



Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

From requires improvement to outstanding – the communications learning from Ofsted inspections

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Inspection comms: a double edged sword



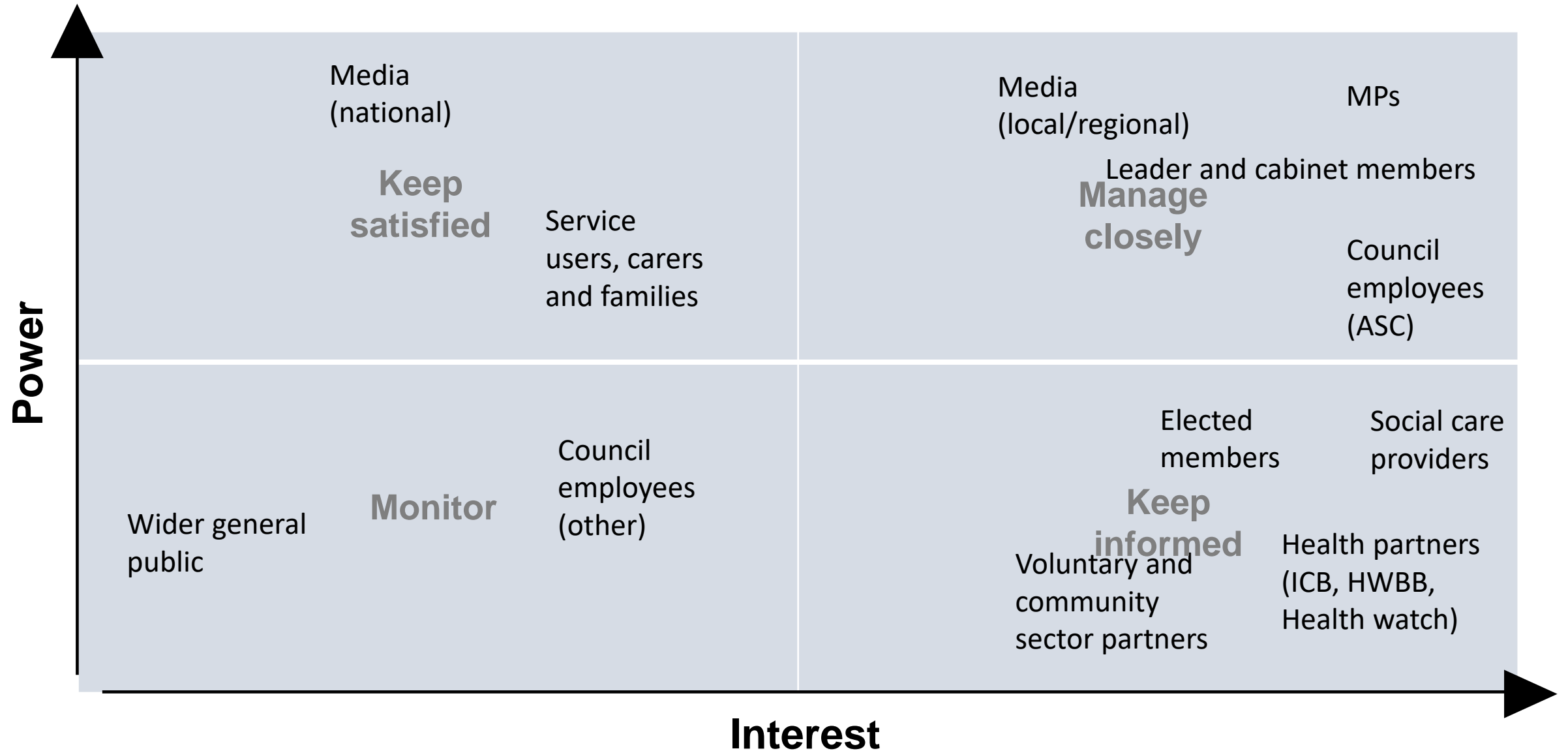
What's the objective?

- Reputational gain or damage limitation
- Support change and continuous improvement
- Recognise and celebrate success

1) A never ending story



2) Know your audiences



3) Consider your channels carefully



4) The power of lived experience



Video statement from lived experience consultees



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that the real human aspect



0:19 / 1:56



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Good luck



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Any questions?