



Strategic Storytelling for Communities

About Penshaw

“ ”
Politics is the art
of competitive
storytelling...

Penshaw was founded by Gavin Callaghan after more than 15 years working in local government, including five years serving as Leader of Basildon Council.

During his time in public service, Gavin saw first-hand how the relationship between councils and communities was changing. Residents increasingly consume information through digital platforms, short form video, podcasts, live streaming and social media rather than traditional communications channels. Yet too many public bodies were still communicating in ways that felt outdated, reactive and disconnected from everyday life.

Gavin believed that by 2026 councils should be the most trusted, credible and visible sources of information in their local areas. They should not simply respond to conversations happening around them they should lead them.

Penshaw was created to help councils and public sector organisations modernise the way they communicate, engage and build trust with the people they serve.

Built around strategic storytelling, Penshaw helps organisations create authentic, community focused communications that people can understand, connect with and unite behind. From regeneration and housing to climate action, public safety and local growth, the agency exists to ensure public sector organisations can clearly explain not just what they are doing, but why it matters.

At its heart, Penshaw was born from a belief that in turbulent political and social times, the public sector has a responsibility to communicate with clarity, confidence and purpose and to leave no stone unturned in bringing communities with them through change.



Who We Are

Penshaw is a specialist creative communications agency built for local government, public bodies and place-based organisations.

We exist to help councils communicate with clarity, confidence and creativity in an increasingly digital world. From regeneration and housing to climate action, community safety and economic growth, public sector organisations are under pressure to do more with less while maintaining trust, engagement and transparency with residents.

Penshaw brings together strategic communications, digital content, design, video production, paid media and digital infrastructure under one roof.

Our team understands local government because we have worked inside it. We know the pace, the politics, the pressures and the importance of getting communications right.

We combine frontline public sector experience with high quality creative delivery to help councils build stronger relationships with communities, improve engagement and communicate outcomes more effectively.

Penshaw is designed to become an extension of your organisation responsive, proactive and rooted in public service values.





Strategic Communications

- Digital communications strategies
- Monthly and quarterly content planning
- Political and corporate communications support
- Cabinet and portfolio holder communications plans
- Executive and principal stakeholder profiling
- Campaign planning and narrative development
- Crisis communications and resilience support



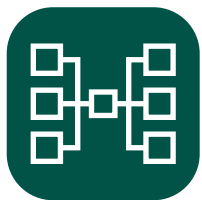
Content & Social Media Management

- Full social media management
- Editorial grid planning
- Caption writing and publishing
- Community engagement support
- Audience growth strategies
- Hyperlocal content creation
- Platform optimisation



Creative Production

- Professional videography
- Photography and campaign shoots
- Motion graphics and animation
- Graphic design
- Short form video production
- Brand campaigns
- Print and marketing collateral



Digital Infrastructure

- Website design and management
- Landing page creation
- Mobile optimisation
- Accessibility support
- Cyber and digital resilience guidance
- SEO and analytics optimisation



Paid Media & Reach

- Paid social media campaigns
- Regional audience targeting
- Public consultation campaigns
- Recruitment campaigns
- Regeneration and investment promotion
- Performance optimisation and reporting



Live Streaming & Podcasting

- Live streamed events
- Public consultation broadcasts
- Podcast production
- Event filming and editing
- Leadership interviews and panel discussions

Our Approach

Public sector communications cannot simply be reactive. Modern councils and public bodies need strategic, 'always on' storytelling that helps communities understand not just what is happening, but why it matters to them.

At Penshaw, our mission is to help councils, civic leaders and public sector organisations tell clearer, more authentic stories that bring communities with them through periods of change, investment, challenge and opportunity. Whether it is regeneration, housing, climate action, economic growth or public services, people are more likely to engage when they feel connected to the story being told.

Penshaw operates through a four-stage communications model designed to build visibility, trust and action.

1. Awareness

Creating visibility around services, projects, investment and policy priorities through high quality digital storytelling that reaches people where they are.

2. Engagement

Building meaningful conversations with residents, businesses, stakeholders and partners across multiple platforms and communities.

3. Action

Driving measurable outcomes including participation, behavioural change, service uptake and stronger public trust.

4. Rebuttal

Supporting storytelling to combat misinformation that undermines public trust and confidence in the message.

Our approach combines creativity, strategic communications and digital insight to help organisations build lasting relationships with the communities they serve.

Why Work With Penshaw?

Frontline Experience

Our leadership team includes former councillors, leaders, communications professionals and public sector executives with direct experience delivering services and campaigns. We understand the realities of the public sector.

Content Support on Your Schedule

Public sector communications do not operate between 9 and 5.

Penshaw provides responsive support for planned campaigns, breaking news, emergencies and political moments.

We Understand Place

Every borough, district, county and city has its own identity.

We create communications strategies that reflect local culture, priorities and communities not generic national messaging

A Ready-Made Creative Team

Within 14 days, councils gain access to a full creative communications function including strategists, videographers, designers, photographers and digital specialists.



The Penshaw Storytelling Approach

At Penshaw, we believe the strongest public sector communications are built around storytelling.

Not corporate messaging. Not jargon. Not reactive press lines. Real stories about people, places, progress and purpose. The organisations that build trust are the ones that communicate with confidence, authenticity, consistency and clarity. They help communities understand where they are going, why decisions matter and how people fit into the future of their place.

Modern public engagement also means meeting people where they already are. Communities consume information differently than they did even five years ago. Councils and public bodies cannot rely solely on traditional communications channels and expect to build meaningful engagement.

Penshaw helps organisations utilise modern methods of communication including short-form video, podcasts, live streaming, digital campaigns, hyperlocal content and platform specific storytelling to bring councils closer to the communities they serve.

We believe communications should not simply sit inside council buildings. They should live in communities, appear in people's daily digital lives and create genuine two-way conversations. Our role is to help public bodies bring the council to the community through creative, accessible and modern storytelling.

That is why Penshaw is built around five core storytelling principles designed specifically for councils and public sector organisations.



The Five Principles of Penshaw Storytelling

1. Story

Creating authentic narratives around communities, public services, regeneration, growth and local identity.

2. People

Putting residents, businesses, stakeholders and communities at the centre of communications.

3. Momentum

Delivering proactive, 'always on' communications that keep organisations ahead of the conversation.

4. Reach

Ensuring stories are seen, shared and understood across digital platforms, media and communities.

5. Trust

Building confidence, transparency and long-term public connection through consistent storytelling.



The Penshaw Storytelling Principles in Practice

1. Story

- Editorial storytelling calendars
- Campaign narratives
- Leadership profiling
- Place based storytelling
- Human centred content creation

2. People

- Resident focused communications
- Community engagement strategies
- Bringing councils closer to communities
- Hyperlocal storytelling campaigns
- Audience first content planning

3. Momentum

- Always on content planning
- Reactive and proactive communications
- Crisis and resilience support
- Rapid content production
- Policy and political cycle planning

4. Reach

- Modern digital first communications
- Short form video strategies
- Podcasts and live streaming
- Multi platform optimisation
- Paid media and audience targeting
- SEO and discoverability
- Audience growth planning

5. Trust

- Transparent communications
- Reputation building
- Community confidence campaigns
- Behavioural insight reporting
- Long term engagement strategies

The Plan

Penshaw operates through a structured monthly communications model.

Example Monthly Planning Cycle

Week One

- * Strategic planning session
- * Campaign alignment
- * Content calendar development
- * Cabinet and leadership planning

Week Two

- * Videography and photography production
- * Graphic and animation creation
- * Paid media scheduling
- * Website and digital updates

Week Three

- * Campaign deployment
- * Community engagement activity
- * Live streaming and podcast support
- * Performance monitoring

Week Four

- * Reporting and analytics
- * KPI review
- * Optimisation planning
- * Next month mobilisation

Channel Growth

Penshaw is focused on measurable audience growth and stronger digital engagement.

Our Growth Strategy Includes:

- Consistent content publishing
- Platform optimisation
- Community first engagement
- Paid audience targeting
- Leadership profiling
- Short form video optimisation
- SEO and discoverability
- Data led performance refinement

Expected Outcomes

- Increased engagement rates
- Stronger community reach
- Improved resident trust
- Higher participation in consultations and campaigns
- Greater visibility for council priorities and projects



Service Mobilisation

Penshaw can mobilise rapidly to support public bodies.

Within 14 Days We Will Deliver:

Discovery & Audit

- Communications review
- Digital platform audit
- Audience and channel analysis
- Stakeholder mapping

Infrastructure Setup

- Shared planning systems
- Editorial management structure
- Reporting frameworks
- Digital workflow alignment

Content Pipeline

- Initial content production
- Campaign scheduling
- Photography and filming programme
- Leadership content plans

Governance

- Approval structures
- Escalation processes
- Crisis communications procedures
- Brand governance frameworks



Proposed Structure

Strategic Leadership

- Account Director
- Senior Communications Lead
- Political & Stakeholder Advisor

Creative Team

- Videographer
- Photographer
- Graphic Designer
- Animator
- Video Editor

Digital Team

- Social Media Manager
- Paid Media Specialist
- Website & SEO Lead
- Analytics & Reporting Officer

Support Services

- Account Management
- Campaign Coordination
- Crisis Communications Support



The Outcome

Penshaw helps councils move from fragmented and reactive communications to a modern, proactive and measurable digital communications operation.

The Outcome Includes:

- Stronger resident trust
- Better engagement across communities
- Improved visibility of council priorities
- Higher quality leadership communications
- Increased participation in campaigns and consultations
- Better return on communications investment
- Faster and more professional crisis response capability
- Consistent place based storytelling



Deliverables

Content & Strategy

- Monthly grid management
- Daily social media posting
- Leadership content planning
- Editorial calendar management
- Weekly strategic meetings
- Campaign development support

Creative Content

- Videography and filming
- Photography
- Graphic design
- Animation and motion graphics
- Video editing
- Internal communications support

Reporting & Insight

- Monthly reporting meetings
- Departmental engagement support
- Performance analytics
- Strategic communications insight
- Audience analysis reports

Wider Support

- Account management
- Crisis communications support
- Resilience planning
- Out of hours communications availability



KPIs & Measurement

Penshaw believes communications should be measurable.

We provide comprehensive monthly reporting frameworks focused on engagement, reach, trust and outcomes.

Core Metrics

- Engagement rates across platforms
- Reach and impressions
- Audience growth
- Video completion rates
- Click through rates (CTR)
- Website bounce rates
- Conversion tracking
- Consultation participation
- Lead generation performance
- Resident satisfaction indicators

Additional Reporting Metrics

- Platform by platform performance
- Content engagement benchmarking
- Paid media ROI
- Audience demographic analysis
- SEO performance
- Campaign effectiveness
- Brand sentiment analysis
- Community engagement quality
- Response times and service interaction metrics



Summary of Support

Experience in Place Based Communications

Supporting regeneration, growth and community focused campaigns across complex public sector environments.

Results Driven Delivery

Focused on measurable outcomes, engagement and return on investment.

Access to a Full Creative Team

Designers, videographers, strategists, photographers and digital specialists working as an extension of your organisation.

Fast & Responsive Support

Built to support councils through both planned communications and urgent operational moments.

