

Contact Name:	Jessica Gibson
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MARKETING & COMMUNICATIONS PLAN: CHILDREN IN CARE VISUAL ART CELEBRATION

Project Overview

The exhibition is part of a project for young people in Hull's care system and will showcase work produced by participants following a series of workshops. At Hull Truck, young people will be asked to describe what Hull means to them and will get the chance to write scripts, act, sing and dance; they'll also create digital films and photography. The exhibition is in conjunction with Hull City Council's Children in Care Celebration Event.

Overall Project Budget: £10,258

Marketing Budget: £100

Objectives

(Outline up to 3 key objectives that you want to achieve through marketing activity)

Objective 1	To raise the profile of the Looked-after Care Programme in Hull and the surrounding areas.
Objective 2	To raise the aspirations of the looked after children who will be taking part in the project.
Objective 3	To give looked after children a voice and an air of enthusiasm about the work they have completed regarding their city, Hull, and what it means to them.

Key Selling Points

(Why should people choose to attend your event over everything else that is going on at the same time?)

Selling Point 1	Bespoke event aimed at looked after children, their carers and education professionals. This event will be by invitation only.
Selling Point 2	It is a unique project for Hull 2017's Creative Communities Programme.
Selling Point 3	The project offers the opportunity for young people to engage in arts and culture, which is something they may not have had the opportunity to experience before.

Target Audience

(Who do you see as your key audiences? Try and include an audience that you would like to develop in here)

Audience 1	Looked after children aged 8 years - 13 years
Audience 2	Foster Carers
Audience 3	Education professionals and Social Services

Target Locations

(Where do your target audience hang out? What's the best way to reach them with marketing activity? Add more locations in if you feel relevant)

Location 1	We already work with the children who will be part of the project. In addition to this, we will target looked after children through our social media channels, in particular Twitter.
Location 2	Direct communication with the carers who will have children participating in the project.
Location 3	Set meetings with professionals involved with the children to update them on the project as it unfolds.

Competition

(Is there anything happening locally that would impact on the attendance at your event?)

N/A

Marketing Activity

(Thinking about who your target audiences are and where they hang out, list the tools under the headings below that you will use to communicate your selling points. You don't have to use them all but give as much detail as possible including costs against the ones you choose).

Activity Type	Details	Budget
Print	<ul style="list-style-type: none"> Flyers to Kenworthy House and other PODs Letters 	£20
Distribution	(The size of the flyers and design are to be confirmed). We will deliver flyers and posters to Kenworthy House and other PODs	£00.40 per mile
Direct Mail	Letters to carers regarding events taking place.	£10 (for postage)
Paid- For Advertising		
- Online		
- Radio		
Social Media	- Twitter: @LAC_HCU We post regularly on our Twitter page and we will continue to do so throughout project delivery.	
Other	Hull Children's University Website http://www.hullchildrensuniversity.com/	£0

Invitation to local radio stations and newspapers for Celebration Event

Additional sponsors/funding partners that need to be declared

In addition to Hull 2017, are there any sponsors, partners or funders who need to be mentioned? Do their logos have to be included on marketing communications? (Please include details below, including names, job titles and email addresses).

	Name	Job Title	Email Address
Sponsor, partners or funder details			

Media

(Consider how you are going to use the media to advertise your project)

Activity	Detail	Deadline
Are you going to submit a press release and send it to the media?	Hull Daily Mail	29/09/2017
Has the press release been submitted for approval to the Hull 2017 team?	No	

What are the key milestones with regards to communications? Do you have any media calls/workshops planned?

Date	Activity	Detail	Deadline
November 2017	Press Release for Digital Arts Display at Celebration Event	Prepare press release to send to the Hull Daily Mail prior to the project starting in January.	29/09/17
November 2017	Digital Arts Display	Twitter, website coverage on event	November 2017

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?		
Have you supplied video content for use of the Hull 2017 team?		

Key Dates for Roll-Out

(Creating a plan of key dates will allow you to keep track of what needs to happen, when this should happen and what your deadlines are if you're going to meet these goals).

Date	Activity	Detail	Deadline
03/02/2017	Marketing and Communications Plan	Send plan to CCP marketing lead at Hull 2017.	10/02/2017
22/02/27	Digital Art Modules	Through the use of iPads, young people will create and narrate short films of what Hull means to them using images and short clips they have taken.	23/02/17
July 2017	London Pre-Visit	Pre-visits to young people for the London visit and Dramajam.	July 2017
1/08/17	London	Pineapple Studios and West End performance visit/opportunity for the young people to meet actors/dancers within the sector and gain some inspiration for their play. The young people will then have the opportunity to watch a live show.	1/08/2017
Summer 2017	Dramajam	In collaboration with Hull Truck - a play in a week of what Hull means to them. The	Summer 2017

		play will then be showcased to carers, professionals and relatives.	
November 2017	Project Event	Children in care celebration: Celebration of all work completed by young people within the different workshops.	Date TBC
	Please note: Additional activities will also be held throughout the year by SOVA, Family Assessment Unit (Hull Univeristy), KIDS, and Young Voices Influencing Care Team. All the work from these teams will come together at the Celebration.		

Evaluation

(How are you planning to monitor the success of your campaign? Please include a statement of intent - no more than 100 words)

- We will be tracking the number of looked after children, carers, education and social work professionals we have in attendance at our Digital Art Display.
- We will be completing evaluation forms at all of our activities and events.
- We will be looking at our Twitter feed to track followers and impressions.
- All of the above will be outlined in any reports we produce for the project.

Sign Off

Name	Job Title	Signed	Date	Email
Jessica Gibson				
Melissa Page	CCP Marketing Lead	<i>mpage</i>	22/02/17	Melissa.page@hull2017.co.uk
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