

THE AWARDS 2020

Outstanding Marketing/Communications Team

Institution name	Bucks New University
Submission title or project name	The BEN Project
Nominee/key personnel	The Communications Team: Head of Communications (Louise Harvey); PR Managers (Kelly Young and Dean Valler); Intranet Project Manager (Gary Boon).
URL	
Submission	<p>Deliver a communications tool, on time and on budget, to help deliver the University Strategy.</p> <p>This was the mission given to the Communications team in August 2018. Text-only email and face-to-face briefings were the only options at that time for delivering updates to colleagues across three campuses, whether that was in relation to a cake sale or achieving TEF Silver!</p> <p>The team created a timeline to secure funding and ensure collaboration across the university for a solution, built for, and by, colleagues. Bucks Employee Network (BEN) launched in October 2019 and since then 43 super users have been trained, 7148 items published, 12296 searches performed and, more importantly, there has been a significant culture shift (85% are now happy with communications they receive, compared with 22% in the previous survey).</p> <p>More than 70% of staff now regularly engage with BEN for news, positive stories, project work and to share/find important documents – and that number continues to rise.</p>