



GUY EVANS

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Communications & Customer Services work smart for school admissions

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Session plan

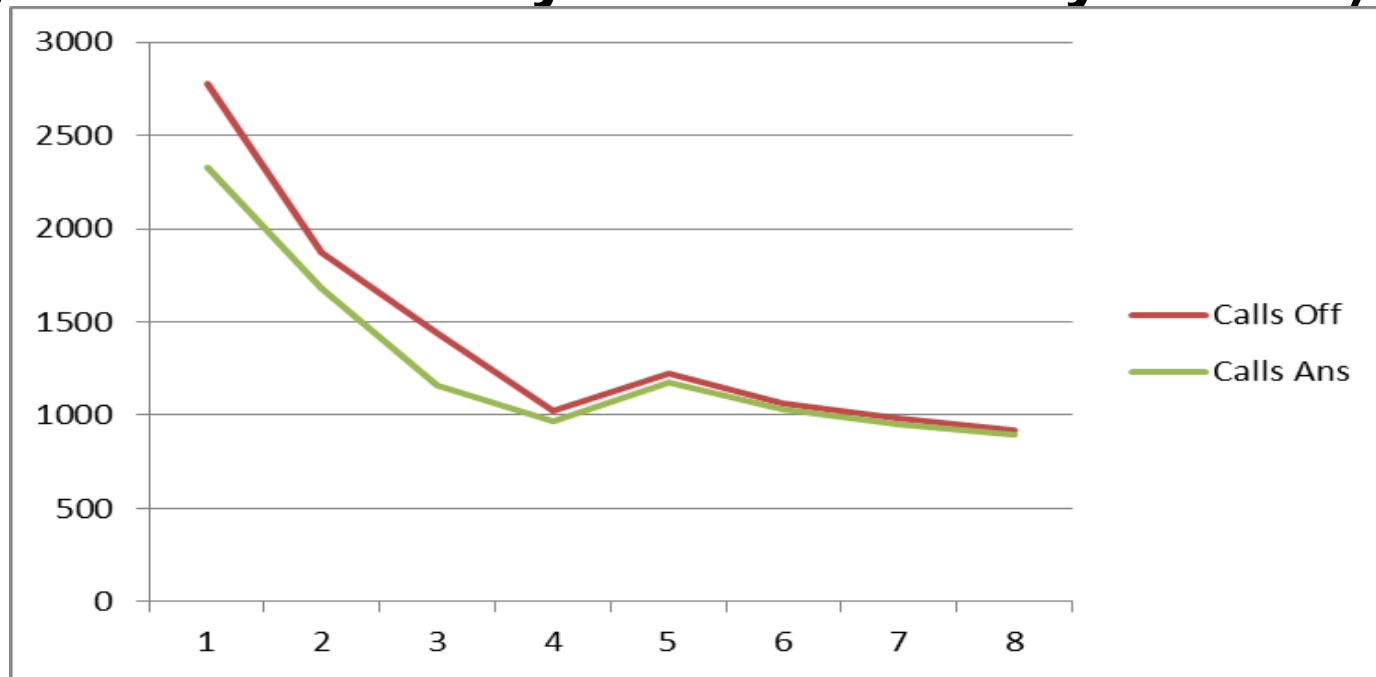
- Issue we were looking to address
- Use of email to address that problem
- Evaluation
- Improvements introduced for 2018 and the impact
- Progress so far for 2019 admissions

The issue

- Scale of Birmingham
- School Admissions offers
- Resources in the contact centre
- Unnecessary calls
- Reputational damage

The issue

(Days after secondary school offer day in 2016)



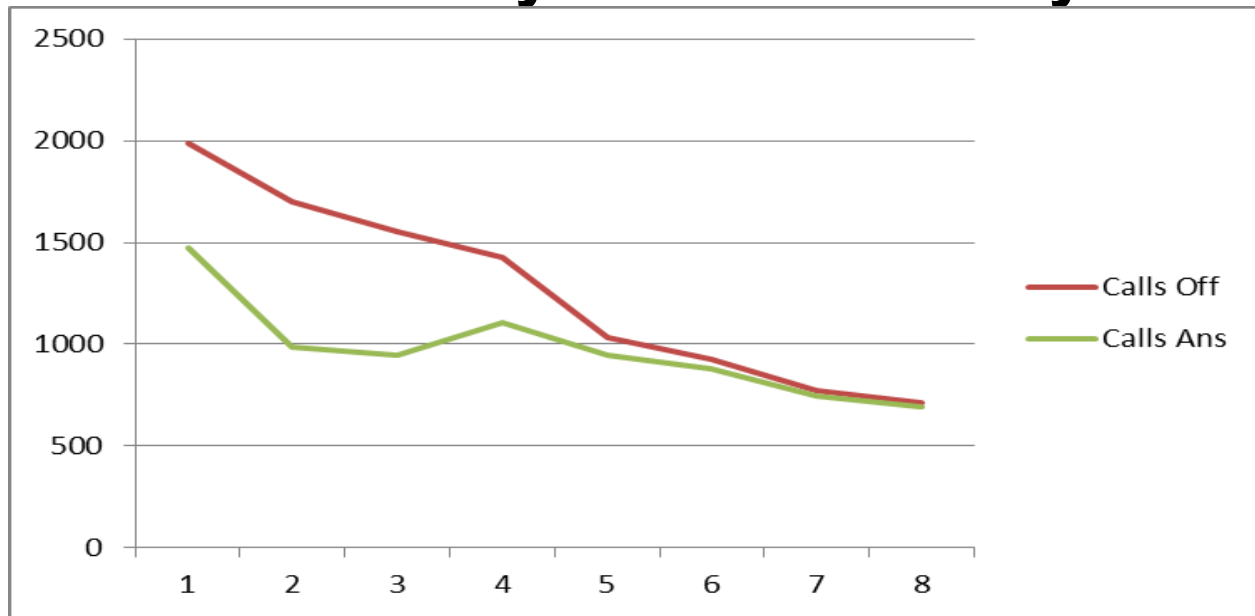
Working days of the month in March 2016

How we addressed the issue

- Analysis of categories of calls
- Newsletter
- Web content
- GovDelivery email
- Interactive voice response (IVR) in the contact centre

Impact

(Days after secondary school offer day in 2017)



Working days of the month in March 2017

Building on our success: Improvements for 2018

- Work to increase the number of applications submitted online (98.1%)
 - Improved communication with schools in the build up
 - Further improvements to the web content and IVR
 - Social media
-

GovDelivery email for secondary offer day 2018

- Issued on 23 February 2018 (offer day 1 March 2018)
 - 14,107 recipients
 - 99% delivery success rate
 - 65% open rate
-



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laura hendry | 27 Feb 2018 | 18:01

Waiting for your child's secondary school offer on Thursday?
Please make sure you've read the information at
<http://socsi.in/C2Dbu> which explains when offer emails will
be sent and how to accept your offer.

143.8K 2 0 0 33



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laura hendry | 27 Feb 2018 | 18:01

Waiting for your child's secondary school offer on Thursday?
Please make sure you've read the information at
<http://socsi.in/21Ujr> which explains when offer emails will be
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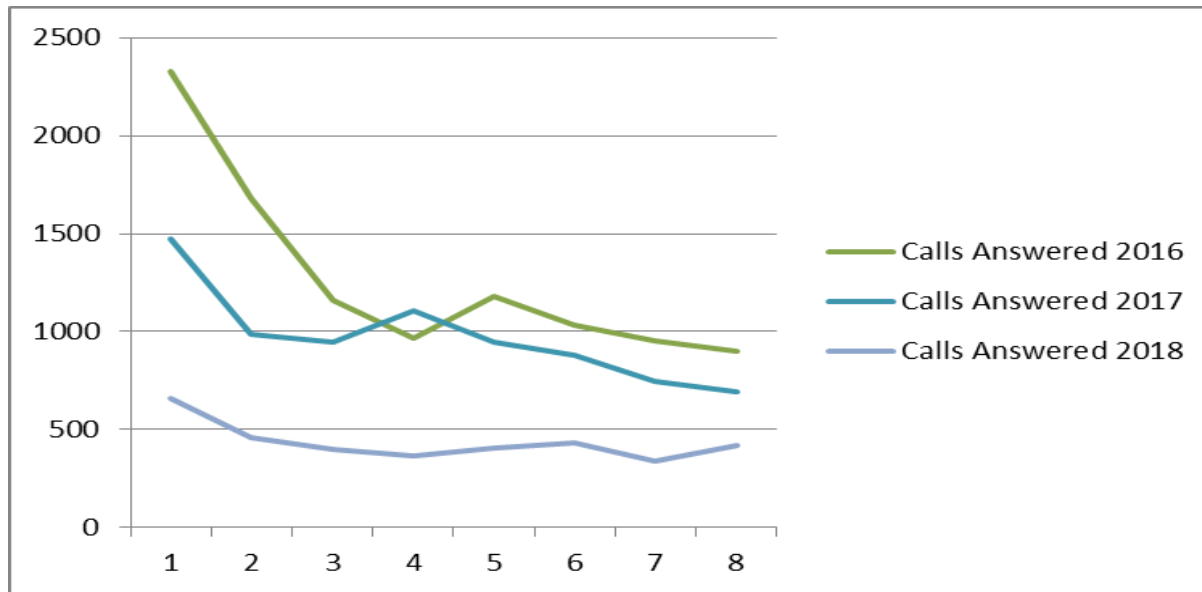
1.8K 6 3 0 34



904.9K
TOTAL REACH

Improved impact in 2018

(2016 / 2017 / 2018)



Working days of the month in March

Progress so far for 2019

- Applications stage for primary and secondary places for September 2019
 - Full review of web pages
 - Improved social media activity
 - Newsletter will also be shared with other key stakeholders (eg councillors)
-

If you take one thing away...

Don't underestimate the impact of
simple comms.

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Making a positive difference every day to people's lives