

Communications & Engagement Plan

The aim of this Communications & Engagement Plan (working document) is to show how **Leicestershire** Music can support, promote and celebrate the offer of the Hub to local schools, children, young people, parents/carers and other relevant stakeholders, linking to the 5 strategic functions of the [National Plan for Music Education](#)

1. Partnership
2. Schools
3. Progression & Musical Development
4. Inclusion
5. Sustainability

Wherever possible Marketing / Comms will be measurable to assess engagement and efficiency in terms of cost and media (include monitoring columns of engagement / cost / success)

MM to liaise with key staff to produce Action Plan for 24 / 25 based on known Events / Projects to ensure timely and effective communications. To involve preliminary meeting (if required), Timescales, Audience, USP.

Table 1 – Who are our audience? Where can we find them? How can we reach them?

Stakeholder (Who)	Primary or Secondary audience?	Where are they?	Media Habits	Key Communications Message (Why)	Key Communication Channels (How)
1a. Young People (201,900 AGED 5-19, Census 2021)	Primary - School age Young People	Schools Clubs (dance schools, sports clubs, ensembles), Scouts / Guides Live Music events Cinema / Theatre Fun Parks (Conkers / Twin Lakes / Soft Play etc online presence	Social Media: Instagram, Facebook, YouTube, X, Snapchat, Tiktok, Online blogs Email	Who we are and What we do Unique opportunities Expertise Aspirational Reflection – Young People can see themselves in students already participating	Social Media Dedicated website presence (inc. YP led Events / blog / video blog) Sponsorship/presence at events / presence at young people’s activities (visual branding) Taster sessions – experiential marketing Sticky marketing (e.g. merchandise) Digital – e.g. YouTube videos – Tiktok – encouraging Duets, competitions Instagram Takeover
1b. Schools (teachers) (452 Primary, Secondary, Independent, Colleges, Special and Hospital Schools as of Jan 23 - schools census)	Primary - Schools	County and City schools – term time only. CPD and training events Universities (ITT)	Online – school websites and Facebook & Twitter – Teacher groups & support Teacher forums/resource sites/(e.g. TES – Times Educational Supplement) Email Primary Times / Primary Teacher Magazine / TSAs (Teaching Schools Alliances), Network Meetings, Music Educators’ Conference. Music Mark	Quality Music Education Who we are and what we do Specialist teachers CPD Curriculum Support Schemes of Work	E-comms (email campaigns and newsletters) Literature at CPD events, conference speeches, presentations to Headteachers / Teachers / School Governors, Network Meetings Information at LMH & LM events (compere, programme, promo videos, leaflets) Primary Times / TES / Primary Teacher Magazine / TSAs
1c. Music Services / Hubs (123)	Primary	Online Partner Events Trade Fairs Conferences Workshop Events	Online – Music Service / Hub websites & Social Media Teacher forums/resource sites (e.g.TES) Email Primary Times / Primary Teacher Magazine / TSAs, Music Mark	Who we are and what we do Market Leader in Music Technology Unique Specialist resources Expertise	E-comms (email campaigns and newsletters) Literature at CPD events, conference speeches Information at LMH & LM events (compere, programme, promo videos, leaflets) Primary Times / TES / Primary Teacher Magazine / TSAs
1d. Parents/Carers	Primary	School / School website /	Email Comms.	Who we are and what we do	Social Media

		School Comms Shops Clubs – drop off/pick up / Community websites / newsletters / DofE Leisure Activities Workplace Online	Facebook & Twitter (Regional / Parental / Music activity / Childrens activity / Social media Groups Website interaction (bill paying, information finding, shopping etc.) Printed Press Local media Radio / TV	High quality music education Value for money Specialist tuition Unique opportunities Health & Wellbeing benefits of Music Skills Development (communication / behaviour / networking) Careers advice	Online Web presence E-comms (email campaigns and newsletters) Local media PR Community sites / magazines / district council events Flyers Primary Times Digital advertising – ie Fosse Park / Highcross Sharing Case Studies via website / Social media
1e. Hub Partner Organisations	Secondary	Local community – LCB Depot, Cultural Quarter, Theatres and performance spaces In schools Online presence Inclusion on comms involving partnership as part of Branding guidelines	Social Media Printed press Local media Web Specialist industry marketing (e.g. newsletters) – associations, funding bodies	Raising the quality and opportunity available in Leicestershire Music Education Value of partnership working/working together for Young People Expertise of employees Funding / income generation opportunities Reciprocal Comms	E-comms (email campaigns and newsletters) Online web presence Local Media PR Events presence, Trade Stands etc, Sponsorship, advertising Literature at CPD events, conference speeches
1f. Funding bodies / sponsors / investors	Secondary	High profile events, performances, meetings and conferences Online presence Alumni Legacy Givers Donors	Official email communications Web presence Social Media Alumni scheme	Meeting the aims of the National Plan for Music Education Quality of work Evidence and case studies of success – raising our profile (for investors) Empathy, Community Mindedness, Interest in developing and nurturing young people, Investing in the future	PR Online web presence Authored articles – evaluation reports Newsletter? Close partnership with charity (The Leicester-Shire Music and Cultural Trust) to enable charitable donations. Case Studies Advocacy

Key

MM – Marketing Manager

BM – Business Manager

TM's - Team Managers

(Schools Relationship (**SR**), (Music Tech (**MT**), (Classroom Instrumental Learning (**CIL**), (Singing (**Sing**), (Instrumental & Vocal Tuition (**IVT**),

(Progression (**Prog**), Events (**E**), Instrumental Resource (**IR**), Business Development (**BD**))

Table 2 – What are we communicating? - What / How / Who / When

Message (What)	Comms Channel (How)	Stakeholders (Who)	Frequency / Timeline (When)	To Action	NPME Strategic Aims
2a. Whole Class Instrumental Tuition (Classroom Instrumental Tuition)	Email to Schools / School Network Meetings / Teaching Staff / Presentations at Headteacher Meetings / School Demo Visits / Social Media - Teachers Groups, School Governor Groups / LM Website	School Decision Makers - Music Staff Contacts, Headteachers, Office / Finance Staff, Governors (Parents)	Initial Comms beginning in Autumn Term with main focus in Spring Term to allow timetabling in Summer Term	MM / BM / TM (CIL)	2,3
2b. Music Technology Projects	Email to Schools / School Network Meetings / Teaching Staff / Presentations at Headteacher Meetings / School Demo Visits / Social Media - Teachers Groups, School Governor Groups / LM Website	School Decision Makers - Music Staff Contacts, Headteachers, Office / Finance Staff, Governors	Initial Comms beginning in Dec with main focus in Spring Term to allow timetabling in Summer Term	TM (MT) / ML's (<i>Music Tech Team</i>) / MM	2,3
2c. Singing Projects	Email to Schools / School Network Meetings / Teaching Staff / Presentations at Headteacher Meetings / School Demo Visits / Social Media - Teachers Groups, School Governor Groups / LM Website	School Decision Makers - Music Staff Contacts, Headteachers, Office / Finance Staff, Governors	Initial Comms beginning in Dec with main focus in Spring Term to allow timetabling in Summer Term. Ongoing Comms on a rolling project basis	TM (Sing) / ML's (<i>Singing Team</i>) / MM	2,3
2d. 121 / Small Group Tuition	Emails to Schools / School Network Meetings / Teaching Staff / School Demo Visits / Social Media / LM Website	Headteachers / Teachers / Music Educators	As directed by BM to ensure provision - supply / demand	MM / BM / TM (IVT) (BD)	2,3

<p>2e. CPD / Training School Staff Support (consultations, toolkits, Free Resources - Schemes of Work, School Development Plans etc)</p>	<p>Emails to Schools / School Network Meetings / Teaching Staff / Presentations at Headteacher Meetings / Social Media - Teachers Groups / Website</p>	<p>Headteachers / Teachers / Music Educators</p>	<p>General CPD brochure to all schools at beginning of school year / As Network Meetings or Visits take place / regular trailing of events on Social Media - sharing with relevant Teacher / Music Education groups / platforms eg City Classroom</p>	<p>MM / TM (SR) / Staff responsible for Prim / SEND / Secondary CPD. LM Staff to revise and develop Offer to ensure relevance</p>	<p>2,</p>
<p>2f. Traded Resources (eg, Music Tech, Primary & SEND Schemes of Work</p>	<p>Emails to Schools / School Network Meetings / Teaching Staff / Presentations at Headteacher Meetings / Social Media - Teachers Groups / Website / Presentations to Hub Leads</p>	<p>Hub Lead Staff / Headteachers / Teachers / Music Educators</p>	<p>inclusion in termly CPD newsletters at beginning of school year to all schools. Trail all training events at least two weeks before each event. Trial out of area website resource buying facility in Autumn 23 - plan Out of Area presentation to Hubs in Spring 24 in order to promote and sell nationally.</p>	<p>MM / BM / TM (SR) (BD) Relevant CPD staff</p>	<p>1,2,3,4 & 5</p>
<p>2g. LM Music Groups</p>	<p>Emails to Schools / Emails to Private music Educators / School Network Meetings / Teaching Staff / Social Media - inc groups eg Alumni, City and County Councils / Website / Partners / Direct Comms to organisations and activities linked to YP / Posters & Flyers sent to every school / Ads in Primary Times</p>	<p>Parent / Carers / Young People/ Family members</p>	<p>Dedicated campaign to run in Summer Term to ensure following year's take up. Recruitment promotional literature to be available for all relevant events. Instrument family workshops - eg 'meet the Strings' to be held termly with all attendees offered places. Promotional offers for YP attending Large scale events with schools - eg Leics Make Music festival</p>	<p>MM / TM (Prog) (E) / ML's</p>	<p>3,5</p>

2h. LM SEND Music Groups	Emails to Schools / Emails to Private music Educators / School Network Meetings / Teaching Staff / Social Media - inc groups eg City & County Council SEND, SEND family groups, Alumni / Partners / Website / Direct Comms to organisations and activities linked to YP / Posters & Flyers sent to every school / Primary Times	Parent / Carers / Young People/ Family members	Ongoing - SEND opportunities are included in other LM Music Group Comms but will also have ongoing dedicated online promotion at least once a month.	MM / TM (SR) / ML's	1,3,4
2i. Partner / External Music Making Opportunities & Events (including national youth organisation music opportunities)	Website / Social Media / Emails to Parents & Carers / Emails to schools / Partners	Parent / Carers / Young People/ Family members	Ongoing - To be shared as relevant as soon as possible from receiving information. Share posts from weekly checks on Partner group socials.	Lead for Progression, Musical Development & Partnerships / TM (Prog) (E) / MM	1,2,3,4
2j. Instrument Hire	Emails to Schools / Emails to Private music Educators / School Network Meetings / Teaching Staff / Social Media / Partners / Website / Direct Comms to organisations and activities linked to YP / Posters & Flyers sent to every school / Primary Times / Leicester City Library Scheme	Parent / Carers / Young People/ Family members / Schools	Ongoing - to include in CPD / School Support Brochure and recruitment literature / promoted at least once a month on socials	TM (BD) / MM to oversee	2,3,5
2k. Social Media Engagement	Twitter / Facebook / Instagram / LinkedIn / Tiktok / Youtube	Current and potential audience	Daily – check accounts, respond to comments & messages, post information or event, share content from partners & relevant organisations.	MM to oversee	
2l. General Advocacy and raising the profile of music education to all stakeholders	Website and social media platforms	All stakeholders	At least half termly to promote case studies, national stories, or research papers etc.	MM to oversee	1,2,3,4 & 5

