

# The Band & Brown Communications Group

**Learning Outside The  
Classroom PR Plan  
Band & Brown Communications  
23<sup>rd</sup> May 2007**

# Brief

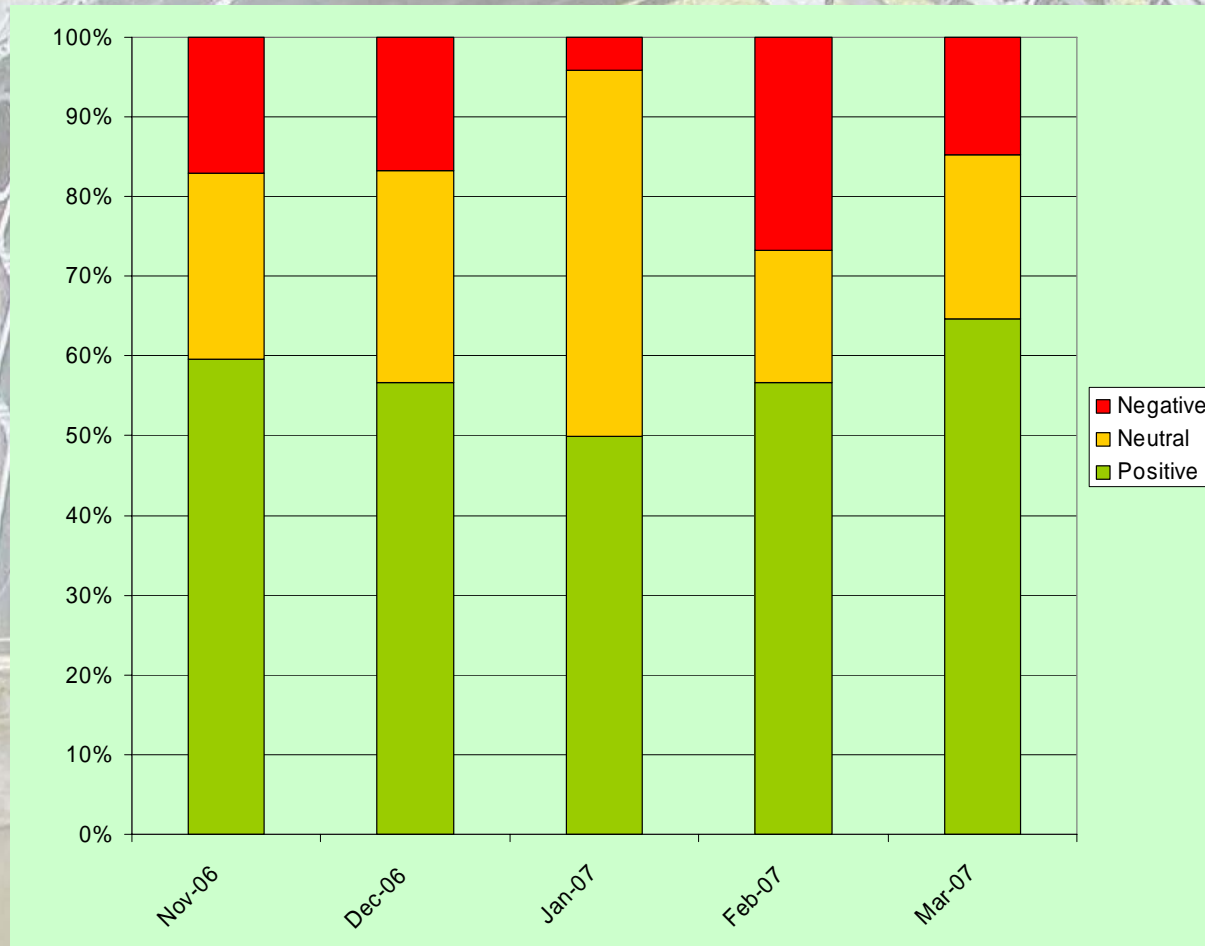
## Campaigning strategy

- Make the case for LOtC
- Change behaviour
- Encourage sign up to the Manifesto

Use high-profile events as a hook

Reach supply and demand side of LOtC

# Balance of coverage



# Audiences

**SUPPLY**

**DEMAND**

**OPINION FORMERS**

**CONSUMERS**

# Considerations

## Limited awareness of manifesto

- Highlight the difference it will make

## Perceived lack of proof that LOtC makes a difference

- All evidence needs to be championed

## Teachers overwhelmed by initiatives and agendas

- Position as a campaign to champion existing practice
- Support professionals involved in LOtC

## Limited budget

- Must engage stakeholders to help deliver tactics

# Opportunities

Evidence does exist to prove benefits of LOtC

- Gather these proof points
- Find an authoritative way of expressing them

Wide public support for LOtC

- Media overwhelmingly positive

Rich range of topics to explore

- Pick off those with most media interest

Demand among sector(s) for action

- Tap into goodwill to make campaign punch above its weight
- Ensure actions and messaging are joined up

# Messaging

In secondary schools, the proportion of pupils who had been offered EOtC activities also appeared to be influenced by the characteristics of the school they attended. Teachers who reported that they had offered activities to at least three-quarters of their pupils were significantly more likely to be in schools...  
with the highest levels of Key Stage 3 achievement  
- NFER, 2006, p26



**Schools who offer learning outside the classroom activities are significantly more likely to have higher grades than those who don't**

# The facts – young people

171,756 school trips take place each year involving 7.3m young people

- Places of historical interest, cultural interest, built environments most popular

97 per cent of young people enjoy LOtC experiences

78 per cent of those on London Challenge projects could describe at least one skill they had learnt that linked to a curriculum subject area

- 86 per cent of pupils feel they worked well as a team

Over a third of a million young people have no access to a garden or terrace

30 per cent of secondary heads report problems funding courses for those on Free School Meals

# The facts – teachers

85 per cent of head teachers say that it is the educational visit co-ordinators responsibility to ensure visits meet risk management requirements.

- But just 44 per cent of teachers are happy with the support from EVCs
- Anecdotal evidence that they pass the burden onto teachers

Local authorities provide a vast array of services, but large proportions of staff feel unsupported by them

- Also a feeling of lack of support from governors and unions

90 per cent of ITT courses cover LOtC to some degree

LOtC expected to increase – around 20 per cent of heads think the amount of provision in their school isn't at the right levels

# Message grid

Learning outside the classroom – from creating school gardens to adventure activities – is vital to meet the learning needs of today's young people. It makes them more dedicated inside the classroom and more rounded individuals, but schools need to offer more of these opportunities to learners.

## The problem

Not offering LOtC opportunities impacts on:

- A young persons skills
- Motivation to learning
- School cohesion

For some, LOtC is vital to ensure that their school experience matches the learning style which is best for them

## The solution

More schools and partners offer high quality LOtC

- Sign up to Manifesto
- Make pledge
- Implement promises

[www.teachernet.gov.uk](http://www.teachernet.gov.uk)

*Sectors to provide relevant messages*

## Who benefits

Young people more motivated

- Meets needs of all learners and increases retention and achievement rates

– Involves whole community in learning

- Taps into teachers' creativity and CPD

# Strategic approach

## Core activity must remain around stakeholders

- Primarily targeting teachers and partners to reduce impact of 'new' campaign on sector

## Activity must support teachers

- Make delivering LOtC opportunities easy
- Provide ideas and solutions to help them meet pledges

## Consumers a secondary audience

- Focus on key events
- Can upweight once Manifesto more firmly established

# Strategy

Direct stakeholder engagement

Sector and national media relations

Creative campaigns around  
key dates



**Tactics**

# Strategy

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# Communications working group

Establish a LOtC communications working group to ensure all activity is joined-up

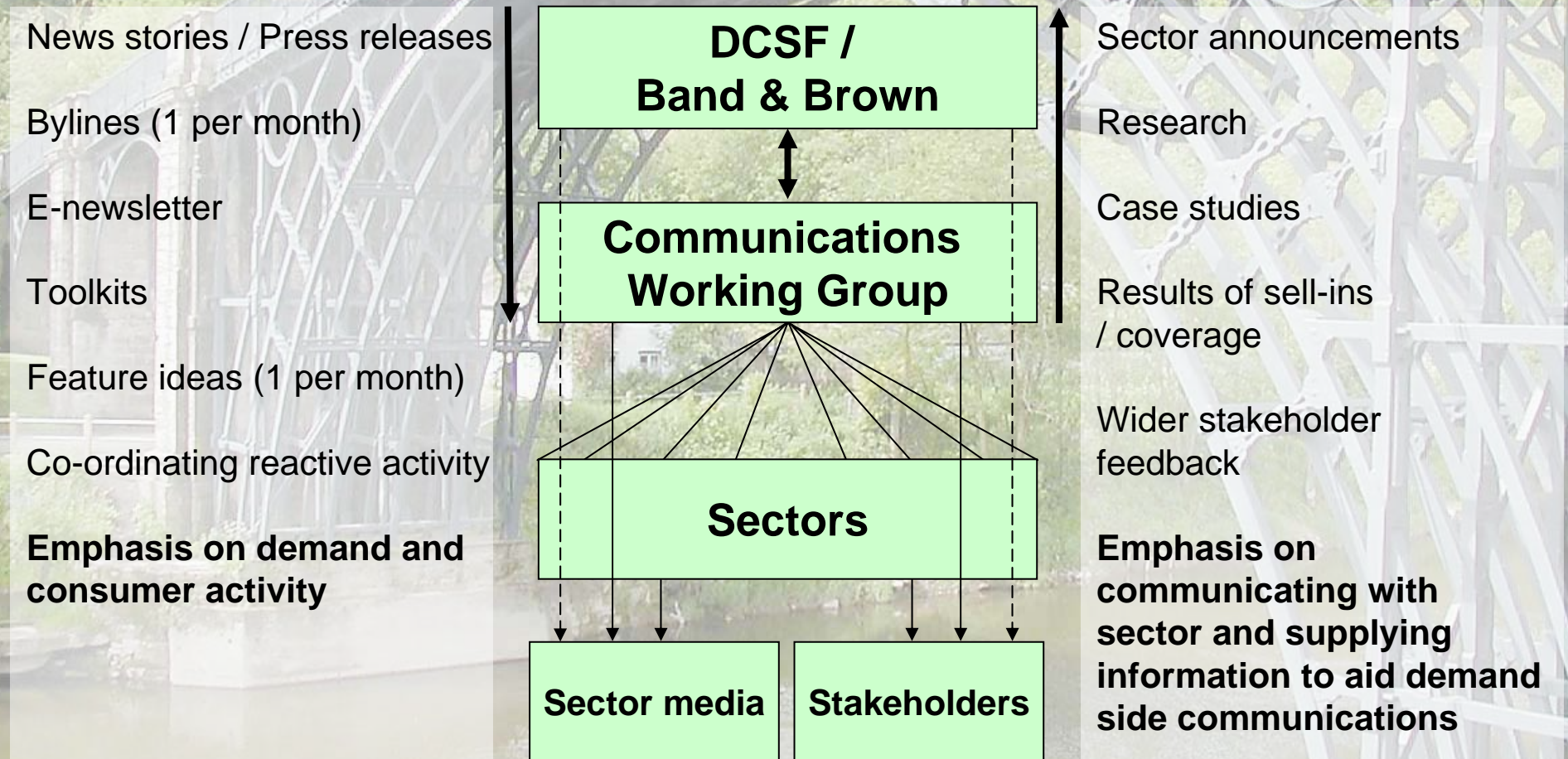
- Prevent overlap of activity and share new information
  - News stories, case studies, research findings
- Representatives from sectors (and OGD)
  - Nominate lead responsible for adding value to nationally co-ordinated activity

Quarterly meetings

- Chaired by B&B
- Focus on forward planning

Email distribution list to enable ongoing communication

# Communications flow



# Communications toolkit

Initial toolkit contains full messaging and Q&A documents – for each sector and split down by audience:

- Teachers / heads
- Local authorities
- Governors
- Providers
- Young People
- Parents

Also includes full campaign plan and initial ideas for activity

Recipients fill in form detailing their communications channels

- Fully detail the opportunities to be pursued

Updated monthly via the communications working group e-mail list

- Includes forthcoming news stories list, bylines, feature pitches, sample press releases, news hooks for sectors to consider linking activity into

# E-newsletter

Monthly e-newsletter, produced by Band & Brown and DCSF

## Content includes

- Updates on policy areas
- Latest news stories from all partners
- Coverage summary for campaign
- Focus on a sector (i.e. each of the 7 provide an update of activity)
- Running totals of manifesto signatures

Summary provided for each stakeholder's existing e-newsletters

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# LOtC press office

A large steel truss bridge spans across a river. The bridge has a complex lattice of steel beams. In the background, there are green trees and a white house. The entire image is overlaid with a semi-transparent grey rectangle containing text.

Feature and case study placement

Pro-active announcements

Reactive press office

By-lines

Online activity

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