

BIRMINGHAM 2022 COMMONWEALTH GAMES IN WARWICK DISTRICT COMMUNICATIONS



PUBLICITY AND PROMOTIONAL MATERIAL

BILLBOARDS

2

Old Warwick Road
18/7 – 14/8

1

Bath Street in
Royal Leamington Spa
4/7 – 14/8



MEDIA RELEASES

70



- Countdown events
- CWLEP projects that included Christchurch Gardens Tennis and Basketball courts, Victoria park improvements and Leamington Spa Station forecourt and underpass improvements



FLYERS

7

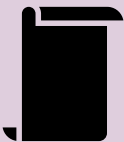


- Commonwealth Games Project leaflet
- Leaflet promoting the Games for EcoFest
- Leamington Spa Station improvements
- QBR Kenilworth & QBR Whitnash
- Community drop-in leaflet
- Leaflet promoting the Games coming to the District
- CWG car parks flyer



POSTERS

16



- Volunteering for the Commonwealth Games
- Official poster promoting B2022 Volunteering
- Annual countdown Events
- Promoting the Bowls Coming to Victoria Park
- Ticket purchasing
- Commonwealth Connections posters x2 designs
- Bowls Big Weekend posters 2021 & 2022
- QBR Kenilworth Poster / QBR Whitnash Poster
- Support our athletes poster
- Festival Sites
- Closure of car parks during the Games at Myton Fields, St Nicholas and Victoria Park
- Directional posters to help park users navigate Victoria Park during the Games



ADVERTISING

- Whitnash Tymes
- Families Warwickshire



4-PAGE WRAP-AROUND ADVERTS

- Leamington Courier - on two editions
- Leamington Observer - 21 July online edition
- Leamington Observer digital advert
- The advert received **30,000** advert impressions over the week long campaign across Coventry and Leamington Spa
- Advert received **24** clicks throughout the campaign



TARGETED EMAILS TO SPECIFIC GROUPS

4

targeted emails



- Game Changers
- Ticketing
- Commonwealth Connections
- Commonwealth Collective

Emails shared with Sports clubs and contacts, Friends of St Nicholas Park and Victoria Park, The Spa Centre, volunteering organisations across Warwickshire, community groups, the University of Warwick societies and voluntary groups, Shakespeare England, and Business contacts.

SOCIAL MEDIA – CAMPAIGNS



- Batonbearer nominations
- Volunteering
- B2022 tickets
- Commonwealth Connections
- Queen's Baton Relay
- Game Changers
- CultureFest



IMPRESSIONS
1,709,956
up to the end of August



ENGAGEMENT
126,616
up to the end of August

FILM/VIDEO/DRONE WORK



- Video of Victoria Park as it was taken over by Birmingham 2022
- Video work carried out by an external company during the Games included filming near Victoria Park and the festival site and interviewing staff and athletes
- Drone images – The Pump Room Gardens as well as Victoria Park in the build-up to the Games
- A “One year to Go” event video was created, which included Christina Boxer, Cllr Liam Bartlett and Boxer Lewis Williams
- Athletes videos were created by the Communications Team and filmed by the athletes:
 - Lawn Bowls Player – Jamie-Lea Winch
 - Squash Player – Sarah-Jane Perry
 - Para Lawn Bowls Player – Georgina Dark
 - Boccia Player – Neil Murray
 - Boxer – Lewis Williams
- Athlete videos in the build-up to the Games - Lewis Williams and Sarah – Jane Perry



WEBSITE



TOTAL WEBSITE
VIEWS FROM
OCTOBER 2021 -
AUGUST 2022
6,699



INTRANET
1,096

A tab was added to the WDC homepage, which linked to the Birmingham 2022 Commonwealth Games website and provided information on activities in the District.



The Warwick DC Commonwealth Games website included:

- Main landing page, with latest updates, navigation and countdown clock
- Get Set For The Games – information
- CultureFest
- Festival Sites
- Lawn Bowls and Para Lawn Bowls
- Commonwealth Connections
- News
- Cycling Road Races – Linked to Warwickshire County Councils website
- Tickets
- Birmingham 2022 Main Site
- Queen's Baton Relay Page
- Event Schedule
- CG 2022 Infrastructure projects
- Local Information – Visiting Warwick District
- FAQs for local residents
- Car parking restrictions during the Games

COUNCILLOR/ CIVIC EVENTS



- Chair of Warwick District Council hosted a celebratory civic reception on 2 August 2022. This year they attended the unveiling of a beautiful wooden plaque commemorating Birmingham 2022 Commonwealth Games Lawn Bowls and Para Lawn Bowls at the Victoria Park Bowls Club. Both promoted on the Chairman's Social Media Channel and on the Intranet.



@ Shaun Fellows / SHINE PIX LTD

- Cllr Liam Bartlett supported numerous promotional events which included the following:
 - Attending the Festival Site to talk to ITV
 - Promoting the call for Batonbearer nominations on BBC CWR
 - Attending a photocall for the opening of the new pedestrian underpass at Leamington Spa Station
- Cllr Moira Ann Grainger attended a Commonwealth Games event to celebrate Commonwealth Day
- Cllr Andrew Day attended Commonwealth Day 2022 and participated in a photocall at Royal Leamington Spa Station



STAFF COMMS



- Commonwealth Connections staff edition
- Weekly "Five things" news updates provided the latest news and information
- Intranet updated regularly with news and events
- Initiatives and events promoted to staff:
 - Volunteering with Birmingham 2022 and at Festival Sites
 - Street Dressing
 - Email Signature
 - Leamington Spa CWLEP improvements
 - CultureFest and B2022 Festival
 - Staff information about parking during the Games



WEEKLY RESIDENTS NEWSLETTER

Commonwealth Games articles have regularly been featured in the weekly residents newsletter.

1,889

people subscribed to this newsletter which is also shared across our social media channels



WEEKLY UPDATE

Birmingham 2022 Commonwealth Games news stories have regularly been featured in the Weekly Update.

360

people subscribe to the Weekly Update, which is also shared across our social media channels.

COMMONWEALTH CONNECTIONS

27

Stories



2

Posters



1

Targeted email



3

Commonwealth Connections designs for social media



133

Website views from September 2022 – August 2022



350

Intranet views from March 2022 – August 2022



39,914

Impressions



974

Engagements



214

Video views



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