**CAMPAIGN PLAN: EVENT / FESTIVAL**

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| **Name** | Into the Light (Duckie’s Summer Tea Party / LGBT50) |
| **Start Date** | 29 July 2017 |
| **End Date** | 29 July 2017 |
| **Duration** | 3.00pm – 7.30pm |

**Approved Description / Overview**

*Insert the approved copy for how we will describe the show in XXX words here.*

*To be confirmed.*

**Campaign Objectives**

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| **Objective 1** | Recruit people from LGBT community and friends to contribute to choreographer Gary Clarke’s research process |
| **Objective 2** | Recruit participants in new dance work from LGBT community and friends |
| **Objective 3** | Attract audience to performance on 29 July 2017 |
| **Objective 4** | Collect participants’ data to support future audience development work by Yorkshire Dance in Hull and the East Riding |
| **Objective 5** | Raise the profile of Hull 2017 UK City of Culture |

**Measurable Goals**

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| **Goal 1** | 42 non-professional performers recruited from LGBT community and friends. |
| **Goal 2** | A significant audience remaining in Queen Victoria Square for the duration of each performance. We will not set attendance targets. |
| **Goal 3** | Coverage in local and national media. We will not set targets. |

**Target Audience (include geographic as well as demographic)**

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| **Audience 1** | Audiences local to Hull and East Riding; pedestrians crossing QVS in the course of their own business. |
| **Audience 2** | Tourist audiences visiting Hull on the day of the performance. |
| **Audience 3** | Members of the LGBT from Hull, the East Riding and the rest of the UK. |
| **Audience 4** | MPs, councillors, local authorities, arts and culture organisations. |

**Campaign Structure: Phases**

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| **Phase** | **Period** | **Purpose** |
| Phase 1 | 1 Mar – 2 Jun 2017 | Recruiting participants for storytelling workshops and performance workshops |
| Phase 2 | 2 Jun – 29 Jun 2017 | Core campaign period |
| Phase 3 | July 2017 – August 2017 | Follow up / Audience development |
| Phase 4 |  |  |

**PROJECT BACKGROUND**

**Key Selling Points of Show**

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| **1** | Made by award-winning choreographer Gary Clarke (COAL) with TC Howard. |
| **2** | Features 42 non-professional dancers from the LGBT community and its friends around Hull & the East Riding working with 8 professional dancers. |
| **3** | It is based on the memories of people - of all ages - from Hull and East Riding before and since the partial decriminalisation of homosexuality in 1967. |

**Competition**

*Insert high level insight about what else is going on in the city, region and UK on the dates the show is taking place that might result in audience dilution.*

**SWOT Analysis**

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| **Strengths** | Performance is in a public space with high levels of pedestrian traffic – audience guaranteed. Large, local cast of 50 performers. Performance is part of Duckie’s Tea Party. |
| **Weaknesses** | 50 performers could be difficult to see if the square is packed with audience. |
| **Opportunities** | Existing tourist population. Audience for BBC broadcast from City Hall. Celebrities in town on the day. Pride parade on Sat 22 Jul. |
| **Threats** | Adverse weather conditions. Crowd management challenges. |

**Agreed Shows to Upsell or Cross-Sell (Pre- or -Post)**

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| **1** | Protein Dance, [In]visible Dancing, 19 Jun – 1 Jul |
| **2** | Hull Pride |
| **3** |  |

**Comms & Positioning**

*Insert some strategic thinking around:*

* *How we will position the show*

Accessible, family-friendly

* *Which media titles we will be targeting*

Local media: Beverley Advertiser, Goole Times, Grimsby Telegraph, Hull Daily Mail, The Press (York), Yorkshire Evening Post, Yorkshire Post, BBC Radio Hull etc.

Regional media: LOCO, Yorkshire Life, Yorkshire Living, on: Yorkshire Magazine etc.

National media: Guardian etc.

LGBT media: Attitude, Diva, Pride Life etc.

Dance media: OneDanceUK, Participate etc.

* *Our approach to messaging and selling the show into stakeholders*
* *Any key / specific funding messaging (e.g. Supported by a specific funder)*

**Key Dates / Timeline**

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| **17/04/17** | Announce project as a whole and call out for recruitment to open workshop, Thu 27 Apr |
| **27/04/17** | WORKSHOP: 5.30pm – 7.00pm, Kardomah |
| **11/05/17** | Announce recruitment to public movement workshops |
| **19/05/17** | WORKSHOP: 6.00pm – 8.00pm, Victoria Dock Village Hall |
| **02/06/17** | WORKSHOP: 6.00pm – 8.00pm, Victoria Dock Village Hall |
| **06/06/17** | Photo call and announcement – various LGBT groups start working with artists in different locations – final call for participants |
| **19/06/17** | Announce final chance to join in is 24 Jun |
| **26/06/17** | Launch mass dance instruction film |
| **27/06/17** | Announcement that the full cast of 42 non-professionals is now working together |
| **10/07/17** | Announcement that the cast of 8 professional dancers has now joined the rest in Hull |
| **18/07/17** | Announcement of full details of the performance in the context of Duckie’s Tea Party |
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| **APPROVAL** | **SIGNATURE** | **DATE** |
| Marketing Lead: XXX |  |  |
| Digital Lead: XXX |  |  |
| Comms Lead: XXX |  |  |