

International Building Press – PR & Communication Awards 2015

PR Consultancy – Camargue

About Camargue

For 30 years Camargue has been driving the profile and enhancing the reputations of businesses from developers, architects and contractors to engineers, product manufacturers, facility managers and industry bodies.

We work in construction, energy, waste, transport infrastructure, defence, housing, education, retail and leisure. The built environment is Camargue's communications heartland: it forms the primary focus of our work and we live and breathe the sector.

Our strategy and results

Five years ago we set a target of extending our offer in the built environment: break new ground in major infrastructure while retaining our specialism property and construction. This was a recognition of the infrastructure investments to be made and its importance to the construction industry.

We offered a range of skills ideally suited to achieve this – corporate marketing communications coupled with highly specialised areas of communication in planning support and community and political engagement.

As a result of this focus we have:

- secured contracts with National Grid, Horizon Nuclear Power, Scottish Power, SITA, RWE Renewables, Severn Trent and others
- continued to secure new clients and deliver outstanding results in our construction and property heartland
- developed a reputation as a leading business communicator in infrastructure projects alongside our long-standing experience in other built environment sectors

A continued strong performance in 2014

In 2014 specifically we have continued to achieve strong results:

- 8% growth in built environment business
- £500k of new client wins from the built environment
- 36% of our existing built environment clients increased spend with us
- 83% of clients working in the built environment
- 88% of revenue comes from built environment clients

- 79% retention rate of built environment clients
- Retained all of our major infrastructure clients and successfully renegotiated a framework agreement with National Grid
- New client/project highlights in 2014 include:

- Westfield	- Ikea Property
- Whitbread/Premier Inn	- Broadway Malyan
- Lafarge Tarmac	- Martin Grant Homes
- Interserve	- Marshalls
- Wheelabrator	- Bathurst Estates
- Berkley Homes	- Akurawall
- Improved our average score to 85% on Achilles – the leading procurement framework for suppliers to the infrastructure sector
- Top 15 independent PR consultancy in the PR Week 150 and number one in the built environment
- Retained 83% of our staff in 2014 and welcomed 15 new joiners

What makes us different – creativity and a focus on commercial drivers

The fact that we are an agency working across the construction lifecycle means we are a source of knowledge and insight. We understand the market dynamics and competitive pressures of the industry – from both a private and public sector perspective. We are steeped in the commercial and political landscape of construction, engineering and property.

We're not just getting our clients exposure – what we do is always geared to our clients' commercial objectives. We are shaping their businesses, ensuring their communications function is clearly aligned to business goals so it has maximum impact. Our in-depth understanding of the built environment means we are ideally placed to deliver this.

Highlights of our client results in 2014 show the benefits of our approach.



FM Conway - supporting business growth for a construction success story

FM Conway is leading infrastructure contractor in London and the south east. Our brief is to change perceptions of the business from a regionally-focused contractor to a respected industry leader.

We have given FM Conway a clear voice on the issues affecting its work – recycling, materials manufacturing, road-safety and others. With a focus on their customers' trade media we have delivered significant media coverage, speaker opportunities, event support and award wins. Other 2014 results have included a new health and safety identity, a rebrand of the company's marketing materials, and reports for FM Conway's work for individual clients and frameworks.

With Camargue's support, last year the business was awarded a 'Big Tick' at the BITC Responsible Business Awards; the CILT Vulnerable Road User Safety Award and has been shortlisted for MRW National Recycling Awards as Construction Recycler of the Year among others.

"Camargue's fresh approach to ideas and solutions has allowed us to really develop our brand creatively. Our ideas and plans have been brought to life through their innovative thinking and knowledge of the market and we are confident to be guided by their recommendations and suggestions. They are an extremely proactive agency that consistently delivers." - Maria Pratt, Marketing Manager, FM Conway



Lake House – profiling acquisition and growth

Camargue has been supporting leading asset and energy support services group, Lakehouse, through a programme of significant organic growth and acquisitions. Our brief was to build a profile to match its commercial success - ultimately geared to a flotation on the London Stock Exchange.

Camargue defined and delivered a communications strategy focused on major commercial milestones and driving debate on key issues. Throughout 2014 we have helped Lakehouse achieve a market profile and reputation that reflects its achievements and aspiration. We've delivered a consistent profile in the construction, housing and regional media and given the business a clear and distinct voice – one to which the sector and investors are listening.

Lakehouse achieved its primary objective for stock market flotation in early 2015.

“As our business entered a new and exciting phase of growth, Camargue delivered a step change in our approach to external communications. They have helped us shape our story, develop our profile and communicate key messages to a range of important stakeholders.” – Stuart Black, Lakehouse executive chairman





National Grid North West Coast – community consensus and support

In 2014 we delivered the first stage of consultation for National Grid's North West Coast Connection – one of the UK's largest ever new electricity connections at 160km long. We devised the consultation approach, developed all communication materials and led on community and political relations to secure support for this major infrastructure project affecting 11 local authorities and over 500,000 residents.

Our approach included the creation of a new Stakeholder Reference Group made up of key statutory and non-statutory organisations. Current membership includes over 130 individuals from 50 different groups including the CLA and NFU, English Heritage, Natural England, Solway Coast AONB and many others. The group has been integral to the evolution of the project and is recognised by National Grid as a best practice approach.

“Consulting with communities on our new infrastructure projects is extremely important to National Grid and a vital part of the planning process. Camargue plays a crucial role in helping us to achieve this. They are extremely proactive, offering strategic advice and guidance, and delivering a consistently high standard of work.” – Roseanne Thomas, Community Relations Manager, National Grid

