

**Communications & Engagement Plan**

**Guidance**

Your LPME must include a **communications and engagement plan**.

This should support, promote and celebrate the offer of the Hub to local schools, children, young people, parents/carers and other relevant stakeholders.

The communications and engagement plans should include the use of appropriate and accessible communication channels, including a dedicated website or online platform. It must detail how the Hub intends to:

* publish information about the Hub’s offer for schools, children, young people and parents/carers, including clear information about how to access and engage with the support and provision offered by the Music Hub, as well as signposting to other local, regional or national opportunities
* publish relevant information and/or links to strategies and policies contained within the Hub's LPME, such as the Hub's inclusion strategy and its charging and remissions policies
* provide contact details for the HLO and other relevant delivery partners, ensuring communication channels exist to enable stakeholders to share feedback and inform needs analysis
* raise the profile of music education in their area to a range of stakeholders (such as education and creative organisations and networks, **local government and MPs**), highlighting and celebrating music education and young musicians and drawing attention to specific areas of expertise or achievement
* collate collateral and digital content of Hub work, such as **images, videos and case studies**, from delivery partners for use in communications and advocacy, in line with safeguarding policies and procedures.

The aim of this Communications & Engagement Plan (working document) is to show how **Leicester**shire 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](https://www.gov.uk/government/publications/the-power-of-music-to-change-lives-a-national-plan-for-music-education)

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

This document forms the basis of the LM Communications & Engagement Plan, with a live Calendar document held on LM systems detailing Events / Projects, tasks required, timescales, responsibilities, and where relevant, enga gement, costs & success.

Regular comms with key staff will ensure that this is regularly updated with the latest information, whilst also showing C&E Actions and progress made

The Tables below look at **Who are our audience? Where can we find them? How can we reach them?** And **What are we communicating? - What / How / Who / When**

These inform how we will communicate and engage with our audience, with the live calendar detailing specifics.

**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 | SchoolsClubs (dance schools, sports clubs, ensembles),Scouts / GuidesLive Music events Cinema / TheatreFun Parks (Conkers / Twin Lakes / Soft Play etconline presence | Social Media: Instagram, YouTube, Snapchat, Tiktok, MusiclyOnline blogsEmail  | Who we are and What we doUnique opportunitiesExpertiseAspirationalReflection – Young People can see themselves in students already participating | Leicestershire Music Youth CouncilSocial MediaDedicated website presence (inc. YP led Events / blog / video blog)Sponsorship/presence at events / presence at young people’s activities (visual branding)Taster sessions – experiential marketingSticky marketing (e.g. merchandise)Digital – e.g. YouTube videos – Tiktok – encouraging Duets, competitionsInstagram 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 eventsUniversities (ITT) | Online – school websites and Facebook & Twitter – Teacher groups & supportTeacher forums/resource sites/(e.g. TES – Times Educational Supplement)EmailPrimary Times / Primary Teacher Magazine / TSAs (Teaching Schools Alliances)City Classroom | Quality Music Education Who we are and what we doSpecialist teachersCPDCurriculum SupportSchemes of Work | E-comms (email campaigns and newsletters)Literature at CPD events, conference presentations, presentations to Headteachers / Teachers / School Governors, Network MeetingsInformation at LMH & LM events (compere, programme, promo videos, leaflets)Primary Times / TES / Primary Teacher Magazine / TSAs |
| **1c. Music Services / Hubs** (123)  | Primary | OnlinePartner EventsTrade FairsConferences | Online – Music Service / Hub websites & Social MediaTeacher forums/resource sites (e.g.TES)EmailPrimary Times / Primary Teacher Magazine / TSAs | Who we are and what we doMarket Leader in Music TechnologyUnique Specialist resourcesExpertise | E-comms (email campaigns and newsletters)Literature at CPD events, conference presentationsInformation at LMH & LM events (compere, programme, promo videos, leaflets)Primary Times / TES / Primary Teacher Magazine / TSAs |
| **1d. Parents/Carers** | Primary | SchoolShopsClubs – drop off/pick up / Community websites / newsletters / Cub Scout Brownie Guide badge/ DofETheatre / Cinema / Bowling / Indoor GolfFun Parks / Soft Play / Escape Rooms / WorkplaceOnline | Email Comms.Facebook & Twitter (Regional / Parental / Music activity / Childrens activity / Social media GroupsWebsite interaction (bill paying, information finding, shopping etc.)Printed PressLocal mediaVia School Comms | Who we are and what we doHigh quality music educationValue for moneySpecialist tuition Unique opportunities | Social MediaOnline Web presenceE-comms (email campaigns and newsletters)Local media PRCommunity sites / magazines / district council eventsFlyersPrimary TimesDigital advertising – ie Fosse Park / Highcross |
| **1e. Hub Partner Organisations** | Secondary | Local community – LCB Depot, Cultural Quarter, Theatres and performance spacesIn schoolsOnline presenceInclusion on comms involving partnership as part of Branding guidelines | Social MediaPrinted pressLocal mediaWebSpecialist industry marketing (e.g. newsletters) – associations, funding bodies | Raising the quality and opportunity available in Leicestershire Music.Value of partnership working/working together for Young PeopleExpertise of employeesFunding/income generation opportunities | E-comms (email campaigns and newsletters)Online web presenceLocal Media PREvents presence, Trade Stands etc, Sponsorship, advertisingLiterature at CPD events, conference speeches |
| **1f. Funding bodies/sponsors/investors** | Secondary | High profile events, performances, meetings and conferencesOnline presence | Official email communicationsWeb presenceSocial Media | Meeting the aims of the National Plan for Music EducationQuality of workEvidence and case studies of success – raising our profile(for investors) Empathy, Community Mindedness, Interest in developing and nurturing young people, Investing in the future | PROnline web presenceAuthored articles – evaluation reportsNewsletter? |

**Key**
MM – Marketing Manager
BM – Business Manager
AH’s - Assistant Heads (with responsibility for the relevant area of work)
TL’s - Team Leaders
ML’s – Music Leaders

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Message (What)**  | **Comms Channel (How)** | **Stakeholders (Who)** | **Frequency / Timeline (When)**  | **To Action**  | **NPME Strategic Functions** |
| **2a. Class Instrumental Tuition**(CIT) | 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 Dec with main focus in Spring Term to allow timetabling in Summer Term | MM / BM / TL's | 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 | TL’s / ML’s (Music Tech Team) / 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 | TL’s / ML’s / 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 / TL's | 2,3 |
| **2e. CPD / Training**  School Staff Support (consultations, toolkits, Free Resources - Schemes of Work, School Development Plans etc)  | Emails to Schools / School Network Meetings / Teaching Staff / Presentations at Headteacher Meetings / social media - Teachers Groups / Website | Headteachers / Teachers / Music Educators | 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 | MM / AH / TL’s / LM Staff to revise and develop Offer to ensure relevance | 2,  |
| **2f. Traded Resources** (eg, Music Tech, Primary & SEND Schemes of Work | Emails to Schools / School Network Meetings / Teaching Staff / Presentations at Headteacher Meetings / social media - Teachers Groups / Website / Presentations to Hub Leads | Hub Lead Staff / Headteachers / Teachers / Music Educators | inclusion in CPD Brochure 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 relevant products nationally.  | MM / BM / AH / TL’s | 1,2,3,4 & 5 |
| **2g. LM Music Groups** | Emails to Schools / Emails to Private music Educators / School Network Meetings / Teaching Staff / social media - inc groups e.g. 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 | Parent / Carers / Young People/ Family members | 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 - e.g. '*Meet the Strings*' to be held termly with all attendees offered places. Promotional offers for YP attending large scale events with schools - e.g. Leics Make Music festival | MM / TL's / ML's / EM | 3,5 |
| **2h. LM SEND Music Groups** | Emails to Schools / Emails to Private music Educators / School Network Meetings / Teaching Staff / social media - inc groups e.g. 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 / TL's / 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.  | Project Lead (MM to oversee) | 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 | 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 |  1, 2, 3, 4 |
|  **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, promoting fun aspect of learning / playing, benefits of playing on other skills etc. |  MM to oversee |  1,2,3,4 & 5 |