, including Community Dialogue sessions, Cultures of Walsall, community arts (such as those run by Walsall Creative Factory), sports festivals, community cinemas, lunch clubs and more.
- Other Walsall activities taking place within the community run by Community Associations, public sector organisations (e.g. the council, emergency services) and the voluntary sector.



Faith in Action Showcase at Walsall Town Hall, October 2019.



Community Dialogue training session at Manor Farm CA, January 2020.

**Innovation Grant and commissioned projects** provided an opportunity for groups and organisation to apply for funding to deliver integration projects as part of Walsall for All. Through our communications work:

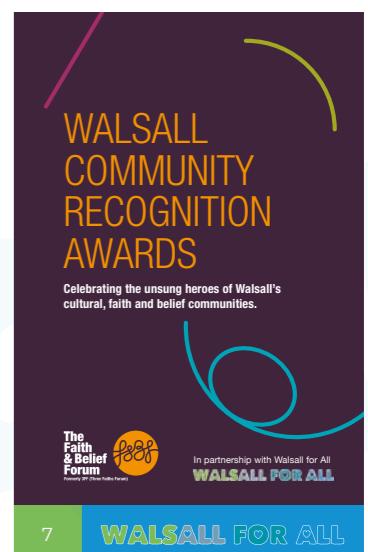
- We met with groups on an individual basis to understand their current needs and how they wanted their work to be publicised.
- We advertised Walsall for All funded activities and events when they became available.
- We created a projects page on the website.
- We published case studies about various groups, such as [Walsall FC Community Programme](#), [Walsall Creative Factory](#), [St. Paul's Church](#), [Urban Hax](#), [Caldmore Village Festival](#), [Manor Farm CA](#) and [Nash Dom](#), and many more.

One of Walsall for All's flagship commissions, [Community Dialogue](#), invited residents to engage in conversation and dialogue with different people. Through the use of Walsall for All's communications and through working with The Faith and Belief Forum:

- Opportunities were advertised for residents to participate in Community Dialogue by becoming a 'Community Connector' or by attending dialogue sessions.
- Regular updates were shared on the Walsall for All website and The Faith and Belief Forum.
- Showcased the achievements and work of Community Dialogue participants and 'Community Connectors'.

## Community Recognition Awards

Funded by the Innovation Grant in late 2019, The Faith and Belief Forum launched the Walsall Community Recognition Awards, which shone a light on those making a difference in their local communities to promote cohesion and integration. Over 120 individuals and projects were nominated. An awards night, which was to be held in March 2020, was cancelled due to the emerging COVID-19 pandemic. While an in-person awards ceremony could not go ahead at the time, it was decided to celebrate the nominees online throughout January 2021. A [dedicated web page](#) was set up, featuring spotlight blog posts, nominee profiles and news stories which were all shared across social media, creating a sense of achievement and pride for all those recognised.



# Aligning communications to the four priorities

## Pledge

Under the Connecting Across Communities priority, the Walsall for All Pledge was a key communications and engagement activity, encouraging residents and organisations in Walsall to make a commitment to promoting diversity and inclusion. In partnership with brap, this launched in August 2020 after a delay due to COVID-19.



Within a month of the Pledge launching, there were over 120 sign-ups. In total, there was 200 sign-ups (86 organisations and 114 individuals), which exceeded our sign-up target of 30 organisations and 100 individuals.

Key communications and engagement activity included:

- Encouraging those signed up to promote their pledge, demonstrate commitment and share their reasons for signing up. One of the first organisation sign-ups, Transforming Communities Together, shared their views for a [case study](#).
- A press release was issued to the local media outlets, one of which, Black Country Radio, published the release on their website.
- Setting up a dedicated [web page on the Walsall for All website](#).
- Signposting to promotional assets and resources.
- Social media activity before the launch and during the first few weeks.
- Targeted email campaigns to key contacts to encourage further sign-ups.
- Using awareness days and campaigns (such as the [Walsall for All videos](#)) as vehicles to drive sign-ups through the website.

Below were two of the tweets shared by those who signed up to the Pledge.

 TCT  
@impactpoverty

We are delighted to have signed the Walsall for All Pledge because we want everyone in #Walsall, regardless of their age, background, religion, culture, gender or sexual orientation, to thrive and flourish   
[walsallforall.co.uk/pledge](http://walsallforall.co.uk/pledge) #WalsallForAll @walsallforall @braphumanrights

 TheNewArtGalleryWalsall  
@newartgallery

The New Art Gallery Walsall believes in a #WalsallForAll. We have signed the Walsall for All pledge to demonstrate our commitment to cohesion, equality and inclusion. You can sign it too. Go to [walsallforall.co.uk/pledge](http://walsallforall.co.uk/pledge) to find out more.

The Pledge remains live for any individuals or organisations who wish to sign up at [www.walsallforall.co.uk/pledge](http://www.walsallforall.co.uk/pledge)



Places of Welcome at Brownhills Community Centre, 2021.

## Places of Welcome

Places of Welcome is an initiative that enables local people to connect, belong and contribute to their communities. Participating venues that have joined the network, opened their doors to the wider community, offering a warm welcome and free refreshments. Walsall for All commissioned Transforming Communities Together (TCT) to expand the Places of Welcome network in Walsall, with the aim of creating social mixing and bridges between different communities.

Through Walsall for All communications, we have:

- Received regular updates on activities and venues opening from the Places of Welcome facilitator.
- Published case studies, venue activities, details of individual venues' opening hours and the Buddy Scheme pilot, across social media, our website and other platforms thanks to the information provided by the Places of Welcome facilitator.
- Created a [dedicated page](#) on our website to advertise the Places of Welcome network in Walsall.

In September 2021, TCT hosted Deputy Lieutenant David Frost CBE, who visited multiple Places of Welcome across Walsall to learn about the project. A [video case study](#) was published to document the visit.

The success of promoting Places of Welcome has been down to working closely with TCT to offer advice and support, identify which parts of the project need promoting and cross-publishing content.

Walsall for All will continue to work with TCT to advertise Places of Welcome.

# Aligning communications to the four priorities

## Young People Learning and Growing Together

This priority in the Walsall for All strategy provided an opportunity to communicate activities and stories relating to children and young people. These were mostly done through case studies and promotion of activities through social media.

Some examples included:

- [The National Youth Agency's Youth Ambassadors Programme](#)
- Individual stories from Youth of Walsall members, [Ben](#) and [Kamran](#)
- Highlighting the work of Kicsters and Youth Connect and the role they play in supporting young people during [Youth Work Week](#).
- [The Walsall Arts for All programme](#)
- NCS partnership work in Walsall
- The School Linking Programme
- UNICEF Rights Respecting Schools

One key activity was the release of a [newsletter](#) which dedicated the contents to this priority. It included introductions to various projects focused on young people, NCS work, the Walsall for All Schools Arts Competition, individual stories from three young people, and the One Love Event in August 2019.



NCS activity in Walsall town centre, August 2019.



An ESOL learner receiving his certificate of achievement.



ESOL learners from All Saints Church Darlaston on a day trip at Walsall Leather Museum.

## Working and Contributing Together

This priority focused on communicating activities which contributed to Walsall, such as, meaningful work, volunteering, and improving English language skills. Communications and engagement activities included working with the DWP, Walsall Works, English Language Intelligence Unit (ESOL) and the voluntary and community sector to promote volunteering opportunities.

## ESOL

ESOL community provision in Walsall has been delivered and led by the English Language Intelligence Unit in the Walsall for All team.

In total, 38 community provider venues have delivered ESOL, while experiencing high levels of participation, social mixing and cohesion. In total, over 2,000 learners have benefited and engaged with this community provision, either in the classroom or online. This figure includes service users who went on to supporting 400 other members of their community and children with their language skills.

Part of the success of ESOL has been down to its communications and engagement including:

- Setting up a dedicated web page on the website, with information about ESOL and its benefits, list of providers, a referral form and contact details. Over 380 users have accessed information on ESOL through the website.
- Publishing learner case studies to raise awareness of the impact ESOL is having on individual lives.
- Regular activity on social media publicising ESOL-related activities, using this as a vehicle to drive website traffic and referrals.
- Webinars to highlight best practice with existing and new providers, as well as stakeholders.
- Certificates of recognition and appreciation for learners and providers respectively.

Soon, further learner and tutor case studies will be shared, which will be an opportunity to hear from individuals directly about their experience of participating in or delivering ESOL provisions in the community.

# Aligning communications to the four priorities

## DWP Community Connectors

At the beginning of the DWP Community Connectors project in April 2019, we met with the new Community Connectors to learn about the project they would be undertaking to engage with women across Walsall.

Walsall for All communications activity included:

- Publicity of weekly coffee mornings, Empowering Women Workshops, Motivate Your Mind workshops and other activities run the connectors.
- Publishing [success stories](#) through news items, audio and visual content, with the aim to empower and inspire women from Walsall and beyond to take up new opportunities and boost confidence.
- Setting up [dedicated web pages](#) about the DWP Community Connector support and a branching page about Empowering Women workshop (now merged as one).

Communications around this project have been well received, with an emphasis on human stories and the people behind this project's success. The DWP Community Connectors web page has now been re-designed as a showcase page, featuring all the success stories, including five new stories of women who joined the Empowering Women Workshop.

## Promoting work and volunteering opportunities

During the programme, we have used communications to advertise relevant opportunities, such as community work and volunteering vacancies, with a purpose to contribute to the growth of Walsall. We also received regular updates from One Walsall on volunteering opportunities and received contact from local groups who were keen to use the Walsall for All platform to recruit volunteers. Such opportunities to give back to the local community helps to improve social networks and make a difference.



A screenshot from the Hate Crime Overview Film, October 2021.

## Living Together

This priority in the Walsall for All strategy is closely linked to Connecting across Communities, with the aim to ensure residents feel welcomed, safe and valued in local areas living together in harmony, as well as improving housing and raising awareness of rights and responsibilities. Communications and engagement activity included working with providers on hate crime awareness, Gypsy, Roma and Traveller awareness and dissemination of the Welcome Packs.

## Walsall Hate Crime Reduction Initiative

Working with multiple agencies and Black Country Innovate CIC as the lead provider, this project aimed to reduce all forms of hate crime across Walsall through reporting, research, public awareness, support and restorative justice.

Through Walsall for All communications, we have:

- Created a [dedicated web page](#) about the project. In recent months, this has included a link to the research survey for residents to share experiences of hate crime, for the purposes of improving services for hate crime victims.
- Raised awareness of the project activities and providing opportunities for involvement (e.g., recruitment and training of Stand by Me ambassadors, stalls at events and recruitment of support service volunteers).
- Raised awareness of hate crime and reporting methods.

In November 2019, the Walsall Hate Crime Reduction Initiative was featured on [BBC Midlands Today](#). Two hate crime Ambassadors were interviewed about their personal experiences as hate crime victims, and now as Ambassadors. Additionally, the Director of Black Country Innovate, Nasar Iqbal, was interviewed by the BBC.

In autumn 2021, Black Country Innovate CIC, with Safer Walsall Partnership and Walsall for All, launched a campaign to raise awareness of hate crime, by sharing residents' personal experiences and encouraging others to report hate crime in Walsall. The films were produced by Method in Motion and can be accessed via the [Walsall for All website](#).

# Aligning communications to the four priorities

## Gypsy, Roma and Traveller (GRT) awareness

The aim for this area of work was to ensure the needs of trusted individuals from the community were understood, and to tackle negative perceptions and stereotypes held about these communities.

Working with the National Federation of Gypsy Liaison Groups (NFGLG), we were able to disseminate information about Walsall for All activities and hard copies of the Walsall for All newsletter through a representative.

In addition, we raised awareness on social media about Gypsy, Roma and Traveller History Month, celebrating the contributions and culture of this community.

December 2020 marked 15 years of the National Federation of Gypsy and Traveller Liaison Groups. A [social media post](#) was published to recognise the partnership work between the organisation, GRT representatives and Walsall for All. The story highlighted the understanding of GRT cultural needs and preventing discrimination, particularly during the COVID-19 pandemic.

## Welcome Pack and Buddying Scheme

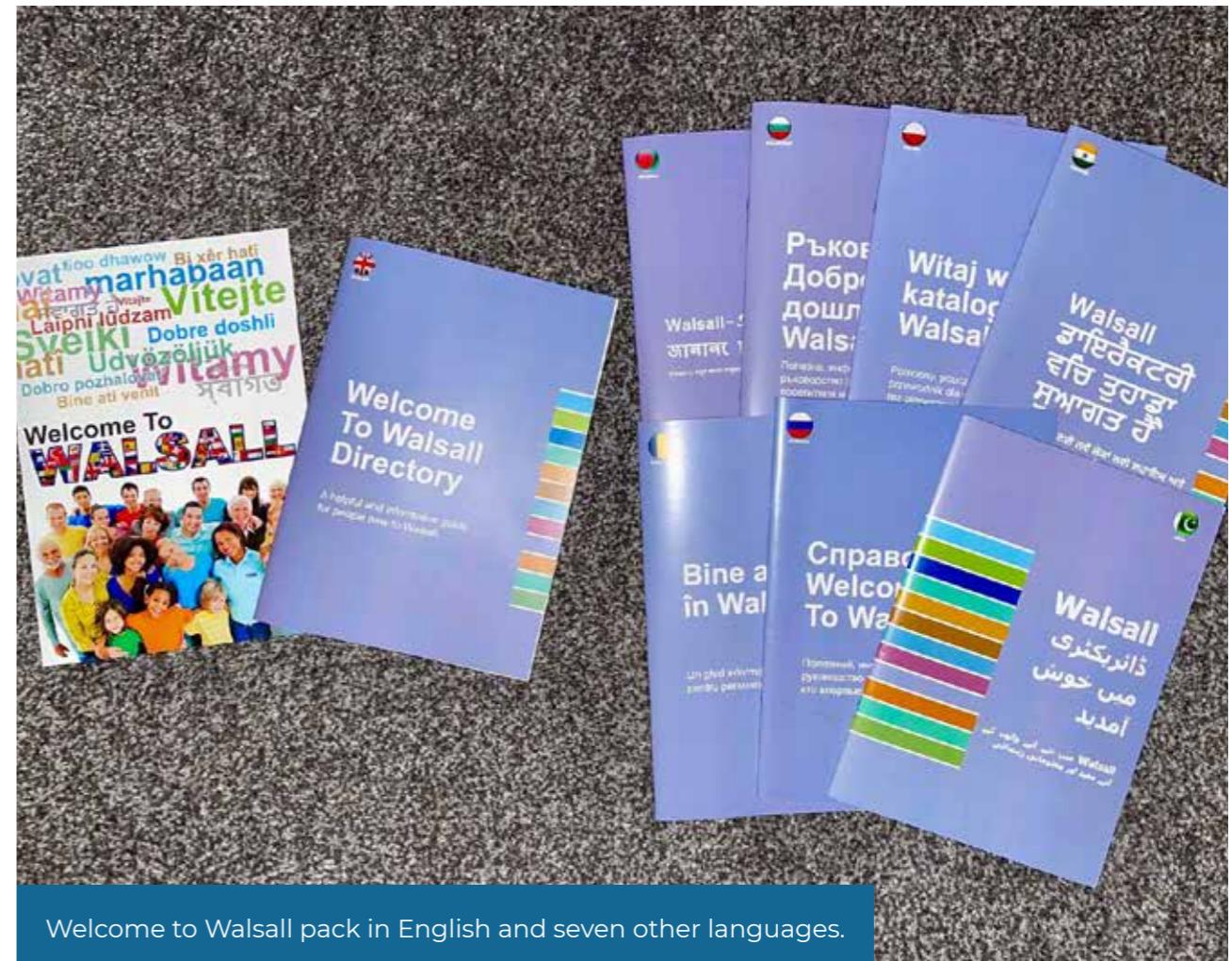
Nash Dom CIC were commissioned to plan and deliver this project, enabling those new to Walsall to settle and lead a fulfilling and active life.

Through the Walsall for All communications, we have:

- Actively promoted the Buddying Scheme, by setting up a [dedicated web page](#) and by creating paid adverts on Facebook to drive recruitment.
- Shared activities undertaken as part of the project from Nash Dom's Facebook page.
- Created a [dedicated web page](#) to enable residents and local partners to download the Welcome Pack digitally in English and seven other languages. Traffic through to the web page was driven through paid advertising on Facebook and organically on Twitter, as well as by email. In addition, the 'Welcome to Walsall' campaign video was added to this page, which visually set the context for the purpose of the Welcome Pack.

In addition, we have supported Nash Dom in making hard copies of the pack available for local partners and residents to use, helping to extend its reach.

Walsall for All will continue to publicise the Welcome Pack on a regular basis.



Welcome to Walsall pack in English and seven other languages.

### Welcome Pack Page Index

Here you will find a list of the subjects covered in the Welcome To Walsall booklet. This booklet contains useful information, contact details and numbers of local charities and support groups around the borough of Walsall.

1	WALSALL COUNCIL	PAGE 6 - 7
2	HEALTH AND WELLBEING	PAGE 7 - 9
3	STAYING SAFE	PAGE 9 - 11
4	HOUSING AND BENEFITS	PAGE 12 - 13
5	CHILDREN AND YOUNG PEOPLE	PAGE 14 - 15
6	FINDING A JOB AND IMPROVING YOUR SKILLS	PAGE 16 - 18
7	YOUR RIGHTS & RESPONSIBILITIES	PAGE 18 - 19
8	IMMIGRATION	PAGE 20 - 22
9	LOCAL ORGANISATIONS AND SERVICES	PAGE 23 - 26
10	SOCIAL ACTIVITIES	PAGE 27 - 30
11	TRANSPORT	PAGE 30 - 31

Inside sample of the Welcome Pack.

### 1 WALSALL COUNCIL

Walsall Council is the managing authority for the borough of Walsall and can assist you in a number of ways, including the following:

- Finding accommodation
- Finding employment
- Staying fit and healthy
- Finding a school for your child
- Emptying your bins

Information and contact numbers for Walsall Council can be found at [www.walsall.gov.uk/contact](http://www.walsall.gov.uk/contact).

The Walsall Council building is situated in the town centre and the address is:

**Walsall Council**  
Civic Centre, Darwall Street, Walsall, WS1 1TP  
Tel: 01922 650 000

**COUNCIL TAX**  
If you are 18 or over and own or rent a home, you will usually have to pay council tax. It is your responsibility to make sure you register and pay council tax. You will get 25% off your bill if you count as an adult for council tax and either:

- you live on your own
- no-one else in your home counts as an adult

You will usually get a 50% discount if no-one living in your home, including you, counts as an adult.

There are a few ways you can pay your council tax:

- set up a direct debit using the council tax online system
- pay online using your online payment system
- pay by phone using the payment line on 0300 555 2851

For more information on council tax bands and charges, discount and reductions, please visit [www.walsall.gov.uk/council-tax](http://www.walsall.gov.uk/council-tax) or call 0300 555 2851.

### BINS AND RECYCLING

You are responsible for ensuring that your household waste is disposed of in a proper manner and most households in Walsall are provided with the following:

- Grey bins for general waste
- Green bins for recycling carton, paper, cans, plastic and glass
- Brown bins for garden waste

# Social media

Before the COVID-19 pandemic, the Walsall for All social media accounts were used to widely promote the programme's activities, including projects, ways of getting involved and sharing positive stories through photography, videos and news articles, therefore transforming into a platform that advocates cohesion and integration work across the Walsall borough.

Throughout the COVID-19 pandemic, Walsall for All platforms were used for three purposes:

- To promote risk communication and support health facilities, including dissemination of key important public health and vaccination information.
- To build trust within our local communities, and dispel myths and disinformation
- To act as a communication bridge between community groups and local authorities

The change in our approach has created a 'go to' place for local and community information thus making more engaging content for our followers. In return, we have seen a significant growth in our followers and engagement numbers.

## Goals

We set a weekly target reach of 2,000 on Facebook and 1,500 on Twitter.

At this point, it is important to note that actual reach can fluctuate on a weekly basis depending on content. Targets were not set for Instagram and LinkedIn, as these accounts were set up later in the programme. All figures are approximate and have been achieved organically.

Between July 2021 and October 2021, we saw a Facebook reach totalling 34,890, therefore a weekly average of 2,683. Similarly for Twitter, we saw a reach of 125,100, therefore a weekly average of 9,623. These figures suggest that we have managed to exceed our initial targets.

We also set a weekly engagement target of 500 on Facebook and 2% rate on Twitter.

Between July 2021 and October 2021, we saw a weekly engagement of 32,853 on Facebook therefore weekly average of 2,527, and on Twitter, an average engagement rate of 1.8%. However, on some days, engagement peaked above 4%, thus suggesting that we had managed to meet these targets.

Finally, we set a target to increase likes and follows by 50 each month on Facebook and Twitter. In the last month, with paid adverts contributing to the total figure, 53 people liked the Walsall for All page, and on Twitter, we gained 51 new followers.

## Overall figures

As of 1st November 2021, over 5,600 users have connected with us on one or more of our social media channels. Below is a breakdown of the figures for each account.



**2,700 likes**



**2,059 followers**



**884 followers**



**181 followers**

**Since starting the Walsall for All social media channels, we have seen:**

Over  
**3.6 million**  
impressions

Over  
**177,000**  
engagements

Over  
**16,000**  
post link clicks

**Impressions** - number of times that content was displayed to users.

**Engagements** – number of times users engaged with posts (likes, comments, shares).

**Post link clicks** – number of times a link was clicked in posts.

Data from January 2019 to September 2021

# The Walsall for All website

The Walsall for All website contains all the necessary resources for project leaders, businesses and members of Walsall, while being user friendly and easy to navigate throughout the many pages.

You can see, especially on the news page that real people are continuing to provide up-to-date, relevant and interesting content for everyone to see. This caters for all audiences and ensures it is suitable to read and understand in an accessible and easy to use way.

We set a weekly target of 250 site users, and in October 2021, the website saw 623 users visit the website, of which 84.5% of these were new users. Since the website launched on the 31st January 2019, over 16,000 users have visited the site with over 47,000 page views.

Over 6,000 users visited the site via social media channels, nearly 4,000 via organic search and nearly 4,000 via direct links. Almost half of users (49.8%) access the Walsall for All website via mobile.

Top five performing web pages (as of 16th November 2021):

- [Homepage](#) (8,140 views)
- [COVID-19 translated guidance](#) (2,083 views)
- [About](#) (1,196 views)
- [Get Involved](#) (1,160 views)
- [Our Board](#) (1,107 views)

Top performing news items (as of 16th November 2021):

- [Youth Connect deliver over 650 activity packs to help support young people during lockdown](#) (605 views)
- [Stepping Beyond the Barriers](#) (433 views)
- [Organisations awarded funding to deliver integration projects as part of Walsall for All](#) (357 views)
- [Refugee Week – Fahim's Story](#) (348 views)
- [Caldmore Community Garden provides hundreds of activity packs for families across Walsall](#) (336 views)

When the website launched in January 2019, it contained basic information about the programme and a link to the strategy document. Over a two year period, the website has vastly developed to include news stories, ways of getting involved in Walsall for All, information about projects, resources and much more.

We have been fortunate to work with a local graphic and web designer, Joseph Holdsworth, who has been consistent and dedicated in developing our website, branding and print materials to meet the priorities of the Walsall for All partnership, as well as our residents, whilst receiving continuous support from the communications officer and the wider team.



# Print marketing collateral

## Newsletter

One of the commitments in the strategy was to produce a regular newsletter to publicise and promote the progress and developments of the Walsall for All programme. Initially aimed at local partners, the newsletter has attracted wider audiences, including residents. Our newsletters are shared through a mailing list of 435 subscribers, social media channels and in local partner communications.

The first newsletter was published in May 2019 with continuous newsletters being published every two months thereafter. Each newsletter focused on a specific theme, for example, one of the four strategy priorities. The sixth issue of the newsletter, which was due to be published in March 2020, was put on hold to focus on the emergency response of the COVID-19 pandemic. In December 2020, it was decided that this issue would be published with a focus on the community response to COVID-19.

All the newsletters, apart from issue six, have been published in print and online.

Issue no.	Newsletter theme	Month of release	No. of clicks (via Mailchimp)
1	Welcome and introduction	May 2019	154
2	Working and Contributing Together	Jul 2019	971
3	Young People Together	Sept 2019	274
4	Connecting across Communities	Nov 2019	935
5	General news	Jan 2020	1,034
6	COVID-19 edition (digital only)	Dec 2020	1,281
7	COVID-19 Community Champions edition	Dec 2021	120



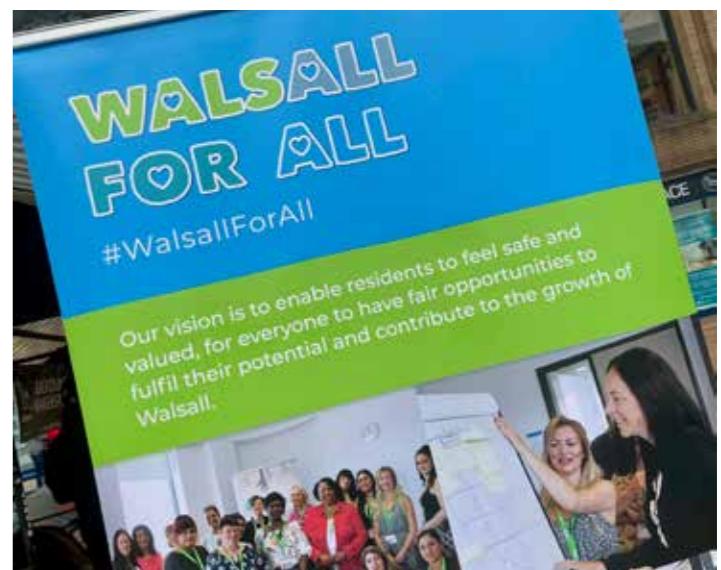
Walsall for All newsletter features from across the six issues.

## Promotional material

Walsall for All has produced several items of promotional material to increase visibility of its brand. This has included:

- Our strategy document
- Leaflets
- Posters
- Pull-up banners
- Business cards
- Document folders
- Merchandise (including, badges, bags, notepads and pens)
- A selfie frame

These materials have been displayed or distributed at Walsall for All activities and events and were well appreciated by everyone who received and saw them.



## Press activity

Many of Walsall for All's activities and projects have been featured in local and regional media outlets, such as the Express and Star and Birmingham Live. Press coverage has extended the awareness and reach of the Walsall for All brand, in total being mentioned over 30 times, whether that is directly related to projects or partnership work.

Examples of press activity included (in alphabetical order):

- [Interfaith Cricket Match](#) (September 2019)
- [Faith in Action Showcase](#) (October 2019)
- Walsall-Sicily Exchange Visit (January 2020)
- International Women's Day – Raising Her Voice (March 2020)
- [Star Volunteer Awards](#) (June 2020)
- Various COVID-19 response initiatives, including [activity packs for young people, support for vulnerable residents](#) and availability of multilingual information.
- BBC WM interview with David Primrose (Board Chair) (September 2020)
- COVID-19 Community Champions (March 2021)
- [Walsall Diversity Project](#) (2021)



A selection of articles in local newspapers mentioning Walsall for All.

## The shift from Walsall for All to COVID-19 messages

In March 2020, the UK went into a lockdown due to the COVID-19 pandemic. As a result, attention was drawn to supporting all current Walsall for All projects to mitigate impact and those who were vulnerable.

A partnership was formed between Walsall for All, Public Health Walsall and the NHS to tailor communications with communities and share via channels of communication that are accessible to the target community, which continues to this day.

Near the start of the pandemic, we set up a [COVID-19 translations and accessible formats page](#) on our website, enabling communities to download resources in their preferred format. This page continues to be live, but now with different messaging. A COVID-19 resources page was also created with the intention of providing downloadable material for organisations carrying out activities related to the Community Champions programme.

Walsall for All platforms were also used to showcase available support and positive stories of communities uniting with a common purpose – to support those most in need.

### Stay at home videos

During the first lockdown, starting in March 2020, Walsall for All created two videos reiterating the 'stay at home, protect the NHS, save lives' message. The [first video](#) was from faith and community leaders which received 1,700 views on Facebook. The [second video](#) featured residents sharing the 'stay at home' message in up to 17 different languages, which received nearly 6,000 views on Facebook.

### COVID-19 Vaccination call-out - an example of reaching out to communities

In May 2021, Walsall for All was requested to share an [urgent announcement](#) regarding the availability of COVID-19 vaccines that needed to be taken up by those who were due their 1st or 2nd dose. Within one hour of publishing, this post received high levels of engagement, including comments and shares, and reached over 11,000 people.

As a result, all vaccines had been administered. As a consequence to the good news, there were various traffic issues in the local neighbourhood, which at the time, wasn't anticipated.

# COVID-19 Community Champions

Part of the shift to COVID-19 messaging had been incorporated into the COVID-19 Community Champions programme, which was funded by the Department for Levelling Up, Housing and Communities (formerly MHCLG). The [Walsall COVID-19 Community Champions Programme](#) is aimed at supporting under-represented groups who may be most at risk of COVID-19.

Walsall for All has been working in partnership with Walsall Council (including Public Health), NHS Black Country and West Birmingham CCG, Walsall Healthcare NHS Trust and others to deliver the programme.

The role of a [Community Champion](#) is:

- To help increase vaccination uptake
- To prevent the spread of COVID-19
- To tackle the spread of misinformation around COVID-19 and the vaccine
- To reduce the impact of the virus on families, neighbourhoods and wider communities

Throughout the programme, Walsall for All used communication platforms to share:

- Regular project updates from participating organisations through photos, videos and news items
- Success stories of those who have received their vaccination
- Testimonies of Community Champions who have volunteered on the programme



Community Champions from Union of Muslim Organisations volunteering at a mobile vaccination clinic in Caldmore.

## Example of COVID-19 Community Champions work

In the summer of 2021, COVID-19 Community Champions were asked to support the mobile vaccination clinics across the Walsall borough. This provided an opportunity for residents to receive their first or second dose of the vaccination and for champions to put their skills and experiences into practice and engage with residents on a community level.

On one day in July, [Walsall for All promoted the work of MultiKulti CIC Community Champions in Darlaston](#).

With a post reach of over 10,000, this prompted engagement through shares and link clicks, suggesting an interest in learning more about this area of work and where residents could receive their vaccination.

Following this post, Walsall for All was frequently used to share information to communities through Facebook pages and groups about where the mobile vaccination clinic was travelling to and on what date and time.

Walsall for All is sharing a COVID-19 update.  
Published by Charlotte Gough 1 July 2021

Our COVID-19 Community Champions are currently supporting the COVID-19 Vaccination Bus as it travels across the Walsall borough. Today, Community Champions from MultiKulti CIC were at ASDA Darlaston to engage with the community and talk about the vaccine. For further details on the vaccination bus, visit the [Our Walsall website](#): [http://go.walsall.gov.uk/\\_/cov.../covid-19\\_vaccination\\_bus](http://go.walsall.gov.uk/_/cov.../covid-19_vaccination_bus)

GET YOUR VACCINE

3 comments 42 shares

## Feedback from participating COVID-19 Community Champions groups

"Really positive project, very good!"

"This project was a great way for us to get all the correct information to people with learning disabilities without confusing people. We loved that the citizens that we support were able to volunteer at the vaccine bus and be a part of the project and their community."

"Learned a lot. This was something new. People have been listening to them when they challenged misinformation. They have been trusted."

# Walsall for All Campaign

At the start of 2020, Method in Motion was commissioned to produce two campaign films celebrating Walsall's diverse community and sharing the vision of a *Walsall for All*.

The initial plan was to produce and release these films by May 2020, however, the COVID-19 pandemic meant that production was delayed until late summer when businesses and organisations were able to resume their services, despite the restrictions at the time.

Two films were produced and were accompanied by a [third, 30-second short for social media](#).

- Film one, [The Town That We've Built](#), encourages people from all communities to live, work and play in a town that is built by the people of Walsall, for the people of Walsall.
- Film two, [Welcome to Walsall](#), is designed to give visitors, residents and local businesses new to the area the chance to learn about Walsall, a borough shared by Walsall's diverse and cohesive communities. This video now accompanies the new [Welcome Pack](#) produced by Nash Dom CIC.

Both videos take on a creative narrative, with former Walsall poet Laureate Peace, who wrote the poetry for the films. A variety of individuals and organisations from across Walsall participated, including KIONDO, Caldmore Community Gardens, Hargun Sweet Centre, St. Matthew's Church, Walsall Manor Hospital and many more.

The launch of the campaign on Friday 27th November 2020 was timely, with the hope of inspiring others to come together, develop new connections and make a difference more than ever.

## Communications activity

Both videos were published across all four social media accounts, with the most activity on Facebook and Twitter (see table on next page). The goals were to increase traffic and engagement for the Walsall for All website. For Facebook, the video was boosted for two weeks from release and during the campaign's two weeks (27th Nov to 12th Dec), the Walsall for All website saw an increase in users by 83.6%.

Most of the feedback has been positive, with local partners and residents sharing their appreciation for the videos putting Walsall in a positive spotlight. On the next page is a selection of feedback from Twitter.



	Facebook	Twitter
<b>The Town That We've Built</b>		
Reach/impressions	50,847	14,942
Engagement	6,300	456
Video views	40,400	2,300
<b>Welcome to Walsall</b>		
Reach/impressions	35,205	4,647
Engagement	5,930	143
Video views	19,500	694

Table of social media figures for the campaign.



wmyoungboard  
@wmyoungboard

People make places. That's why we love this new video by [@walsallforall](#) - take a look! ❤️



PublicHealthWalsall #StayAlertSaveLives  
@phwalsall

Such an inspiring film from our colleagues [@walsallforall](#) and great to see so many people, places and organisations in this video!

#ProudToBeWalsall



EndlessPossibilities  
@Walsall\_Apps

What a great video - Welcome to Walsall 😊



CreativeBlackCountry  
@CreativeBCuk

Lovely video of the fine folks of Walsall 🙌



TheNewArtGalleryWalsall  
@newartgallery

A wonderful new film from [@walsallforall](#) by [@ThisisMethod](#).

We are proud to have signed the [#WalsallForAll Pledge](#): [thenewartgallerywalsall.org.uk/2020/09/07/wal...](http://thenewartgallerywalsall.org.uk/2020/09/07/wal...)

Feedback from Twitter accounts about the video.

# Recognising our communities - Star Volunteers

**WALSALL FOR ALL**



Throughout Walsall for All, much of the communications and engagement activity has been around recognising the work of community organisations and members. An example of this is the Star Volunteers awards.

To celebrate Volunteers' Week 2020, we ran a '[Star Volunteers' online awards](#)', which recognised volunteers in Walsall who had gone above and beyond to make a difference in their local community. The awards came about after an increase in volunteers coming forward to support vulnerable communities during the first stages of the COVID-19 lockdown.

There was a short timeframe for nominations to be received and in total, 57 individual awards were issued, with some being nominated more than once.

The Walsall for All communications team did an extensive social media campaign, sharing nominees' stories through photos, quotes and videos.

The awards were also mentioned several times in the Express and Star, including the [awards launch](#) and groups of people who were nominated.

A certificate was given to all nominees, and many took the decision to share their certificates online using the #WalsallForAll tag, enabling communications to continue on this subject throughout June and July.

## Housing teams go the extra mile

Workers from a housing group have been recognised for their efforts during the coronavirus pandemic.

Colleagues from several teams at whg have received Star Volunteer Awards from Walsall for All, a programme working to bring communities within the borough together.

They all stepped forward to offer their services after whg decided to make colleagues available to support other statutory and voluntary sector groups during the pandemic.

Asset management and project management colleagues were recognised after leaping into action to help Walsall Healthcare NHS Trust transform Holly Bank House back into a 17-bed discharge facility. The former stroke unit in Short Heath was transformed in just two days, enabling more patients to be released from hospital and freeing up beds at Walsall Manor Hospital.

Staff from whg's health and wellbeing team, employment and skills teams and tenancy services teams picked up certificates for contacting in excess of 8,000 vulnerable customers since lockdown.

# Promoting equality, diversity and inclusion

One of the key aspects of Walsall for All communications has been raising awareness of equality, diversity and inclusion through various activities and projects. Below are some examples of work we have done.

## Black History Month

Following the increasing prominence of the Black Lives Matter movement, recognising Black History Month was more important than ever. [Walsall for All hosted its biggest celebrations in 2020](#) with over 30 contributions from all walks of life and a webinar to culminate all the activities from the month. Communications were shared across email and social media; in particular, the website saw a 260% increase in users and the Facebook page saw a 121.8% increase compared to the previous month.



On Monday 26th October 2020, Walsall for All, in partnership with The Faith and Belief Forum, hosted the [Black History: Looking to the Future](#) webinar. The event featured an impressive line-up of high-profile speakers from Walsall's African-Caribbean communities, each sharing their own personal journey, aspirations while participating in a Q&A with the audience:

- Andre Reid, KIONDO
- Michelle Cummings
- Chief Inspector Rod Rose, West Midlands Police
- Keith Fraser, Chair of the Youth Justice Board for England and Wales
- Jennifer Beth Blake, Change Partnership Ltd.

Topics focused on enhancing creativity and community voices in Walsall, empowering young people, policing, the criminal justice system, diversity and inclusion within organisations and leadership roles. Over the course of the event, 170 people attended. Attendees praised the webinar as being inspirational, well organised, thought provoking and relevant. The quality and variety of speakers and the different perspectives each speaker brought to the discussion was also recognised.

## Disability

We have covered the topic of disability through storytelling and by highlighting projects developed by people with disabilities. This has included:

- Featuring the work of two COVID-19 Champions groups, Midland Mencap and The Motivation Hub CIC, who have been proactive in promoting the COVID-19 vaccination and staying safe guidance to adults with additional learning needs.

# Promoting Equality, Diversity and Inclusion

- Featuring the work of Walsall Creative Factory, who incorporated activities into their inclusion project (funded by Walsall for All's Innovation Grant) for young people on the autism spectrum and vulnerable adults with disabilities and mental health concerns.
- Promoting disability awareness events, including International Day of Persons with Disabilities, Autism Awareness Month, Learning Disability Week and many more.

## Eid

In the summer of 2020, Eid was celebrated differently because of the COVID-19 restrictions at the time. A [video](#) was put together with individuals from different cultural and social backgrounds wishing 'Eid Mubarak' to Muslim communities celebrating the festival. This attracted over 2,200 views on Facebook.



## Interfaith work

Walsall for All's interfaith activities included organising [cricket matches](#) between faith groups and the University of Wolverhampton's sports team, supporting the [Faith in Action showcase event](#) at Walsall Town Hall, sharing [stories of faith representatives](#) contributing to their local communities and dialogue work initiated by [The Faith and Belief Forum](#).



## International Women's Day

International Women's Day was another key event in the calendar. The 'Raising Her Voice' event took place at St. Paul's Church in March 2020 (prior to COVID-19 restrictions being introduced). Various organisations attended to display their work, including employment services, the library service, DWP, Near Neighbours, YMCA Black Country, Walsall Creative Factory and many more.

The event also included a panel discussion with representatives from West Midlands Police, Walsall Council, Holiday Inn, as well as an inspirational speaker.

It was part of a bigger project led by Living Memory Project bursary artist Caroline Molloy, entitled "[Women of Walsall](#)". Over 100 women were photographed as part of the project, which was showcased at the event.

Both the event and project was publicised across Walsall for All communications and was featured in the Walsall Chronicle that month.

In 2021, an in-person event could not be celebrated, however, social media platforms were utilised to [promote contributions](#) on the theme of "Choose to Challenge". There were contributions from individuals and various groups including ESOL, women's groups and Black Country Chamber of Commerce.



## Walsall Pride

Walsall for All had the opportunity to support Walsall Pride in August 2019 in Gallery Square. This event brought everyone together, including those part of the LGBTQ+ community. The event was used to raise awareness of Walsall for All by handing out free goodie bags and encourage attendees to be part of the celebration.

In August 2020, Walsall Pride was held online (due to COVID) for the first time in which Walsall for All supported. A [news article](#) on our website and in the [Express and Star](#) publicised the event and encouraged participation.



Walsall Pride at Gallery Square, August 2019

# Promoting equality, diversity and inclusion

## Windrush celebrations

Windrush Day was another key event that was recognised in the calendar. In August 2019, Walsall Black Sisters Collective invited Walsall for All to be part of their 'One Love' event at Gallery Square. The aim was to celebrate the work, contributions and culture of the African-Caribbean community. The event saw some great talent through the people who attended and participated in dance, spoken word and song performances. The day overall showed that Walsall, with its diverse communities, can make the town come alive and bring smiles on people's faces, even in difficult times.

The event was publicised across communication channels and was featured in the [Express and Star](#).



## Partnership communications

Working with local partners, including the Walsall for All Partnership Board, has been a crucial element of the communications and engagement work, particularly during the COVID-19 pandemic. The team has been able to liaise with communications leads in Walsall Council, Public Health, One Walsall, Walsall Healthcare NHS Trust, NHS Black Country and West Birmingham, Walsall College, whg, West Midlands Police and many more.

Communications included:

- Targeted email campaigns about Walsall for All's activities
- Contributing to partner newsletters
- Attending weekly meetings with IMT (Incident Management Team) Communications Cell and Corporate Communications, particularly during the COVID-19 pandemic
- Encouraging partners to share, amplify and exchange messages
- Collaborating on events

This has led to an increase in brand awareness and the desire for partnering organisations to utilise Walsall for All's channels to reach communities they may have not reached before.

## Belong Network

Walsall for All has been a member of the [Belong Network](#) since 2019, providing an opportunity to share best practice and examples on the agenda of cohesion and integration. Walsall for All has also contributed to various webinars, research papers and toolkits and most recently, Belong's 'Beyond Us and Them' research project which explores the impact of COVID-19 on social cohesion.

This form of communication and engagement has extended Walsall for All's name and brand, connecting and engaging with community partners and local authorities across the UK who are undertaking community cohesion and integration.

## Support and training

Part of the communications work with other partners has included support and training for local organisations, such as:

- Training sessions on communications, engagement and social media.
- Producing two toolkits on best practices, one for Walsall for All funded projects, and another for COVID-19 Community Champions.
- One-to-one and small group sessions.

# Feedback

Walsall for All conducted two surveys, one in February 2020 and the other in August 2020, which focused on the communications work. The aim of the first survey was to gain an understanding of how individuals perceived our communications, and the second survey focused on why people engaged with us.

Across both surveys, there was a total of 43 responses.

In the first survey, completed in February 2020, many participants heard about Walsall through social media, the website, newsletter, a specific project or word of mouth. The top words used to describe the Walsall for All communications was accessible, clear, engaging, informative and useful.

With the aim of exploring communications and engagement in more detail from the second survey, completed in August 2020, the top three reasons why people visited the Walsall for All website was:

- To learn about our work
- To get involved in our work
- To read our latest news

Across the two surveys, there were opportunities for people to share what they like about the communications, why people chose to engage with Walsall for All and the chance to provide general feedback.

As a result of the feedback, we have been able to not only continue producing high quality content and maintain consistency but ensure that anything we publish is informative and relevant to Walsall communities.

*"I have found the Walsall for All Communications Team to be brilliant. They are on the ball when it comes to spreading the word, providing information on various platforms, so that everyone in the community can find out about events, activities and how to get involved."*

*"Due to the quality and content of your newsletters during this time, I use this information to pass onto colleagues across the West Midlands."*

*"The amazing work produced by the Walsall for All team has created a more cohesive and collective Walsall and has educated me on the various and diverse cultures that live in our town."*

*"Discovering answers to questions that others have raised."*

*"W4A regularly post information daily on what communities are doing since COVID and W4A has provided lots of information."*

*"They are informative and relevant to our service users."*

*"Newsletter is interesting. Helpful email updates from Charlotte and the team about events/training/things to be involved with."*

*"I've had the time to follow the wonderful work you are completing within our community, and I follow with interest."*

*"The success of the Walsall for All projects can be attributed to the regular and high-quality communications shared across the Borough, using a number of platforms that engage service users effectively. They have included social media, podcasts, blogs, video, audio, newsletters, events and focus groups, including extensive multilingual and translated literature and visual/audio promotional material in a variety of formats."*

*The extensive sharing of regular updates and project information enabled Walsall residents to have constant exposure to the opportunities and initiatives available for engagement leading to increased community cohesion and integration."*

## Social media dashboard

Walsall Council's Public Health team have created an interactive Power BI social media dashboard to monitor social media performance metrics such as engagement and impressions. These metrics provide audience insights to help engage with the audience and increase conversion rates.

Included in the dashboard is sentiment analysis, which rather than a simple count of mentions or comments, considers emotions, opinions and the wording of the content published, giving us an insight into how people felt about Walsall for All's online content. This is an important part of social media monitoring.

As seen in appendix A, table 1, we can confidently demonstrate public trust with over 80% in the number of impressions, engagement and likes. Many posts from this account are positive, therefore those that invoke sadness, anger and disgust are significantly lower.

The Wordcloud (Appendix A, Fig 1) indicates the frequency in which a single word has appeared in the Walsall for All social media content. Fig B details how words appear together on Walsall for All's social media, which includes what typically precedes or succeeds a word.

## Legacy and conclusion

### Legacy

Communications for the programme need to continue to promote the long-term strategy of creating stronger integrated communities across Walsall.

The main recommendation would be to ensure that communications continue and to enable our platforms to be the go-to place for information, inspiration and resources on cohesion and integration in Walsall for as long as needed. This could be achieved through a dedicated resource, as current, or incorporating into mainstream communications or community cohesion work in Walsall.

### Conclusion

Since the launch of Walsall for All in January 2019, the communications have developed and expanded over time. We have been able to communicate and engage through events, photography, video, written stories and much more.

Although the communications have mostly been around the programme, it has provided an opportunity to advocate and collaborate with other cohesion and integration activities across Walsall.

Partnership working has also boosted communications, providing further opportunities to amplify key messages.

As a result of the work that has been achieved, the social media and website platforms have seen a vast increase in new users engaging with published content. News articles and blogs have also attracted the attention of local media outlets, increasing Walsall for All's exposure. Walsall for All will continue to deliver quality content to its audiences on a regular basis, work with partners to identify and disseminate key messages and maintain its presence on social media, website, and other platforms.

Above all, Walsall for All has not only been a programme, but a brand - a name people could resonate with when it comes to cohesion and integration in Walsall.

# Appendices

## **Appendix A: Social media dashboard analysis**

**Table 1: Public engagement by sentiment of content (% of total content)**

Walsall Public Health split every social media post into its constituent words and assign a value to them using two dictionaries:

## Public Engagement by sentiment of content (% of total content)

Sentiment	Impressions	Engagements	Likes
trust	84%	88%	88%
anticipation	69%	76%	76%
joy	67%	73%	72%
fear	39%	42%	42%
surprise	28%	30%	30%
sadness	26%	27%	29%
anger	20%	21%	21%
disgust	8%	7%	7%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

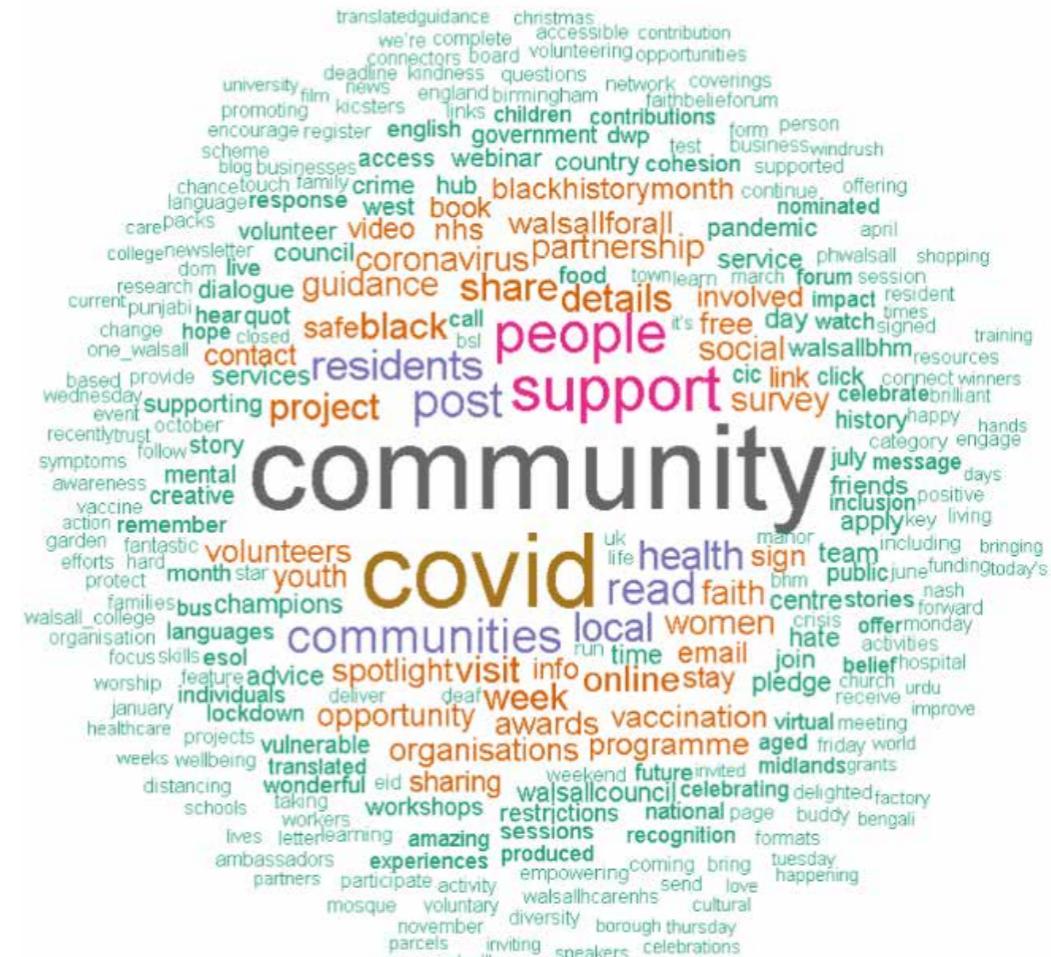
NRC sentiments such as joy, trust, anger i.e., the word ‘happy’ has “trust”, “joy” & “anticipation” as connotations.

AFINN, a -5 to 5 scale (low = negative) i.e., the word "happy" has a score of 3 (positive).

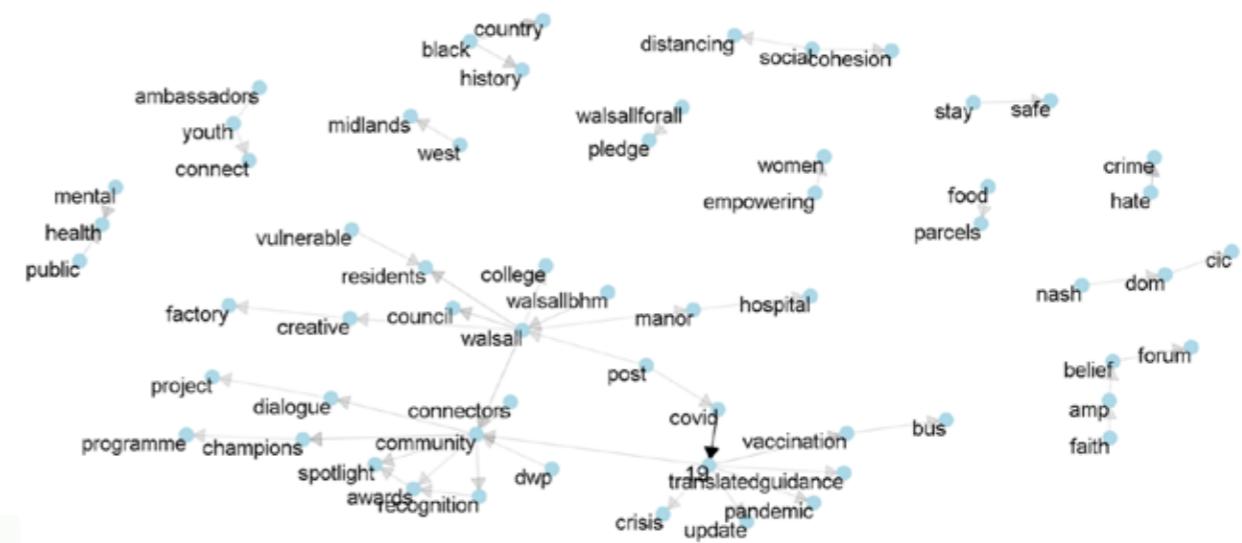
Public Health then aggregate them through whichever method is most suitable for each visualisation.

## **Appendix A: Social Media Dashboard Analysis**

**Fig 1: Word cloud**



**Fig 2: Word association: which words are appearing together frequently?**





# WALSALL FOR ALL

**Facebook/LinkedIn:** Walsall for All | **Instagram/Twitter:** @walsallforall

**Email:** walsallforall@walsall.gov.uk | **Website:** [www.walsallforall.co.uk](http://www.walsallforall.co.uk)

**Address:** Walsall for All, Resilient Communities, Walsall Council,  
Civic Centre, Darwall Street, Walsall, WS1 1TP.