



## CASE STUDY

### Wolverhampton's text wonders!

***City Council uses text messaging to galvanise youth community.***

## BACKGROUND

Wolverhampton City Council's Youth and Play Services are responsible for developing youth services to include regular activities, meetings and projects.

## CHALLENGE

A way of getting information to Young People not directly and continuously involved with the Youth Service through permanent clubs was needed to inform them of activities, youth club nights, meetings, music activities and trips.

Traditional methods of promotion as posters, fliers and direct mail worked well for committed members of the clubs, but were not able to alert more irregular



members about upcoming events, meanwhile direct telephone call reminders often mounted in time and price.

## SOLUTION

Mel Potter, Promotion and Publicity Officer of the Council's Youth Services researched into SMS and found Dynmark International's e-txt in PC World.

Dynmark's e-txt text-messaging software is a PC-based application similar in appearance to Microsoft Outlook, but enables large volumes of text-messages to be sent and received in one simple sending operation.

"We had specifications which any text solution would have to meet," explains Mr Potter. "These included no charge to those receiving a text, good levels of data security so we could keep our information on our computers, and of course it had to be competitively priced. e-txt satisfied all of these."

"It's really straightforward to use and makes getting in touch with young people so much easier," agrees Sommer Dillon of Wolverhampton Youth and Play Services. "We get them to sign a consent form to say they're happy to receive messages, and they can always opt- out - although very few do."



“It means I can write a text like an email in the morning and know that people will be at the centre for a meeting in the evening.”

The council has also used a unique text-in number on publicity and promotional material for summer activity programmes such as One Big Summer, and the Krash Project, a teen magazine. “It looks cool, young people expect to see that kind of thing now, and know that they can get in touch by text,” says Mr Potter.

Other uses of an e-txt inbound number include a text-in voting mechanism within the youth council elections, incorporating an automated reply system to confirm the vote - and an Anti-bullying service.

Mr Potter concludes, “e-txt is a great way of communicating with young people who aren’t always directly in contact with us, and it provides a good information channel through which they can access more details and get involved in activities.”

**- ENDS -**



### **Notes to editors**

Dynmark International Limited is the UK's leading mobile messaging applications developer and provider of bulk SMS text messaging and mobile data solutions.

Our range of products include the e-txt™ bulk SMS text messaging application, winner of the New Product Award at the DMBusiness/ International Direct Marketing Fair (IDMF).

e-txt™ (e-text) is a powerful bulk SMS text message management and distribution system which operates like familiar email applications. But unlike email, it allows PC users to easily send and receive large volumes SMS text messages in one simple operation, set up SMS text campaigns, publish mobile internet sites, set-up email, amongst other functionality.

### **Further information**

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