

# Creative Partnerships Tees Valley

## Education and Awareness Campaign (Education)



### Background

Creative Partnerships Tees Valley is a Government-funded organisation that works in partnership with local schools to develop creativity in learning and to take part in cultural activities of the highest quality.

### Brief

To raise awareness of the work of Creative Partnerships Tees Valley, through the media and a direct contacts programme with key influencers, including MPs.

### Approach

Using a list of pre-planned Creative Partnerships events/activities, DTW came up with a host of imaginative story/picture ideas to support activities organised by Creative Partnership Tees Valley.

These events included a children's opera, a performance of Brazilian dancing and music involving young people, and a journalism-related trip to the Olympic Games by a group of school pupils.

News releases were sent to reporters on local newspapers, radio and television, and regular contact was maintained with the media.

At the same time, DTW arranged face-to-face briefings between the Creative Director of Creative Partnerships Tees Valley and MPs in the Tees Valley, as well as writing letters to people involved in education and the arts in the area.

### Outcomes

The media relations campaign was a major success, generating considerable coverage in the media.

Over a four-month period, 38 articles about Creative Partnerships Tees Valley were published in local newspapers. This coverage amounted to an Advertising Value Equivalent of £35,000, compared to the figure of £7,000 Creative Partnerships Tees Valley invested in the campaign.

DTW also arranged for Creative Partnerships Tees Valley staff to appear on local radio to discuss the various projects

The contacts programme proved extremely useful with local MPs giving their full backing to Creative Partnerships Tees Valley and promising to use their influence to promote the organisation within the corridors of power.

The letter writing campaign was also met with very favourable responses of support from people involved in education and the arts in the Tees Valley.

