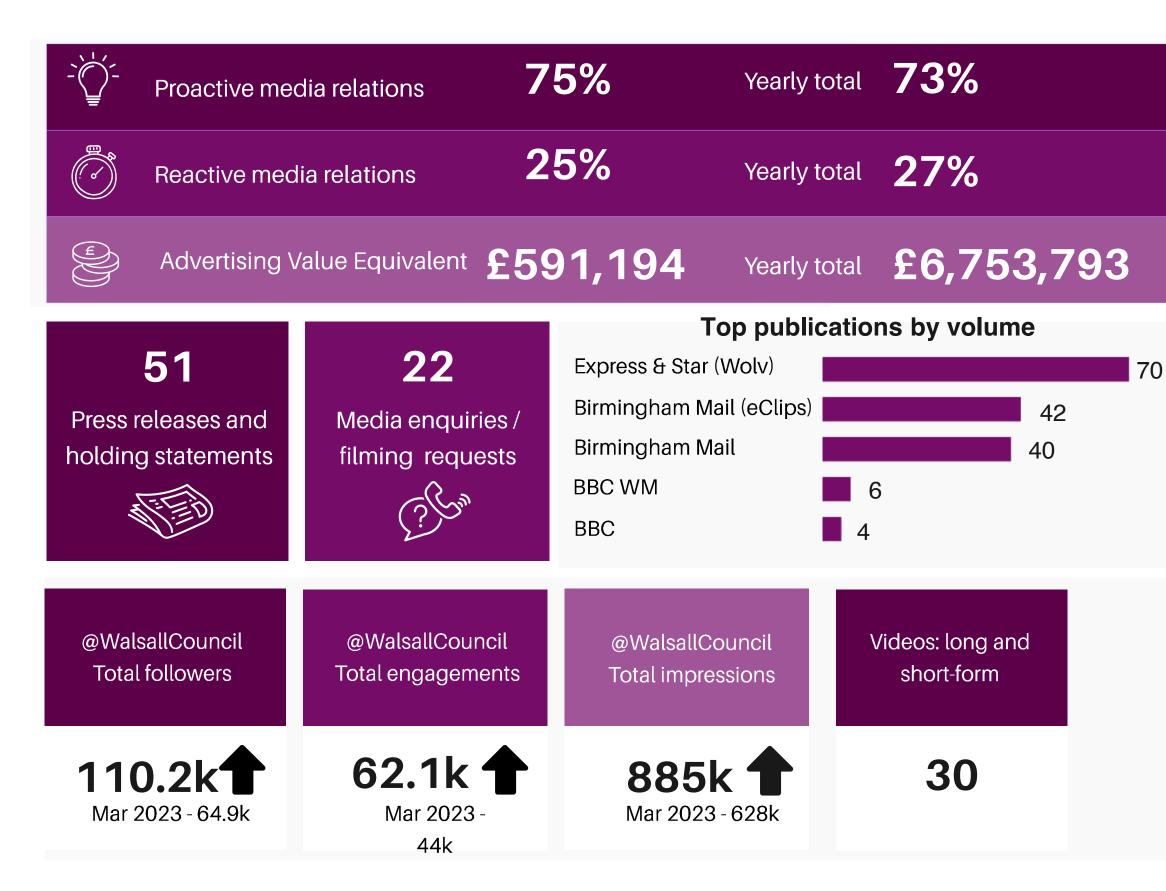
COMMUNICATIONS MARKETING AND BRAND





Insights @ Strategy @ Communications



CONTENT SHOWCASE - MARCH 2024

Social media highlights



Top Facebook post



2000 4000 AU

C Great news: Al tempinary traffic management measures have been lifted from junction 10 of the M8 as the final shase of our upgrade work is complete 🔗 Drivers are now allie to easi all the available larges on the motorway and the connecting roads through the junction. We thank you far your putience and cooperation throughout our work.

D 100 0 255 4 84 0 0



Top Twitter/X post



SWaisal Council

Waisal then ecrips like you to never neen a bother 😭 The Connected Gateway achieves pare beyond Saddler's Centre and station improvements. transforming Park Street for a more connected and visually appealing public turturert galeway to the town cardine. 🚺 #Wahad Begen https://t.co/WoolFb3K1k

▲ 13 ◎ 40 # 10

Tobacco Control Campaign



4.84k impressions | 387 engagements | 316 clicks



Top LinkedIn post





If The town centre Connected Gateway scheme will be a phased programme taking place over the rest, muple of years. A major part of the process will involve removing some of the buildings between the Saddlers. Centre entrance and the bus station to create a civar welloway between the toto. This will open up the town centre, and provide a better connection between our two mean managent bobs. We are conkdont that the re-

D9 0 19 45





@Walsall Arboretum G Mr 1+155 PM

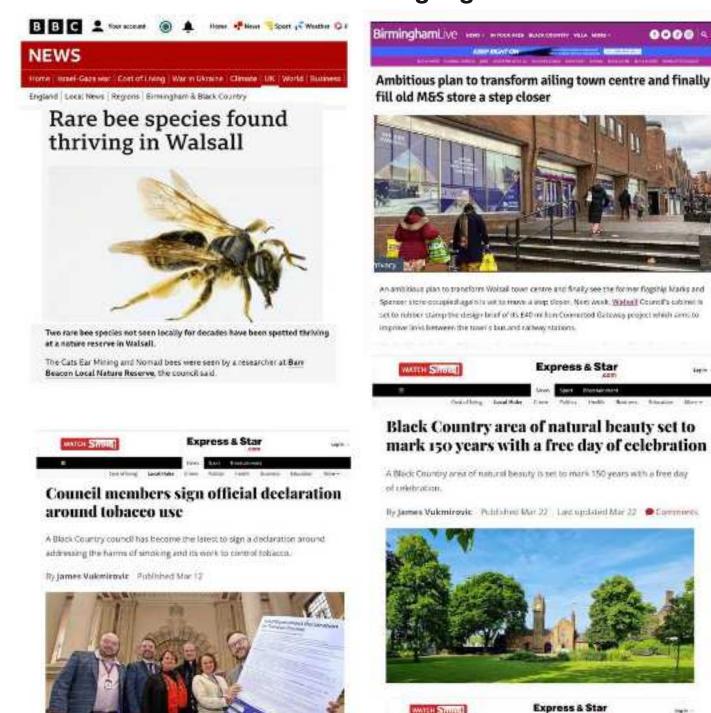
Calling all locales! The legendary Dicbeth Cining Club, recoming to Walcall Arboretum this summer. Get ready for: 👩 Delinicus sheet food 🚇 Family extentionment (tury friends welcome) P Live music from the DDD CuFe Save the date: A Saturday 6 Jayly 2024 Tackets over £4 for adults 15+ and 12:50 for 5-17yo's. Uniter 5's go free. Get yours here: @https://bit.lp/SinUG6I #WhatsOnWolsall

□ 153 ℃ 318 • 132 ⊙ 0

Delivered by The Hub

Insights @ Strategy @ Communications

Press and media highlights



New free youth club launches in troubled area of Walsall

CONTENT SHOWCASE - MARCH 2024

Marketing and brand highlights

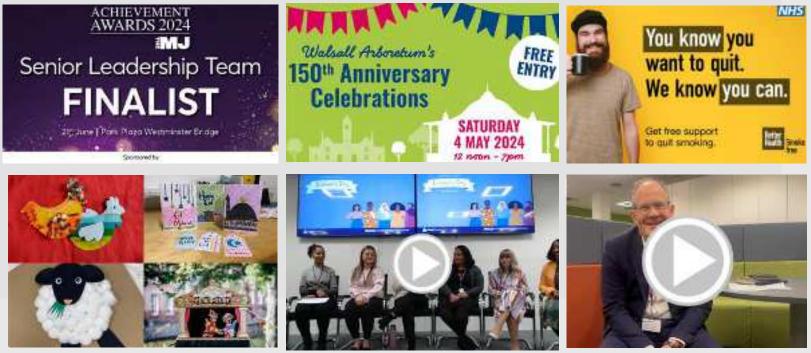
- Launch of Walsall Arboretum's 4 May celebratory event campaign
- Train advertising campaign for The New Art Gallery Walsall seen by an estimated 100,000 people across Birmingham, the Black Country and Staffordshire
- We are Walsall 2040 roadshows took place throughout March visiting key destinations across the borough
- Launch of branding for the new Senior Managers' Space
- Created a series of four new Teams backgrounds











Income generation

- Roundabout advertising now 55% sold with most contracts 2-3 years in length, securing long term income for the Council.
- group



Insights @ Strategy @ Communications

Inside Walsall highlights

- First of our new outdoor advertising locations out to tender which will close early in April
- Reviewing sites on key highways to identify locations for the next set of outdoor advertising opportunities
- Shared learnings and insight at the cross council income generation