****



**Communications Action Plan**

**October 2018 - September 2019**

**Our mission is ‘to inspire the Tees Valley to be more active’**

**Monthly schedule of promotional activity**

|  |  |  |  |
| --- | --- | --- | --- |
| **Month** | **Project Area** | **Action** | **Lead Officer** |
| **October** | Case Study Blog | * Create Case Study Blog for website (Good news personal stories focusing on children & young people, women & girls, disability and BAME) | EM/LM |
| Partner Bulletin | * Circulate generic bulletin to Partners | CW |
| Website | * Update ‘About Us’ section | CW |
| Parents in Sport Week 1-7 October | * Social Media activity | CW |
| This Girl Can launch date 26 October | * Use national toolkit to support local activity | VA |
| Active Lives | * Promotion of Active Lives local results (Knowledge & Research Section website) | CW |
|  |  |  |
| **November** | Case Study Blog | * Create Case Study Blog for website | PK/LM |
| Partner Bulletin | * Prepare bulletin content with team | CW |
| Future Champions | * Promotion of Future Champions application deadline (11 December) | NH |
| PE & School Sport Bulletin | * Prepare content for PE & School Sport Bulletin | LG |
| Safeguarding | * National Safeguarding Adults Week 19 – 25 November | CW |
|  |  |  |
| **December** | Case Study Blog | * Create Case Study Blog for website | VA/LM |
| Partner Bulletin | * Circulate generic bulletin to Partners | CW |
| Website | * Update ‘Young People’ section | CW |
|  |  |  |
| **January** | Case Study Blog | * Create Case Study Blog for website | GN/LM |
| Partner Bulletin | * Prepare bulletin content with team | CW |
| PE & School Sport Bulletin | * Prepare content for PE & School Sport Bulletin | LG |
| This Girl Can | * Social media campaign, information portal on website, poster campaign and promotion of bursaries | VA / NH |
|  |  |  |
| **February** | Case Study Blog | * Create Case Study Blog for website | NH/LM |
| Partner Bulletin | * Circulate generic bulletin to Partners | CW |
| Website | * Update ‘Adults’ section | CW |
|  |  |  |
| **March** | Case Study Blog | * Create Case Study Blog for website | LG/LM |
| Partner Bulletin | * Prepare bulletin content with team | CW |
| Future Champions | * Promotion of Future Champions application deadline (16 April) | NH |
| PE & School Sport Bulletin | * Prepare content for PE & School Sport Bulletin | LG |
|  |  |  |
| **April** | Case Study Blog | * Create Case Study Blog for website | LM |
| Partner Bulletin | * Circulate generic bulletin to Partners | CW |
| North East Disability Sports Awards | * Distribute pre and post event Press Release | CW |
| PE & School Sport Bulletin | * Prepare content for PE & School Sport Bulletin | LG |
| School Games 3rd April | * Prepare pre and post event Press Release * Upload photographs to Flickr | NH |
|  |  |  |
| **May** | Case Study Blog | * Create Case Study Blog for website | CW/LM |
| Partner Bulletin | * Prepare bulletin content with team | CW |
|  |  |  |
| **June** | Case Study Blog | * Create Case Study Blog for website | MJ/LM |
| Partner Bulletin | * Circulate generic bulletin to Partners | CW |
| School Games | * Prepare pre and post event Press Release * Upload photographs to Flickr | NH |
| Website | * Update ‘Coaches and Volunteers’ section | CW |
| Future Champions | * Promotion of Future Champions application deadline (21 August) | NH |
| PE & School Sport Bulletin | * Prepare content for PE & School Sport Bulletin | LG |
| Cricket World Cup 30 May – 14 July | * Promote local cricket activity | CW |
|  |  |  |
| **July** | Case Study Blog | * Create Case Study Blog for website | EM/LM |
| Partner Bulletin | * Prepare bulletin content with team | CW |
| Netball World Cup 12 – 21 July | * Promote local netball activity | CW |
|  |  |  |
| **August** | Case Study Blog | * Create Case Study Blog for website | PK/LM |
| Partner Bulletin | * Circulate generic bulletin to Partners | CW |
| Website | * Update ‘Inclusion’ section | CW |
|  |  |  |
| **September** | Case Study Blog | * Create Case Study Blog for website | VA/LM |
| Young Champions | * Contact Schools regarding opportunity to join Young Champions programme | LG |
| Partner Bulletin | * Prepare bulletin content with team | CW |
| Stakeholder Survey | * Update distribution list and circulate survey | CW |
| Great North City Games in Stockton | * Support event promotion | CW |
| PE & School Sport Bulletin | * Prepare content for PE & School Sport Bulletin | LG |
| Rugby World Cup 20 Sept – 2 Nov | * Promote local rugby activity | CW |
| World Road Cycling Championships  19 – 21 Sept | * Promote local cycling activity | CW |

|  |  |
| --- | --- |
| **On-going Activity** | **Lead** |
| **General**   * Promote successful funding bids for clubs via Press Release and website using information provided by team on spreadsheet detailing projects we have supported [S:\TVS 2018 onwards\Grant and Funding Support\TVS supported funding applications..xlsx](file:///S:\TVS%202018%20onwards\Grant%20and%20Funding%20Support\TVS%20supported%20funding%20applications..xlsx) * Promote opening dates for new rounds of funding * Use of Mascot when appropriate * Maintain and update Partner Database (excel workbook on S Drive) * Promote generic Workshops * Promotion of insight service to partners * Promotion of Networking Event (date tbc) * Social Media – investigate potential for University delivering training session for the team * Actively use social media to promote projects / events etc * Press Releases circulated 10 days before the event and a reminder 1 day before the event * Promotion of videos / films created internally | CW  CW  NH  CW  CW  CW  CW  JL  All  CW  CW |