

Contact Name:	Lisa Wedgner
Submission Date:	6/11/16

MARKETING & COMMUNICATIONS PLAN: ART CELEBRATING EQUALITY

Project Overview

Art celebrating equality is a radical, new arts festival from the Warren Youth Project. Building on its pilot success at 2016 Freedom Festival - community groups, young women and artists have united to create a women-led arts festival to explore gender, equality, and freedom. Working with national and local women artists, The Warren will facilitate workshops across Hull, empowering Hull's young men and women to create art around gender equality and freedom.

Part of the 2017 Freedom Festival, performances will feature backdrops of projected images from numerous art forms the challenge gender, inequality and celebrate the lives of young people.

Overall Project Budget: £29,029

Marketing Budget: £1,615

Objectives

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

Objective 1	Engage 120 young people supporting them to participate in the festivals art activities developing their creative knowledge, technical, literacy, and IT skills by the end of the project. (the fig of 120 also includes those reached through pilot 2016)
Objective 2	Engage 100 young people supporting them to participate in festival activities contributing to the making of different art products/projections/performances that challenge perceptions and celebrate their lives. (the fig of 100 also includes those reached through pilot 2016)
Objective 3	To gain an audience of 5,500 (online and footfall) to engage in the festivals activities - raising awareness of the issues and celebrating the lives and talents of Hulls young people.

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	A rare opportunity and creative platform challenging inequality.
Selling Point 2	The project will enable young people to develop their skills across numerous arts forms including: Poetry, photography, digital and contemporary art, shadow puppetry and spoken word.
Selling Point 3	The project will allow people to take part in or see live performances at Freedom Festival against projected backdrops of art that celebrate young people's lives.

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	Young people from Hull aged 16-25 years
Audience 2	Young people from Hull with Psychosis
Audience 3	Migrant young people (developing)

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	Open access workshops/events at the Warren
Location 2	Closed workshop based at Kingston Youth Centre - Psypher
Location 3	Closed workshop based at NICE - Enterprise Centre
Location 4	Hostels across the city

Competition

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

No

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	2 sided flyers x 1000 for distribution.	£185
Distribution	Post leaflets - 4 days posting Distributing leaflets: Volunteers, Young women and 'Browns Leaflet Distribution Hull	£100
Poster/Leaflet	Design Work Stew Baxter (Warren development worker) and Bee Willey festival Illustrator.	£180
Advertising - Online	Emailing Agencies press release and poster. Over 400 agencies supporting young people on Warren database.	inkind
Social Media	<ul style="list-style-type: none"> • Create a new Blog for festival. • Use hashtag: #ArtCelebratingCulture #Hull2017 • YouTube - Film Promo • Facebook - https://www.facebook.com/thewarrenproject/ Facebook Updates: Every week and then every day 1 week before and during event.	£250 £900
Press release	Prepare 3 press releases To send to: Local media: Hull Daily Mail - Will Ramsey. BBC Radio Humberside. Local Radio (eg KCFM, Viking, Beverley FM) BBC Introducing. Hull Mag. City Arts News. Community Radio, Frayed, Ten Foot City, 24/7, Browse magazine, Hull University (Hullfire magazine).	inkind
Film	Film Promo Documentary pilot 2016 and 2017	£140 £1160

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	Reaching Communities Can Do present funder	Funding Officer	Iain.McGovern@biglotteryfund.org.uk
	Arts Council England		
	The Warren		

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?	Create a number of press releases:	
	1) Pilot 2016	July 2016
	2) Promote launch of documentary film & exhibition/performance of work achieved during pilot on international Women's Day - WOW	February 2017
	3) Promote launch of open access activities at the Warren July -Sept 2017.	June 2017
Has the press release been submitted for approval to the Hull 2017 team?	Will submit 2017 press releases.	December 2016
Documentary evaluating 2016 pilot	Submit for approval	November 2016

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	Photography achieved by young women 2016 pilot	Nov 2016
Have you supplied video content for use of the Hull 2017 team?	Film Evaluating pilot	Nov 2016

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
21/10/2016	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017	31/10/2016
10/06/2016	Press Release 1 Poster	Draft press release and create poster with young women's group and launch.	20/06/2016
10/06/2016	Facebook campaign	Promote on Warren Facebook pilot 2016 open access workshops	26/06/2016
04/11/2016	Pilot documentary	Review final edit with young women - send to City of Culture with logo	30 /11/2016
20/11/2016	Create and update monthly Blog	Create Blog with young women's planning group using images from 2016 pilot.	Created 30/07/2016 Updated and launched 30/11/2016 Continue throughout 2017.
10/11/2016	Create a promo	Create a 1minute film from pilot documentary promoting 2017 project.	30/1/2017

10/11/2016	Poster Campaign	Create poster template for 2017 events.	30/11/2016
10/02/2017	Facebook campaign 2	Draft press release with young women's group and launch on Warren Facebook promoting WOW	20/02/2017
02/06/2017	Facebook campaign 3	Draft press release with young women's group and launch on Warren Facebook promoting July - September 2017 programme.	20/06/2017

Evaluation

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

- Phone (spot check) agencies and ask them and young people to see if they have seen emails Facebook campaigns posters and leaflets. We will do this regularly throughout the year, based on the times of our events.
- We will see how our social media community grows by monitoring the number of likes we get on Facebook, the use of our hashtag and YouTube views.
- Monitor booking for workshops through our blog. Assess the pilot 2016 festival and evaluate how best young people were reached.
- We will monitor the number of people who participate in our workshop by taking registers.

Sign Off

Name	Job Title	Signed	Date	Email
Lisa Wedgner	Can Do Learning Coordinator		05/11/2016	lisaw@thewarren.org
Melissa Page	CCP Marketing Lead	<i>mpage</i>	11/11/2016	melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator	<i>COakshott</i>	11/11/2016	cherl.oakshott@hull2017.co.uk

