

BIRMINGHAM'S GREATEST CHAPTER

RECRUITING PLANNERS TO REINVENT A CITY

As they embarked on a 15-year growth strategy, Birmingham City Council approached TMP to support with the recruitment of a large number of positions within their Planning Department. Our compelling campaign created positive publicity for the council and resulted in 16 hires.

SOLUTION HIGHLIGHTS

- RECRUITING IN COMPETITIVE SECTOR
- SUCCESSFUL MEDIA CAMPAIGN
- IMPROVED PUBLIC PERCEPTIONS
- FILLING CRITICAL ROLES

SCOPE AND SCALE

Birmingham is a city embracing change with multi-billion pound developments of unprecedented scale and diversity. Planning professionals will lead the way. The arrival of HS2 will connect Birmingham to the capital in just 49 minutes; Birmingham Smithfield will be the largest city centre mixed-use development in the country; and the Langley Urban Extension will create a new community with 6,000 homes.

SITUATION

The recruitment drive was the result of an organisational redesign and expansion within the team. With a high level of competition in the sector, negative press surrounding the Council, and the low profile of the department, they needed a compelling campaign which overcame any misconceptions about working for Birmingham City Council and showcased their ground-breaking work.

SOLUTION

RESEARCH & DISCOVERY

TMP took a detailed brief from the Assistant Director and also spoke to a number of Planners within the department to get a clear understanding of the roles, the culture of the department and what makes Birmingham City Council a great place to work.

FOUNDATION & FRAMEWORK

We uncovered a number of unique messages to take to market that included the opportunities to shape the future of a major city, join the largest planning department in the UK, and work with cutting-edge technology such as the Council's new Digital Planning Room with a VR 3D model of the city centre.

OUTCOME

We developed the creative concept 'Birmingham's Greatest Chapter' and commissioned a local artist to create a visual representation of Birmingham, showcasing the greatness of the city and the variety of projects planners would work on. This concept was used across social media attraction channels (SNAP) and in niche planning publications, and formed the base of a campaign website to which all traffic was directed: www.greatestchapter.com

RESULTS

- 1,328 website visits over a one-month period
- 1,256 visits from SNAP activity
- 72 visits from The Planner
- 50 apply-clicks
- 64 applications
- 16 hires

