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**Communications Action Plan**

**October 2018 - September 2019**

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

**Monthly schedule of promotional activity**

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| **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 |

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| --- | --- |
| **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%3A%5CTVS%202018%20onwards%5CGrant%20and%20Funding%20Support%5CTVS%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
 | CWCWNHCWCWCWCWJLAllCWCW |