

Contact Name:	Claire Taylor
Submission Date:	14.12.16

MARKETING & COMMUNICATIONS PLAN: GREATFIELD 60 YEARS ON

Project Overview

In 1957 the Greatfield estate in East Hull was built. Full of hope & aspiration for their new lives, sixty years on, many residents still have an enormous sense of pride & ownership and are working hard to improve the quality of life for all residents through the Greatfield Big Local programme. Greatfield 60 years will celebrate life on the estate through arts & culture. Supporting home-grown creativity, professional artists will work with residents to embed a new enthusiasm for creativity through a variety of creative projects including TV, digital media, dance & photography. A 'pop-up' gallery will provide a created exhibition space, displaying a photography exhibition celebrating sixty years of the estate it will also host local screenings, talks & provide a busy & bookable workshop space. Greatfield 60 is led by Greatfield Big Local, a 10 year and beyond resident-led community development project for Greatfield.

Overall Project Budget: £13,661.48

Marketing Budget: £1200.00

Objectives

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

Objective 1	Encourage people to access and use the G60 gallery (3500 people over the year).
Objective 2	Recruit workshop participants for 'Art in a Cart' (180).
Objective 3	Encourage people to attend the street party/carnival (500).

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	The year-long project explores the unique history of Greatfield Estate.
Selling Point 2	It is part of an exciting volunteer programme (Greatfield Big Local).
Selling Point 3	There is a diverse range of activities for the whole community and these will appeal to all audiences.

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	Greatfield residents - we are targeting the entire community
Audience 2	The older generation
Audience 3	Primary school aged children

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	Local community venues/pubs
Location 2	Local community shops
Location 3	Resident's homes

Competition

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

This is a full year project

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	3000 x A3 folded programme to be distributed to the local community.	800.00
Distribution	Delivered to each home in Greatfield twice in 2017	240.00
Direct Mail	Produce a letter inviting the local community to the next event	200.00
Advertising - Online - Radio		
Social Media	Facebook: https://www.facebook.com/Greatfield-Big-Local Facebook will be updated daily, and posts will feature Greatfield 60's upcoming events. We are also in the process of setting up	0.00

	a Twitter account, which will be updated daily.	
Other	Prepare a press release for local newspapers	0.00
	Contact the local radio station for free advertising	0.00

Launch Event

(How will you market your launch event? Include how many tickets you intend to sell and how will you do this?).

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	Not Applicable		

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?	Press Release 1 Press Release 2	10 th January 2017 1 st June 2017
Has the press release been submitted for approval to the Hull 2017 team?	Not yet	15 th December 2016

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

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	No - we will supply these as needed	Ongoing
Have you supplied video content for use of the Hull 2017 team?	No	

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
14/12/2016	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017	14/12/2016
15/1/2016	Programme and launch invitations distributed	2500 printed and posted into every home. 500 available in the gallery.	15/1/2016
December	Before Launch 27.1.17 Before Carnival 28.6.17 Our marketing activity is ongoing leading up to our events. e.g. Turn and Face the Strange, Hull Carnival Arts Workshops.	The Marketing Activity	Ongoing

Evaluation

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

Word of mouth is essential in this type of community based project. As there is already significant 'buy in' from the local community, we anticipate that this will help to sell the project locally. The success of the media campaign will be judged on the take up of the project. If we are not achieving the anticipated level of engagement we will review the media campaign and make changes. We will seek advice for Hull 2017 if this happens.

Sign Off

Name	Job Title	Signed	Date	Email
Claire Taylor	Greatfield Plan Coordinator and Project Manager for Greafield 60	Claire Taylor	14.12.16	claire@greatfield.org.uk
Melissa Page	CCP Marketing Lead	<i>mpage</i>	<i>5.1.16</i>	<i>Melissa Page @hull2017.co.uk</i>
Cheryl Oakshott	CCP Coordinator	<i>C Oakshott</i>	<i>4.1.17</i>	<i>cheryl.oakshott @hull2017.co.uk</i>