



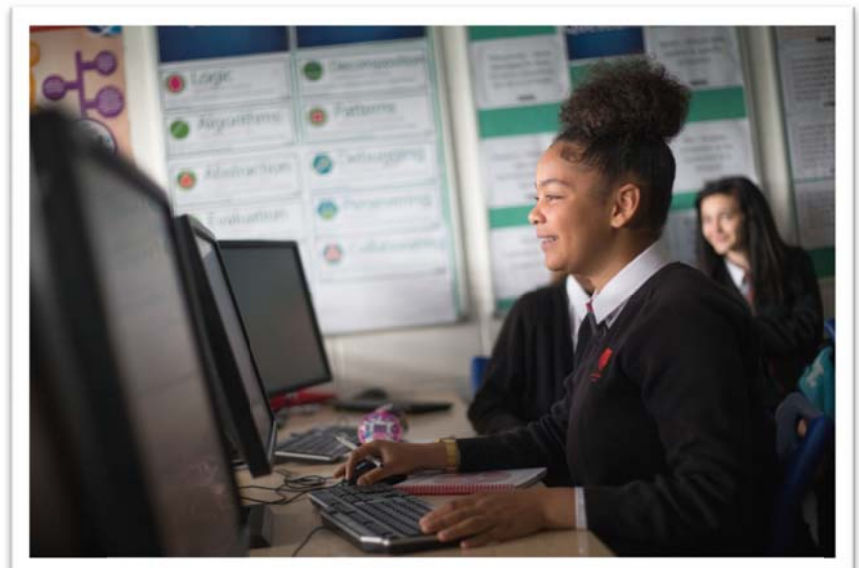
**Cabot  
Learning  
Federation**

“Collaboration for Outstanding Achievement”

# **CLF Public Relations Annual Report**

Compiled from September 2014-July 2015

FAO Steve Taylor CEO  
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## Introduction

Here I have set out a comprehensive audit of the Cabot Learning Federation's public relations in regard to the media September 2014- July 2015. This has been the most successful year to date with a total of 202 positive mentions of the CLF or CLF academies in the media.

With forty teaching weeks in a school year the Federation averaged around five positive mentions in the media for every teaching week and with 46 press releases issued that's just over one produced per week.

| Federation Totals                                   |  |                 |
|---|--|-----------------|
|   | Totals   |                 |
| Number Of Staff Involved<br>(Interviewed or Quoted) | 39   |                 |
| Number Of Press Releases<br>Issued & Published      | 46<br>Issued   | 38<br>Published |
| Number Of Proactive News<br>Stories                 | 177  | Total<br>202    |
| Number Of Reactive News<br>Stories                  | 25   |                 |
| Amount Of Air Time; Radio                           | 43 minutes 58 seconds  |                 |
| Amount Of Air Time; TV                              | 50 minutes 31 seconds  |                 |
| Amount Of Media Print<br>Coverage                   | A page equivalent 27.5 metres<br>down by 22.24 metres across |                 |

## Media Breakdown By Organisation

|   | CLF  | JCA  | HWA  | BBA  | BMA  | HPA  | BCA  | KOA  | Primaries  |
|---|--|--|--|--|--|--|--|--|--|
| Numbers Of Staff Involved (Interviewed or Quoted) | 5  | 4  | 6  | 3  | 7  | 4  | 2  | 3  | 5  |
| Number of Press Releases Issued                   | 7  | 3  | 6  | 2  | 5  | 8  | 0  | 5  | 11   |
| Amount of Air Time; Radio                         | 25 mins<br>26 secs   | 0.0  | 0.0  | 0.0  | 14 mins<br>13 secs   | 0.0  | 0.0  | 0.0  | 4 mins<br>19 secs  |
| Amount of Air Time; TV                            | 19 mins<br>11 secs   | 6 mins<br>2 secs   | 0.0  | 0.0  | 18 mins<br>01 secs   | 02 mins<br>02 secs   | 0.0  | 4 mins<br>30 secs  | 3 mins<br>10 secs  |
| Amount Of Media Print Coverage                    | A page equivalent<br>8,70 metres down<br>by 6.85 metres across | A page equivalent<br>2.00 metres down<br>by 1.84 metres across | A page equivalent<br>4.16 metres down<br>by 3.76 metres across | A page equivalent<br>1.80 metres down<br>by 1.71 metres across | A page equivalent<br>2.84 metres down<br>by 3.32 metres across | A page equivalent<br>2.45 metres down<br>by 2.11 metres across | A page equivalent<br>1.95 metres down<br>by 0.88 metres across | A page equivalent<br>4.20 metres down<br>by 4.34 metres across | A page equivalent<br>3.00 metres down<br>by 2.56 metres across |

| Media Agencies Worked With                     |                 |            |
|--|-----------------|------------|
| Media Source                                   | Number Of Items | Sub Totals |
| <b>Television</b>                              |                 |            |
| BBC Points West                                | 9               | 17         |
| ITV West Tonight                               | 1               |            |
| ITV National                                   | 1               |            |
| Made In Bristol TV                             | 5               |            |
| Channel 4                                      | 1               |            |
| <b>Radio</b>                                   |                 |            |
| BBC Radio Bristol                              | 7               | 11         |
| Jack FM  | 1               |            |
| BBC Radio 5 Live                               | 2               |            |
| The Breeze                                     | 1               |            |
| <b>Print Media Inclusive Of Their Websites</b> |                 |            |
| Bristol Post                                   | 99              | 174        |
| The Guardian                                   | 1               |            |
| Daily Mail                                     | 1               |            |
| Bath Chronicle                                 | 9               |            |
| Academies Week                                 | 9               |            |
| Academy Today                                  | 4               |            |
| Daily Telegraph                                | 3               |            |
| Weston Mercury                                 | 11              |            |
| Downend Voice                                  | 6               |            |
| TES & Website                                  | 3               |            |
| Fishponds Voice                                | 10              |            |
| Schools Week Online                            | 4               |            |
| Sec Ed   | 6               |            |
| Western Daily Press                            | 2               |            |
| The Week In                                    | 6               |            |
| <b>Grand Total Of Separate News Items</b>      |                 | <b>202</b> |

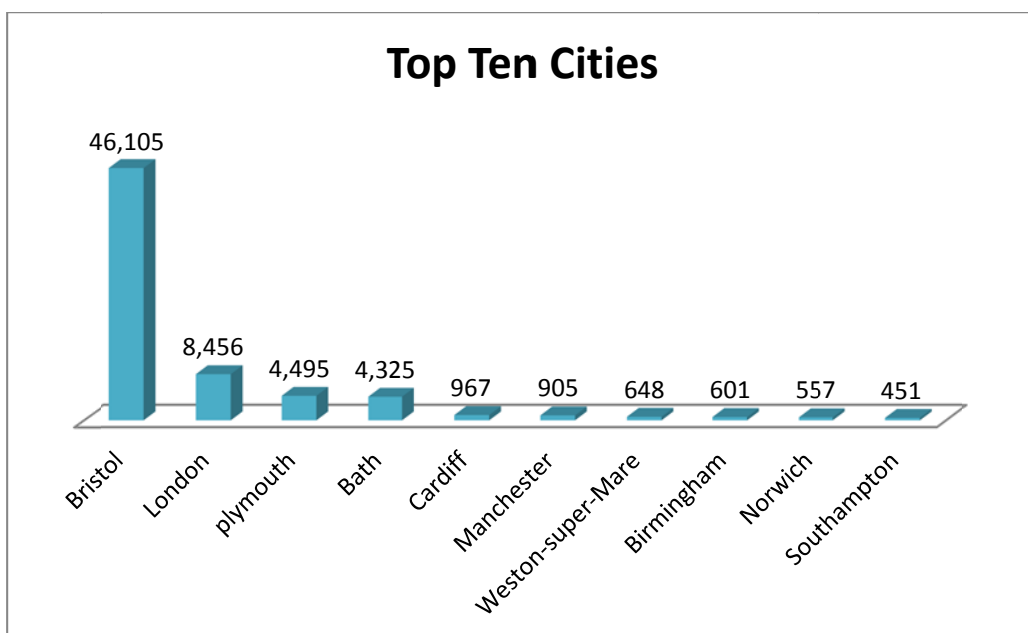
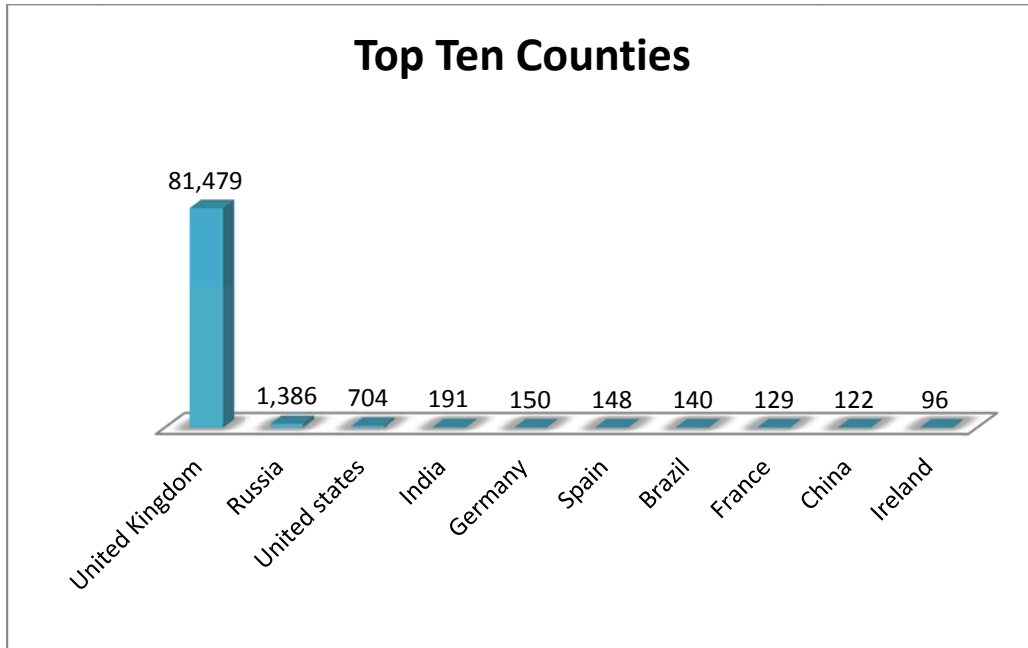
Quoted in the press or interviewed-

| Member Of Staff    | Academy | Total     |
|--------------------|---------|-----------|
| Mandy Milsom       | CLF     | 5         |
| Steve Taylor       | CLF     |           |
| Martina Veale      | CLF     |           |
| Dean Blake         | CLF     |           |
| Chris Baker        | CLF     |           |
| Ian Frost          | KOA     | 3         |
| Tim Warren         | KOA     |           |
| Steve South        | KOA     |           |
| Jon Jones          | BBA     | 3         |
| Matt Leek          | BBA     |           |
| Dan Nicholls       | BBA     |           |
| Jon Angell         | JCA     | 4         |
| Helen Tatlock      | JCA     |           |
| Mark White         | JCA     |           |
| Charlotte Grierson | JCA     |           |
| Phil Bevan         | HWA     | 6         |
| Jo Postlethwaite   | HWA     |           |
| Rebecca Tushingam  | HWA     |           |
| Sarah Hansford     | HWA     |           |
| Ian Harris         | HWA     |           |
| Nicola Andrews     | HWA     |           |
| Sally Apps         | BMA     | 7         |
| Tom Hooper         | BMA     |           |
| Said Benchama      | BMA     |           |
| Tim Holmes         | BMA     |           |
| Sian Angell        | BMA     |           |
| Dave Spence        | BMA     |           |
| Meesh Lambert      | BMA     |           |
| Sandra Cox         | HPA     | 4         |
| Rachel Allchurch   | HPA     |           |
| Tony Searle        | HPA     |           |
| Sarah Hayes        | HPA     |           |
| Primaries          |         | 5         |
| Susie Weaver       | WFA     |           |
| Gemma Jackson      | MPA     |           |
| Laurie Munro       | SA      |           |
| Sophie Smith       | FVA     |           |
| Adam Williams      | BCA     | 2         |
| Dan Copp           | BCA     |           |
| <b>GRAND TOTAL</b> |         | <b>39</b> |

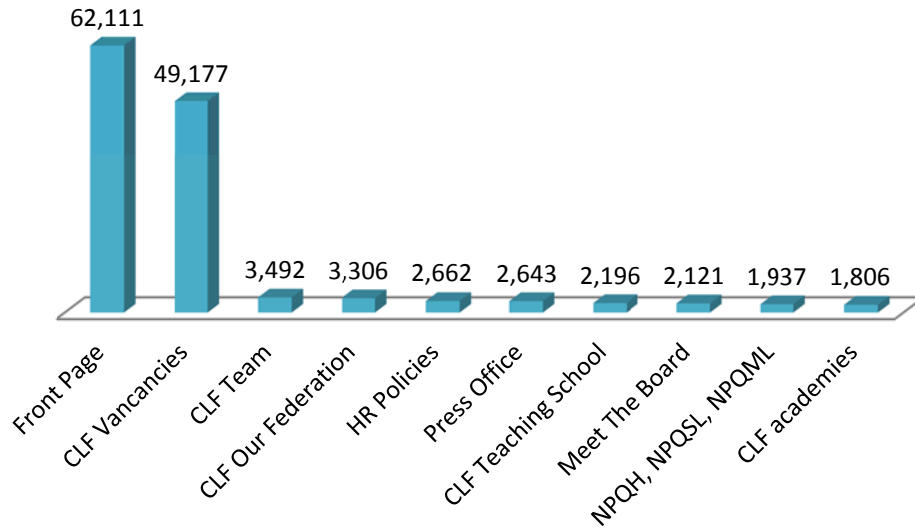
## The CLF Website

Data extracted from Google Analytics September August 2014- July 2015

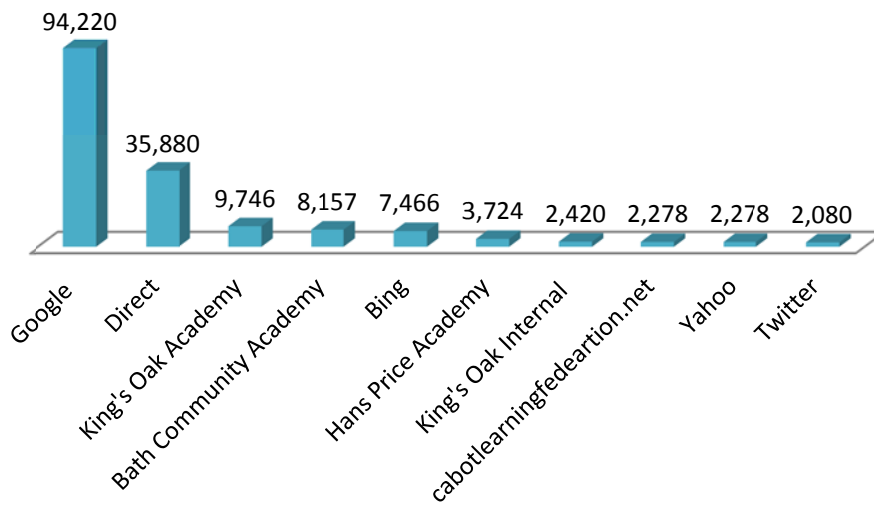
- Total number of hits **85,982**
- Page Views **268,004**



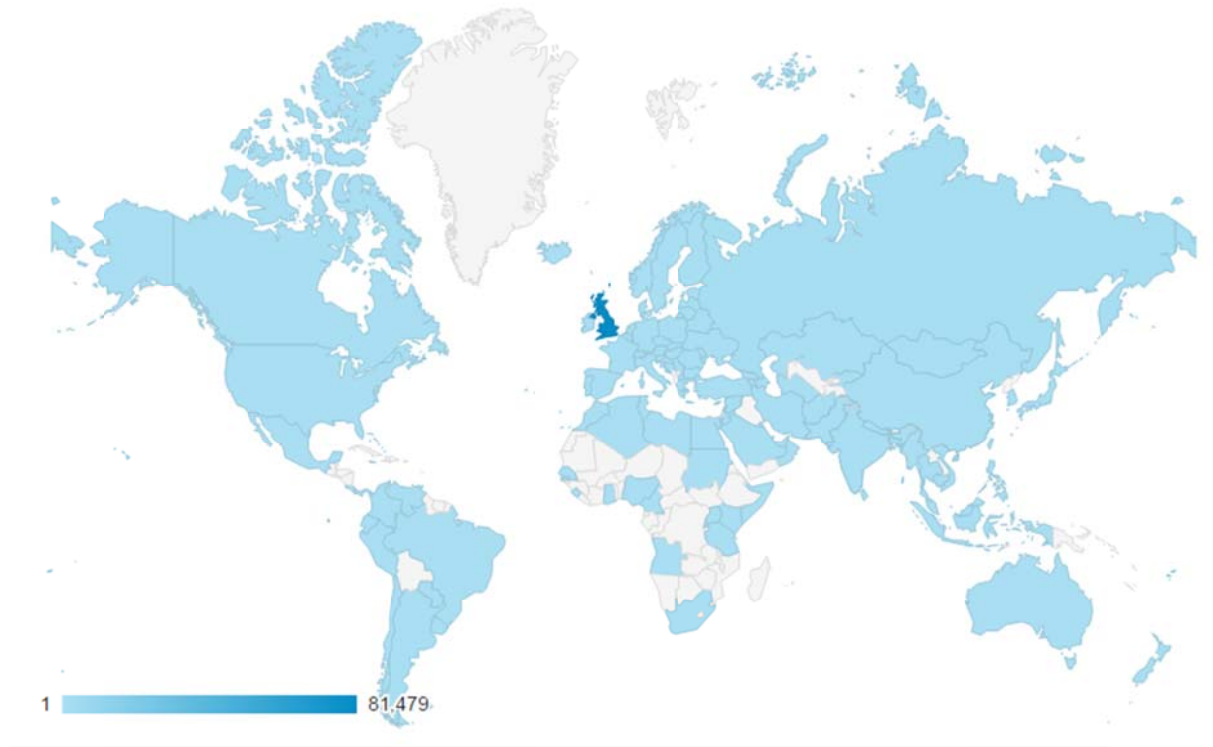
### Top Ten Pages



### How Did They Find Us?



The CLF website has received hits from every country in blue-



**facebook**

346 likes

**twitter**



2, 076 followers



The CLF Facebook page was established in 2007 via weekly reports, from Facebook insights, I receive data which informs me that we have on average 200 people per week looking at our page.

At present we have 2,076 followers on Twitter and this number is growing week by week. The use of social media as a tool to extend the CLF brand forms part of a succinct marketing and PR strategy or as I like to refer to it as, “PR in your pocket!”

The CLF website is receiving visits from these social networking sites evidence for this is supported by data from Google Analytics.

## Full List of Stories

| Academy  | Story                          | Media                          |
|----------|--------------------------------|--------------------------------|
| BMA      | Basketball Programme           | Academies Week                 |
| JCA      | Craig Figes                    | Academies Week                 |
| BPA      | Library Opening                | Academies Week                 |
| KOA      | Colston Hall                   | Academies Week                 |
| MPA      | Christmas Jumpers              | Academies Week                 |
| CLF      | Andy Robinson                  | Academies Week                 |
| BPA      | Library Opening                | Academies Week Online          |
| KOA      | Colston Hall                   | Academies Week Website         |
| MPA      | Christmas Jumpers              | Academies Week Website         |
| SA       | St Georges Day                 | Academy Today                  |
| WFA      | School Design                  | Academy Today magazine         |
| HPA      | Poetry Winner                  | Academy Today Magazine         |
| WFA      | School Design                  | Academy Today magazine Website |
| BCA      | Nick Clegg Visit               | Bath Chronicle                 |
| BCA      | Royal Television Society award | Bath Chronicle                 |
| BCA      | BBC School Report              | Bath Chronicle                 |
| BCA      | Next Government Policy         | Bath Chronicle                 |
| BCA      | World Book Day                 | Bath Chronicle website         |
| BCA      | BBC School Report              | Bath Chronicle website         |
| BCA      | Engineering Day                | Bath Chronicle website         |
| BCA      | Year Five Taster               | Bath Chronicle Website         |
| CLF/ BMA | GCSE Results                   | BBC Points West                |
| JCA      | NQT                            | BBC Points West                |
| BMA      | Basketball Programme           | BBC Points West                |
| BMA      | Basketball Programme           | BBC Points West                |
| BMA      | Green Capital                  | BBC Points West                |

|                |                                 |                       |
|----------------|---------------------------------|-----------------------|
| CLF            | Safeguarding in current climate | BBC Points West       |
| BMA            | McDonalds proposed opening      | BBC Points West Eve   |
| BMA            | McDonalds proposed opening      | BBC Points West Late  |
| JCA/CAB        | PPI                             | BBC Politics Show     |
| BMA            | League Tables                   | BBC Radio 5 Live      |
| CLF            | Uniform                         | BBC Radio 5 Live      |
| WFA            | Phonics                         | BBC Radio Bristol     |
| BMA            | Basketball Programme            | BBC Radio Bristol     |
| BMA            | GCSEs Attainment                | BBC Radio Bristol     |
| CLF            | General Election                | BBC Radio Bristol     |
| CLF            | CLF Rugby                       | BBC Radio Bristol     |
| CLF            | Safeguarding in current climate | BBC Radio Bristol     |
| CLF            | GCSE's                          | BBC Radio Bristol     |
| CLF            | A Level Results                 | Breeze FM             |
| Studio School  | Launch                          | Bristol Media Website |
| SA             | St Georges Day                  | Bristol Post          |
| KOA            | Topping Out KOA                 | Bristol Post          |
| BMA            | Basketball Team                 | Bristol Post          |
| KOA            | Rugby Festival                  | Bristol Post          |
| CLF            | Exam Stress                     | Bristol Post          |
| KOA            | Rugby Festival                  | Bristol Post          |
| FVA            | Tree Planting                   | Bristol Post          |
| CLF            | Colston Hall                    | Bristol Post          |
| KOA            | Athletes                        | Bristol Post          |
| CLF            | Safeguarding in current climate | Bristol Post          |
| BMA            | Mulan                           | Bristol Post          |
| BMA            | Dave Spence                     | Bristol Post          |
| CLF            | City Academy                    | Bristol Post          |
| CLF            | A Level Results                 | Bristol Post          |
| Hanham         | A Level Results                 | Bristol Post          |
| CLF            | A Level Results                 | Bristol Post          |
| JCA            | Lauren Pratt Student            | Bristol Post          |
| HWA / CLF      | Joining CLF                     | Bristol Post          |
| MPA / CLF      | Ofsted                          | Bristol Post          |
| CLF            | Sir David's New Role            | Bristol Post          |
| HWA            | Business Enterprise             | Bristol Post          |
| CLF FVA SA FPA | Shanghai Trip                   | Bristol Post          |
| BMA            | Basketball Programme            | Bristol Post          |
| JCA            | Craig Figes                     | Bristol Post          |
| HWA            | Awards                          | Bristol Post          |
| KOA            | New Primary                     | Bristol Post          |
| CLF            | Steve's Appointment             | Bristol Post          |
| BBA            | Battlefields                    | Bristol Post          |

|                |                                 |                     |
|----------------|---------------------------------|---------------------|
| BMA CLF        | Children In Need                | Bristol Post        |
| HWA            | Student App Maker               | Bristol Post        |
| KOA            | Primary Concert                 | Bristol Post        |
| JCA            | Charity Concert                 | Bristol Post        |
| BPA            | Outstanding Principal           | Bristol Post        |
| Studio School  | Launch                          | Bristol Post        |
| HWA            | Fundraising                     | Bristol Post        |
| KOA CLF        | Nicky Morgan's Visit            | Bristol Post        |
| WFA            | Reading Aloud                   | Bristol Post        |
| CLF            | Maths Hub Launch                | Bristol Post        |
| CLF            | Steve Taylor                    | Bristol Post        |
| JCA            | Oh What A Lovely War            | Bristol Post        |
| KOA            | Funding Bid                     | Bristol Post        |
| BBA            | Andy Robison                    | Bristol Post        |
| BMA/ BBA/CLF   | Raising Aspirations             | Bristol Post        |
| BMA            | Value Added                     | Bristol Post        |
| BBA /CLF       | Battle Of The Bands             | Bristol Post        |
| BMA            | McDonalds proposed opening      | Bristol Post        |
| HWA            | Our House                       | Bristol Post        |
| JCA            | Ex-student now an apprentice    | Bristol Post        |
| BMA            | US Ambassador                   | Bristol Post        |
| CLF            | New Post 16 Centre              | Bristol Post        |
| MPA/CLF        | World Book Day                  | Bristol Post        |
| HWA            | Apprenticeships                 | Bristol Post        |
| KOA            | Residents Question Time         | Bristol Post        |
| KOA            | Athletes                        | Bristol Post online |
| CLF            | Safeguarding in current climate | Bristol Post online |
| BMA            | Dave Spence                     | Bristol Post online |
| CLF            | City Academy                    | Bristol Post online |
| KOA            | Topping Out KOA                 | Bristol Post online |
| BMA            | Basketball Team                 | Bristol Post online |
| CLF            | Exam Stress                     | Bristol Post online |
| KOA            | Rugby Festival                  | Bristol Post online |
| Hanham         | A Level Results                 | Bristol Post online |
| JCA            | Lauren Pratt Student            | Bristol Post online |
| HWA / CLF      | Joining CLF                     | Bristol Post online |
| CLF            | Sir David's New Role            | Bristol Post online |
| HWA            | Business Enterprise             | Bristol Post online |
| CLF FVA SA FPA | Shanghai Trip                   | Bristol Post online |
| BMA            | Basketball Programme            | Bristol Post online |
| JCA            | Craig Figes                     | Bristol Post online |
| HWA            | Awards                          | Bristol Post online |
| KOA            | New Primary                     | Bristol Post online |
| CLF            | Steve's Appointment             | Bristol Post online |

|               |   |                            |
|---------------|---|----------------------------|
| BBA           | Battlefields  | Bristol Post online        |
| BMA CLF       | Children In Need                                    | Bristol Post online        |
| HWA           | Student App Maker                                   | Bristol Post online        |
| KOA           | Primary Concert                                     | Bristol Post online        |
| JCA           | Charity Concert                                     | Bristol Post online        |
| BPA           | Outstanding Principal                               | Bristol Post online        |
| Studio School | Launch  | Bristol Post online        |
| HWA           | Fundraising   | Bristol Post online        |
| KOA CLF       | Nicky Morgan's Visit                                | Bristol Post online        |
| WFA           | Reading Aloud                                       | Bristol Post online        |
| CLF           | Maths Hub Launch                                    | Bristol Post online        |
| CLF           | Steve Taylor  | Bristol Post online        |
| JCA           | Oh What A Lovely War                                | Bristol Post online        |
| KOA           | Funding Bid   | Bristol Post online        |
| BMA/ BBA/CLF  | Raising Aspirations                                 | Bristol Post online        |
| BMA           | Value Added   | Bristol Post online        |
| BBA /CLF      | Battle Of The Bands                                 | Bristol Post online        |
| BMA           | McDonalds proposed opening                          | Bristol Post online        |
| JCA           | Ex-student now an apprentice                        | Bristol Post online        |
| BMA           | US Ambassador                                       | Bristol Post online        |
| CLF           | New Post 16 Centre                                  | Bristol Post online        |
| KOA           | Eclipse   | Bristol Post online        |
| HWA           | Apprenticeships                                     | Bristol Post online        |
| KOA           | Residents Question Time                             | Bristol Post online        |
| HWA           | Our House   | Bristol Post online        |
| KOA           | Rugby   | Business Magazine          |
| BBA           | Mediocrity In Schools                               | Channel 4                  |
| KOA           | Eclipse   | Daily Telegraph Website    |
| BBA           | Matt Leek Rugby Hero                                | Daily Telegraph Website    |
| HPA           | Mock Election                                       | Daily Telegraph Website    |
| KOA           | Nicky Morgan's Visit                                | Downend Voice              |
| CLF           | Maths Hub Launch                                    | Downend Voice              |
| FVA           | Principal Appointment                               | Downend Voice              |
| MPA           | Dinner lady 40 Years service                        | Fishponds Voice            |
| CLF           | Boolean Maths Hub                                   | Fishponds Voice            |
| BMA           | Value added   | Fishponds Voice            |
| BMA           | Sally Apps  | Fishponds Voice            |
| CLF           | Battle Of The Bands                                 | Fishponds Voice            |
| BBA           | Andy Robinson                                       | Fishponds Voice            |
| BMA           | Sally Apps Award                                    | Fishponds Voice            |
| BPA           | Morris Dancers                                      | Fishponds Voice            |
| FVA           | Tree Planting                                       | Fishponds Voice            |
| CLF           | LEADERSHIP: How to earn respect and influence staff | Headteacher Update Website |

|               |                               |                           |
|---------------|-------------------------------|---------------------------|
| BMA           | GCSE's                        | ITV National News         |
| HPA           | Shakespeare                   | ITV West Country News     |
| CLF           | A Level Results               | Jack FM                   |
| BPA           | Shanghai Maths Teacher Visits | Made In Bristol TV        |
| KOA           | Eclipse                       | Made In Bristol TV        |
| BMA           | Mulan                         | Made In Bristol TV        |
| CLF           | Colston Hall                  | Made In Bristol TV News   |
| CLF           | GCSE Re-sits                  | Made In Bristol TV News   |
| BCA           | Nick Clegg Visit              | Now Bath                  |
| HWA           | Cambodia Fundraiser           | Schools Week              |
| HWA           | Cambodia Fundraiser           | Schools Week Online       |
| BBA CLF       | Matt Leek                     | Schools Week Website      |
| HPA           | Mock Election                 | Schools Week Website      |
| HWA           | Growth Mindset                | Sec Ed                    |
| HWA           | Growth Mindset Article        | Sec Ed                    |
| HWA           | Growth Mindset                | Sec Ed Website            |
| HWA           | Growth Mindset Article        | Sec Ed Website            |
| Studio School | Launch                        | South Glos Website        |
| Studio School | Launch                        | Tech Spark Website        |
| CLF           | Recruitment                   | TES                       |
| WFA           | Sutton Report                 | TES Connect               |
| WFA           | Sutton Report                 | TES Connect (Online)      |
| JCA & BBA     | PM's Visit                    | The Daily Mail Online     |
| BMA           | McDonalds proposed opening    | The Downend Voice Website |
| KOA           | Nicky Morgan's Visit          | The Downend Voice Website |
| CLF           | Maths Hub Launch              | The Downend Voice Website |
| BMA           | Female Heads                  | The Guardian online       |
| KOA CLF       | Nicky Morgan's Visit          | The Week In               |
| KOA           | Topping Out KOA               | The Week In               |
| BMA           | Basketball Team               | The Week In               |
| Studio School | Design                        | The Week In               |
| KOA CLF       | Nicky Morgan's Visit          | The Week In Online        |
| FVA           | Nativity                      | The Week In Website       |
| CLF           | Regional Schools Commissioner | Western Daily Press       |
| CLF           | Regional Schools Commissioner | Western Daily Press       |
| HPA           | Mock Election                 | Weston Mercury            |
| HPA           | Charity Cup                   | Weston Mercury            |
| HPA           | Dragons Den                   | Weston Mercury            |
| HPA           | Ten Tors                      | Weston Mercury            |
| HPA           | Fun Day                       | Weston Mercury            |
| HPA           | Tony's Appointment            | Weston Mercury            |
| HPA           | Mock Election                 | Weston Mercury website    |

|                     |                             |  |
|---------------------|-----------------------------|--|
| <a href="#">HPA</a> | <a href="#">Charity Cup</a> | <a href="#">Weston Mercury website</a> |
| <a href="#">HPA</a> | <a href="#">Ten Tors</a>    | <a href="#">Weston Mercury Website</a> |
| <a href="#">HPA</a> | <a href="#">Gardening</a>   | <a href="#">Weston Mercury website</a> |
| <a href="#">HPA</a> | <a href="#">Singer</a>      | <a href="#">Weston Mercury website</a> |

Dean Blake,  
Communications Manager,  
06/10/2015