

The Freshwater family

National network, specialist expertise

Freshwater is a modern communications consultancy offering a wide range of services to clients in many sectors across the UK and in Dublin and Brussels.

Our 90 plus professional staff working from 11 locations have expertise in public relations, stakeholder communications, public affairs, social marketing, online media and creative services.

We have more than 300 clients across the public and private sectors in fields such as health, social care, education, local government, energy, transport, consumer, retail, leisure, property, technology and professional services.

We bring specialists together to provide an integrated service tailored to client objectives and geographical needs.

In addition to PR and public affairs consultancy, we have complementary businesses providing conferences and events, training and marketing services – the Waterfront Conference Company, Freshwater Academy and Merlin Marketing and Creative respectively.

Public relations
Public affairs
Stakeholder communications
Social marketing
Internal communications
Crisis management
Social media
Video production
Media buying and advertising
Web design
Digital and viral marketing
Graphic design
Marketing consultancy
Brand development
Event and conference management
Training services
Email marketing

freshwater

www.freshwater-uk.com

Belfast | Birmingham | Bristol | Brussels | Cardiff | Dublin | Edinburgh | Glasgow | Leeds | London | Sheffield

freshwater

Communication that helps
you deliver excellent
public services



Safeguarding your reputation, Engaging your stakeholders,
Promoting your message, Improving your insight

Safeguarding your reputation



- reputation management audit and strategy development
- issue management and crisis communication
- virtual press office support
- internal communication and change management

Delivering excellent public services is a complex and difficult job – especially when things don't go to plan

In today's environment of intense scrutiny, high public expectations and 24 hour news you'd be forgiven for feeling caught between the devil and the deep blue sea.



Constant change is part and parcel of public services and it can be tough for staff to get excited about the opportunities that it can bring.

From restructuring, to corporate governance issues, to serious untoward incidents, to high profile opposition campaigns, we can confidently say that there isn't anything we haven't seen or can't cope with.

Delivering excellent public services means getting the right resources when you need them, where you need them...

At Freshwater we believe passionately that effective communication is the cornerstone of high quality public services.

If you're looking for fresh ideas to increase democratic participation, deliver greater accountability, improve your reputation, understand the needs of your population, motivate your staff or challenge people's perceptions – we can help.

Our specialist team was established in 1991 and has worked for hundreds of public sector organisations. We are motivated by helping our clients achieve their aspirations, structuring our work around your budget and resources and ensuring our contribution continues to deliver value for money long after we finish working together.

If you'd like to know more about our track record or how we could help you please:

- visit www.freshwater-uk.com
- call 020 7787 1930
- email hannah.bristow@freshwater-uk.com or john.underwood@freshwater-uk.com

Engaging your stakeholders



- stakeholder engagement and public consultation
- reaching deprived and seldom heard communities
- developing advocates, clinical champions and service ambassadors
- public affairs and political engagement

Delivering excellent public services is about connecting with the people you serve



Meaningful two-way dialogue with the public and stakeholder organisations is essential to develop strong relationships that are built on trust and mutual understanding.

We have supported hundreds of public sector organisations to clarify their vision for services, explaining complex and sensitive issues in a way that anyone can understand.

Our engagement programmes are tailored to find the best methods of reaching audiences and our engagement evaluation reports help you act appropriately on the feedback you receive.

Promoting your message

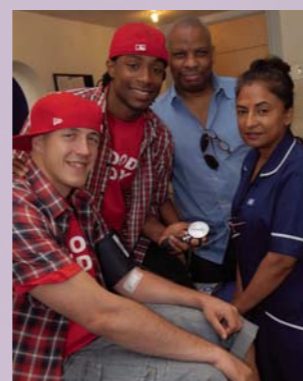
- PR and integrated marketing campaigns
- branding and corporate identity
- website and e-communications
- copy writing, editing, design, print and photography

Delivering excellent public services is about getting your message across



Freshwater has won a string of awards for its campaign work because we combine strategic thinking and great contacts with creativity and tenacity. From traditional media relations to social networking and from focus groups to press launches, we know all the tricks of the trade to bring your message to life.

Whether you are looking to celebrate your achievements, share best practice, raise awareness of important issues or change behaviours, you can depend on us to develop a winning strategy and deliver the results you need.



Improving your insight

- research and insight development
- evaluation reports and communication audits
- media monitoring and analysis
- social marketing

Delivering excellent public services is about developing practical insight to show you the best way forward

One of the things we love most about our work is its potential to support people in making better, safer, healthier or more socially responsible choices. Our research programmes have helped clients to achieve fantastic results, including better access to local services, educating young people and improving health outcomes.



Our specialist marketing communication insight services can also help you assess the impact of your communication activity, develop your in-house team, understand what moves and motivates your target audiences and identify efficiencies or avenues for income generation.

