

Cardiff University

Case Study

About Cardiff University Challenge



- Cardiff University is an ambitious and innovative university producing high quality, innovative research that translates into both local and worldwide benefits.
- The public affairs team oversees the University's corporate relationships with political stakeholders at a UK, Welsh and local level.

Challenge

The University team liaise with Government and with elected representatives on relevant areas of public policy to ensure that its research is fed into the policy-making process. While the University has historically

had good relationships with its political stakeholders, the management of those contacts had, at times, been unreliable.

'Valuable contacts could be lost when individuals left the University, key interactions were often not recorded, and it could be hard to evaluate the level of interest/take-up from stakeholders,' said Cardiff University Public Affairs manager Ed Bridges.

'Previous attempts to use a database to manage these important relationships hadn't worked, with the team finding they were unable to tag public affairs onto platforms built for sales or marketing teams.'

Solutions

Cardiff University wanted to:

Maintain relationships with relevant representatives and contacts within Government to help enrich policy with University research. Access details of interactions with key contacts, including evaluations of success, with a reliable tagging system.

Solutions

Cardiff University chose Vuelio's political and public affairs software:

- Parliamentary Contacts Database
- Stakeholder Management

'After looking around for an appropriate solution, it quickly became apparent to us that Vuelio was not only the best database for our needs, but would significantly enhance the work of the team,' says Ed Bridges.

'We were particularly impressed by the level of information available on the Vuelio Database about our stakeholders. This has allowed us to do things like identifying groups of politicians interested in particular areas of our research and target briefings to them.'

'The database also had as much data for political stakeholders at a devolved level as it did for those in Westminster – something which, for us, was a key requirement. We have also been consistently impressed by the level of technical support we have received from Vuelio, which is allowing us to get the most out of the system.'



Vuelio Clients



Results

During the time the Cardiff University team has been using Vuelio, they have been able to track how many and which stakeholders have been opening and reading their briefings, and then tailor/improve them accordingly.

‘We have also been able to put steps in place to ensure that interactions with key stakeholders are properly recorded so there is a lasting record of who has met with the University (and, just as importantly, so we can identify who hasn’t),’

— says Ed Bridges.

‘Vuelio has transformed and professionalised Cardiff University’s approach to public affairs, and has given us a much clearer picture of how we engage with our stakeholders.’

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