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MARKETING & COMMUNICATIONS PLAN: MULTICULTURAL FESTIVAL

Project Overview

Hymers College, in partnership with Humber All Nations Alliance and Rooted in Hull, will host Hull's first truly multicultural festival. This event will be a joyful celebration of the City's cultural diversity giving all ethnic communities living in Hull and its region the opportunity to showcase their customs and traditions through food, dance, fashion, music and crafts.

This festival will open at 10.00am on the 29 July and conclude with a multicultural fashion show. For just £1 you can truly immerse yourself in the sights, sounds and tastes of Hull's rich cultural diversity.

Project Budget: £10,000

Marketing Budget: £600

Objectives

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

Objective 1	Attract over 3,000 visitors to the Multicultural Festival through our marketing activity.
Objective 2	Encourage over 30 ethnic groups to participate in the festival. We believe this is achievable as we already have close links with a number of ethnic groups across Hull.
Objective 3	Raise awareness of the cultural diversity in Hull.

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 festival is a true celebration of multiculturalism bringing together over 30 different ethnic groups.
Selling Point 2	It provides a wonderful opportunity for different cultural groups to express their identity through a range of activities.
Selling Point 3	The event appeals to all ages and is only £1.00 for adults and free for children if accompanied by an adult!

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	This event has broad appeal and we would like to attract residents of all ages in Hull, East Riding and South Bank e.g. Scunthorpe and Grimsby. It is important we attract families to this event as there will be something for all ages to engage in.
Audience 2	Local community centres, primary and secondary schools, Hull University, libraries and international shops.
Audience 3	An audience we would like to develop is young adults between the ages of 18 to 30.

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	Families living in Hull, South Bank and the East Riding. We will target these through flyer distribution, social media activity and press releases.
Location 2	<u>Local Community Centres:</u> <ol style="list-style-type: none">1. HANA building2. Spring Bank Community Centre3. Hull Afro-Carrabin Association4. Berkeley Street Mosque5. Lonsdale Community Centre
Location 3	<u>Schools, libraries and international shops:</u> <u>Hull University - wide-ranging locations</u> <u>High Schools</u> <ol style="list-style-type: none">6. Archbishop Sentamu7. Cottingham High School8. Thomas Ferens9. Kelvin Hall10. Wyke college11. Hull college12. Newland Academy for girls13. St Mary's College Hull14. Wolfreton School <u>Primary Schools</u> <ol style="list-style-type: none">15. Appleton Primary16. Francis Askew Primary School

17. Victoria Dock Primary School
18. Carven Primary Academy
19. Gillshill Primary School
20. Eastfield Primary
21. Highlands Primary School
22. Parkstone Primary School
23. St Nicholas Primary School

Libraries

24. Hull City Centre Library
25. Holderness Road Library
26. Greenwood Avenue Library
27. Freedom Center Library
28. Brynmor Jones Library, Hull University
29. Bransholme Library
30. Gipsyville Library
31. Fred Moore Library
32. Longhill Library

International Shops - other international and local shops to be looked into.

33. Babylon Supermarket
34. Pasikonik
35. Kuchina
36. Indian Continental
37. Kurdistan Restaurant
38. The Persian
39. YinjiBar
40. The Madras Restaurant
41. Dock street Kitchen
42. Kardomah94
43. The Hull Pie
44. Le C
45. Asian Kitchen
46. Leads Road Hand Car Wash
47. Pride Of Hull
48. Jericho Café
49. Indus Tandoori
50. Hei Sei Ya
51. Sumo Japanese to go
52. The new Macau
53. Majestic
54. China Garden

Location 4

We will target young people through secondary schools, Hull University and local community centres, as well as social media.

Competition

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

The only other events scheduled for this date are the Veterans Weekend and LGBT 50. As we are targeting a different audience of families in Hull and East Riding, we do not believe these events will have a negative impact on the popularity of our multicultural festival.

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
Hymers Presents	The Multicultural Festival has been included in the Hymers Presents Event Reel 2016/17. This has been sent to all Hymers parents, Old Hymerians and local press and is advertised at every school event.	
Direct Mail - Print	<ul style="list-style-type: none"> - A6 2 sided flyer (x 5000). - HANA newsletter 	£300
Direct Mail - Distribution	<ul style="list-style-type: none"> - Door to door distribution of flyers (local postcodes tbc) by volunteers and students. - Flyer given out at 'Classics in the Park' - HANA newsletter to be distributed to all the groups they represent. 	£180 £100
Advertising - Press	Investigate the cost of advertising in local press (Primary Times may be a potential as it is distributed to the parents of primary school children in the Hull and East Riding areas). We will advertise on the school and Old Hymerians website.	TBC
Social Media	<p>We will use the following social media:</p> <ul style="list-style-type: none"> - <u>Twitter</u> - @Hymers_College - @RootedinHull - @HumbrAllNations (Yes the E is missing) - <u>Facebook</u> - https://www.facebook.com/HymersCollege/ - https://www.facebook.com/HumberAllNationsAlliance/ - https://www.facebook.com/RootedInHULL/ 	

	We will update social media on a regular basis with news of how the event is taking shape e.g. new ethnic groups participating or new events that will take place at the event. We are also thinking of using social media as a countdown to the event posting news daily in the lead up to the festival.	
Other	<ul style="list-style-type: none"> - Prepare a press release for local press and radio stations. - Produce posters to be distributed by HANA and Rooted in Hull (x 50). 	£18

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			

It is our intention to produce an official 'Festival Programme' which will be given to visitors attending this event. It is hoped that the programme will be sponsored by local companies, which will help us cover the printing costs. We will have to acknowledge their support which will include printing their logos in the programme. We have not approached any potential sponsors at present.

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?	We are intending to send out a series of press releases to the media in the lead up to the event.	February, April and June 2017
Has the press release been submitted for approval to the Hull 2017 team?	Not at present.	

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

Date	Activity	Detail	Deadline
16.1.17	Press Releases	Prepare press releases to send to local press and BBC Radio Humberside.	Feb, April & June 2017

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	Not at present.	
Have you supplied video content for use of the Hull 2017 team?	Not at present.	

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
w/c 10.10.16	Technical specifications to be written	Technical specs. to be collated for each potential venue within the college.	End of Jan 2017
w/c 12.12.16	Expression of interest	Letter sent by HANA to all ethnic groups to state their potential involvement.	13.1.17
20.12.16	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017	3.1.17
1.1.17	Social Media	On-going promotion of the festival.	On-going

16.1.17	Outline programme	From the expression of interest forms, we can start to pull together an outline of the programme. Identify key personnel to lead each type of activity, to liaise with all participants, develop a running order in each venue and champion on the day.	End of Feb 2017 On-going
17.1.17	Safeguarding	Holly Beaumont to attend the Safeguarding training	17.1.17
Jan 2017	Premise License	Submit a variation to our Premise License	End of Jan 2017
February 2017	Sponsorship of programme Invite other exhibitors e.g. NHS	Develop sponsorship and exhibitors packages and approach.	On-going with a deadline of end of May 2017
February 2017	Appoint a Volunteer coordinator	Appoint a coordinator to go through the mandatory training to enable us to access volunteers and to champion on the day.	On-going
1.3.17	Distribute flyer	Print and distribute Festival flyer to local households. Distribute at 'Classics in the Park'.	June/July 2017 July 8 th 2017
May 2017	Produce marketing materials	Print and distribute the flyer. Print the festival programme.	June - July 2017
1.6.17	HANA Newsletter	Article on the festival and the communities that will be taking part (poster and flyer to be included).	June 29 th 2017
29.7.17	Project Delivery	Event at Hymers College	July 29 th 2017

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 monitor quantitative success through the number of visitors on the day and number of ethnic communities participating. Qualitative success will be measured through a feedback form included in the programme for visitors to complete and hand in on the day (we are considering offering an incentive to do so). We will also ask for feedback from the ethnic groups participating in the festival through HANA.

Sign Off

Name	Job Title	Signed	Date	Email
Melissa Page	CCP Marketing Lead	<i>mpage</i>	2/2/17	Melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator	<i>COakshott</i>	2/2/17	Cheryl.oakshott@hull2017.co.uk