

Media Plan: Education

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City of London Corporation –August 2020

Overview

This plan sets out the way in which the Media Team will communicate the work of the Education Board and the City of London Academies Trust Board to the media.

It is intended as a guide for the remainder of the academic year although it is subject to change to reflect the impact of COVID-19 and the recovery from the pandemic.

The Media Plan

Purpose

The purpose of the plan is to highlight in the media the work the City of London Corporation is doing to:

- (i) provide access to world-class education and learning opportunities for all Londoners
- (ii) contribute to a flourishing society and support a thriving economy

This plan also states which opportunities and milestones the Media Team can use to deliver media interventions through print, broadcast or digital/social media. See

Appendix 1

Key messages:

- The City of London Corporation is committed to providing access to world-class education and learning opportunities for Londoners of all backgrounds
- The City Corporation's family of schools provide educational experiences that enrich and inspire
- The City Corporation aims to ensure that young Londoners in its schools have access to the information, advice and experiences that will help them to progress into fulfilling careers
- The City of London Corporation's family of schools has one maintained primary school and 10 sponsored academies across Hackney, Newham, Islington and Southwark. It also supports three independent schools.
- The City of London Academies Trust is a leading multi-academy chain which runs the City Corporation's sponsored academies. It has twice been named by social mobility charity Sutton Trust as the UK's best academy sponsor for empowering pupils from disadvantaged backgrounds to perform above the national average, and the leading academy sponsor for Progress 8 and Attainment 8, which track pupil progress and achievement.
- The City of London Corporation is dedicated to creating a vibrant and thriving City, supporting a diverse and sustainable London, within a globally successful United Kingdom. It is committed to offering educational programmes and opportunities through the creative, and cultural and skills and employability arenas to ensure people have equal opportunities to enrich their lives and reach their full potential.

Target Audiences

1. Media
2. Londoners and the wider public
3. Parents
4. Educational establishments

Communications Methods

The plan will use several media communications methods including:

1. News releases, authored articles and media statements
2. Social/digital media

Roles and Responsibilities

The City of London Corporation's corporate media team is responsible for overseeing all print, broadcast and digital communications of the City Corporation.

Given the unique nature of the relationship with our family of schools and the level of resources, schools should be free to promote and market their activities simply sighting the corporate media team for information with reasonable notice. Subject to similar sighting, the Education Board and City of London Academies Trust chairs can make statements to local press.

The corporate team will be happy to support this activity and amplify audiences where resources allow.

The corporate media team should become more directly involved where there could be a reputational impact – either positive or negative – on the wider City of London Corporation.

The corporate media team will always try to assist in any crisis communications.

The media officer responsible for education has a responsibility of handling media matters also relating to:

- The City of London Corporation's Police Authority Board
- Housing
- Health and Wellbeing
- Homelessness
- Employability and Skills
- Barbican Residential Committee
- Community and Children Services

Current role and responsibilities relating to the media plan are as follows:

Name	Responsibility
Chairman of the Education Board	Spokesperson
Chairman of the City of London Academies Trust Board	Spokesperson
Media Officer	Print, broadcast, and digital/social media
Head of Media	Oversees print, broadcast, and digital/social media
Director of Communications	Responsible for all City Corporation communications
Committee Clerk	Member communications

Education media focus 2021

	<u>Story</u>	<u>Detail</u>	<u>Date</u>	<u>Media plan status</u>	<u>Spokesperson</u>
1	Tackling the attainment gap	The media team will use appropriate City of London Corporation committee reports and policy developments agreed by the Education Board, along with appropriate statements by the Chair, on matters relating to tackling the attainment gap. The team will also line up appropriate features and case studies.	On going	Dependent on the plan outlined in column two (detail)	Caroline Haines
4	Improving partnership working	The media team will use appropriate City of London Corporation committee reports and policy developments agreed by the Education Board, along with appropriate statements by the Chair, on matters relating to improving partnership working. The team will also line up appropriate features and case studies.	On going	Dependent on the plan outlined in column two (detail)	Caroline Haines
5	Skills and apprenticeships	The media team will use appropriate City of London Corporation committee reports and policy developments agreed by the Education Board, along with appropriate statements by the Chair. The team will also line up features and case studies on the City of London Corporation's apprentices.	On going	Dependent on the plan outlined in column two (detail)	Caroline Haines Case study
6	Culture Mile Learning (CML)	The Education Board have oversight of the Cultural and Creative Learning Strategy 2019-23 which commits to enriching learning through culture and the arts. CML have been delivering projects to support this vision. CML has well established working relationships with the City's Family of Schools which will drive this vision, as well the goals in the Education Strategy 2019-23 on the effective practice of cultural and creative learning delivered in the Family of Schools. The media team will use appropriate City of London Corporation committee reports and policy developments agreed by the Education Board, along with appropriate statements by the Chairs of both the Education and CoLAT Boards.	On going	Dependent on the plan outlined in column two	Caroline Haines and Tijs Broeke
7	London Careers Festival	The City of London Corporation hosts an annual London Careers Festival. The festival connects students from the City Corporation's Family of Schools and schools in wider London to the career opportunities offered in the City and across the capital, fuelling their	05/07/21 to 07/07/21	News release, media interviews, social media campaign.	Caroline Haines

		imaginations and helping to shape their futures. The team will also line up appropriate features and case studies.			
8	A-Level results day	Students from the City of London Academy Islington, City Academy Hackney, City of London Academy Highbury Grove, City of London Academy Southwark and Newham Collegiate Sixth Form receive A-Level results. The team will also line up appropriate features and case studies.	12/08/21	News release, media interviews with headteachers, images and social media.	Tijs Broeke
9	GCSE results day	Students from the City of London Academy Islington, City Academy Hackney, City of London Academy Highbury Grove, City of London Academy Southwark, City of London Academy Highgate Hill and the City of London Academy Shoreditch Park receive GCSE results. The team will also line up appropriate features and case studies.	19/08/21	News release, media interviews with headteachers, images and social media.	Tijs Broeke