




CUL ACADEMY TRUST LTD MARKETING & COMMUNICATIONS PLAN

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CUL ACADEMY TRUST LTD

Marketing and Communications Plan 2016/17

Objectives

- 1) *Raise the awareness of CUL Academy Trust Ltd and key stakeholders to the achievements and operations of CUL Academy*
- 2) *Gain active support of influential stakeholders for CUL Academy by creating understanding for the school's work*
- 3) *Advertise school – Broaden and improve public image.*
- 4) *Branding and Merchandising*

Audiences

- *Schools*
- *Potential Governors*
- *Parents*
- *PRUs*
- *Local community members*
- *Local MPs*
- *Birmingham City Council:*
 - i. *Children and Young People's Service*
 - ii. *Lead Member for Young People*
 - iii. *Chief Executive*
- *Youth Offending Team*
- *West Midlands Police*
- *Local Businesses*

Message

- *CUL Academy provides opportunities to the disadvantaged children and young people of Birmingham, in order for them to compete in the competitive world*
- *CUL Academy Trust Ltd is a Free School providing alternative education and an extensive range of interventions consisting of soft skills development, academic and vocational programmes that lead to accreditation and qualifications pertinent to the learning and working environment, including work based placements of young people that are referred to us.*

Our work and services is delivered by our team of teachers consist of planned learning programmes, undertaking of assessments and safeguarding work that supports the development needs required by our pupils. We encourage all of our beneficiaries to take-up opportunities i.e. work experience schemes, vocational learning and participation, and interactive workshops to boost self esteem and confidence when interviewing or presenting information.

The underpinning strategy for CUL Academy communications and marketing is to provide mechanisms to demonstrate the successes of the school and its pupils.

As capacity is an issue to the organisation, this strategy looks at ways to incorporate the learning and development of CUL Academy pupils into the delivery of key messages to core audiences.

Strategy

Tactics

Tactic	Summary	Action	Who Responsible
Database Development	<p>A single resource that collates all key contacts of core and influential stakeholders needs to be developed and maintained according to the <u>Data Protection Act</u>.</p> <p>This resource should be used and updated regularly to ensure that contacts are up to date.</p>	<ol style="list-style-type: none"> 1) Management team to provide Admin with business cards to update database 2) Key contacts in (MPs, Birmingham City Council etc) to be researched and added to system 3) Email to all contacts sent out asking if they would like to opt in to news information 4) Database updated with ONLY those contacts that wish to opt in 5) Annual email to all contacts to ensure they are happy to continue to receive information 	Management team
Website	<p>Provide a mechanism for the capture of data from interested stakeholders for CUL Academy activities</p> <p>To showcase successes and achievements of CUL Academy</p>	<ol style="list-style-type: none"> 1) Give Admin the rights to access www.culacademy.co.uk info@culacademy.co.uk web address to ensure the database is kept up to date with those contacts that have signed up for news 2) Set up a news section on the web page for press releases to uploaded 3) Set up a case study area for individual case studies to be uploaded 	Head & Deputy
Newsletter	<p>Establish a monthly newsletter, led by CUL Academy young people, to be sent by email or physically to all people</p>	<ol style="list-style-type: none"> 1) Set up a CUL Academy young person's editorial team to create the monthly newsletter 2) Organise training of 	Head & Business Manager

	<p>on the CUL Academy database</p>	<p>young people in graphic design and the print process, photography and copywriting for mid August</p> <ol style="list-style-type: none"> 3) Agree newsletter structure 4) Arrange for editorial team to meet management team every 6 weeks to gather news for editions 5) Have first meeting of editorial team in early August and first edition of publication out by end of October 6) Gauge feedback from recipients and feedback to editorial team 	<p>Head, Deputy and Business Manager</p> <p>Head, Deputy and Business Manager</p> <p>Deputy, Editorial team</p> <p>All</p>
<p>Media relations</p>	<p>Proactively approach local and trade media with details of successes of CUL Academy</p>	<ol style="list-style-type: none"> 1) Train Admin and management team on press release writing 2) Create media list 3) Create 6 month story plan 4) Issue press releases 5) Get involved with NYA Youth Work Week promotion 6) Use press releases in newsletter 7) Join Mail Chimp an email marketing provider 8) Participate on local radio and participate interview 	<p>Marketing Personal</p> <p>Marketing personal</p> <p>Management team</p> <p>Management team and Marketing personal</p>
<p>Social Media</p>	<p>Set up Twitter, Facebook and LinkedIn</p>	<ol style="list-style-type: none"> 1) Up date with news about the Academy on a 	<p>All</p>

		regular basis	
Case Studies	Create a portfolio of 6 – 10 case studies of how CUL Academy has helped young people for use on the website and newsletter	<ol style="list-style-type: none"> 1) Identify case study candidates and gain their agreement 2) Create case study structure 3) Agree case study structure 4) Generate case studies with young person 5) Upload to website 6) Use in newsletter 	<p>Business Manager, Head</p> <p>Marketing personal</p> <p>Deputy</p>
Open Day's Referrers Pupils Governors	Organise at least two open day's per academic year	<ol style="list-style-type: none"> 1) Diarise the dates and plan the schedule for the day 2) Students put on a performance 	Business Manager
School Prospectus	Design and produce our school prospectus	<ol style="list-style-type: none"> 1) Collate information regarding CUL Academy 2) Policies & procedures 3) Commission graphic designer and printer 	Marketing Personnel
Presentation	Create a presentation to deliver to potential referrers	<ol style="list-style-type: none"> 1) Are Networks 2) Parents 3) Schools 4) YOT's 	Head & Deputy
CUL Academy TV Station	Set up You Tube Station	<ol style="list-style-type: none"> 1) Current students to work with ICT teacher 	Marketing Personnel, students & ICT teacher
Evaluations	Quality and Quantitive	<ol style="list-style-type: none"> 1) Number and quality of people signing up to CUL Academy Database 2) Feedback of stakeholders on newsletter 3) Feedback of young people on newsletter 4) Number and quality of press articles printed/radio and TV interviews secured. 	Business Manager & Admin Staff
Create a	Set up a graphic identity	<ol style="list-style-type: none"> 1) CUL Academy Trust Logo 	Business Manager & Art

recognizable look	Coordinate all school publications to reflect this identity	<ul style="list-style-type: none"> 2) Commission graphic designer 3) Involve current students 	Teacher
Kite marks	Gain Kite marks in NHSS & ECM	<ul style="list-style-type: none"> 1) Contact Orminston to set consultation 2) Liaise with Health Education Unit & ascertain a support network 	Business Manager and Admin Staff

