

Contact Name:	June Cooke
Submission Date:	19.12.16

MARKETING & COMMUNICATIONS PLAN: THE BUTTERFLY EFFECT

Project Overview

Spanning Hull 2017's four seasons, The Butterfly Effect is an inspiring journey seen through the eyes of people with dementia & those who support them. Using music, photography, sculpture & performance art, the project will positively explore the lives of people living with dementia while challenging preconceptions. The Butterfly Effect will develop throughout the seasons with workshops, performances & exhibitions.

A sculpture will be the centrepiece of each exhibition symbolising the transition of those affected by dementia from diagnosis, to acceptance & positive living. Celebrating lives & stories, the project aims to trigger memories while inviting people to question their preconceptions of what life with dementia is really like.

Overall Project Budget: £30,120

Marketing Budget: £2,110

Objectives

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

Objective 1	To have at least 6 new attendees to each workshop throughout the 4 Seasons.
Objective 2	Attract a mixed audience to the exhibitions by targeting individuals and families of all ages.
Objective 3	Raise awareness of dementia in the community, so people gain knowledge about the challenges of living with dementia through creativity, reducing stigma and raising understanding.

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 project is unique for the Creative Communities Programme as it is designed to be attended by people with dementia, as well as their families.
Selling Point 2	The workshops will allow participants to develop and gain new skills from the written word to music and circus skills.
Selling Point 3	We will be creating a sculpture that evolves throughout the year and will be targeted for all audiences to see.

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	By using a variety of types of performance/exhibition media i.e. music, photography, art, sculpture and circus skills, we expect to attract audiences with a range of interests and ages, as well as those with a specific interest in this area of work.
Audience 2	Our workshops are open to anyone with a diagnosis of dementia and family supporters (of all ages).
Audience 3	Invited schools and youth groups - Frances Askew and Freedom Road Creative Arts.

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 across Hull and East Riding. We will draw in families to attend our exhibitions throughout the year through flyers distribution, social media, press releases as well as posts on our blog.
Location 2	We already have a wide network of people who would like to partake in the workshops. However, we will engage new people to attend the workshops through word of mouth, social media and community organisations who we already have relationships with.
Location 3	We will be working with schools and youth groups through our local networks. They will be encouraged to attend the exhibitions and informed through word of mouth.

Competition

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

The circus skills day (29th July) is on the same day as the Hull Pride event.

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	A5 flyers - 1000 flyers will be printed and distributed. Cost to be confirmed.	TBC
Distribution	To be left at public places including local community centres, shops and businesses. To be distributed by Fairshare.	Free
Direct Mail	Included in our newsletter - shared via email contact list, OPP, NBF and other newsletter/links.	£0
Advertising - Online - Radio		
Social Media	Twitter: butterfliesmlsg Facebook: butterfliesmemorylossgroup blog.butterflies.org.uk Website: butterflies.org.uk Our social media pages are frequently updated, and we will continue to do so throughout project delivery.	£0
Other	Prepare a press release for local newspapers	£0

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?	Yes	3/2/17
Has the press release been submitted for approval to the Hull 2017 team?	Not written yet	

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

Date	Activity	Detail	Deadline
12/1/17	Press Release	Prepare press release to send to the Hull Daily Mail prior to the exhibition in February	1 st February 2017
1/3/17	Press Release	Prepare press release to send to the Hull Daily Mail prior to the workshops and performance in May	14 th March 2017
21/5/17	Press Release	Prepare press release to send to the Hull Daily Mail prior to the	Mid-June

circus skills workshops
and family day in July

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
07/02/2017	Marketing Activity	For each exhibition/event we will post on our blog, social media and prepare print distribution. This will be ongoing throughout the year, leading up to the final exhibition.	Ongoing
19/12/2016	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017	3/1/2017
22/02/2017	First Exhibition	The event will be held at Kardomah 94 from 12.00-4.00PM, showing our multimedia exhibition which will take you on a journey of the lives of those who have taken part.	22/02/2017
08/03/2017	Workshop	Butterflies West. Derringham Bank Methodist Church, Willerby Road, HU5 5AD 12.30-2.30PM	08/03/2017

16/03/17	Workshop	Butterflies Central, 2 nd Floor, 94 Alfred Gelder Street, HU1 2AN 12.30-3PM	16/03/2017
17/03/2017	Workshop	Butterflies Cottingham. The Methodist Church Hallgate, Cottingham, HU16 4BD 12.30-2.30PM	17/03/2017
05/04/2017	Workshop	Butterflies North. The Trinity Methodist Church, Newland Avenue, HU5 2DQ 12.30-2.30PM	05/04/2017
20/04/17	Workshop	Butterflies Central, 2 nd Floor, 94 Alfred Gelder Street, HU1 2AN 12.30-3PM	20/04/2017
19/05/2017	Reflections	Kardomah 94, Alfred Gelder, Street showcasing the work that has been carried out as part of the project.	19/05/2017
29/07/2017	It is all a Balancing Act	Club House Community Centre, Elm Avenue, Garden Village, HU8 8PZ, - Circus Skills	29/01/2017

Evaluation

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

- Verbal and written feedback from workshop participants and exhibition audiences.
- Monitor social media growth
- Comments boards at events



Sign Off

Name	Job Title	Signed	Date	Email
June Cooke	Facilitator		19/12/16	butterfliesmlsg@yahoo.co.uk
Melissa Page	CCP Marketing Lead	<i>mpage</i>	8/2/17	Melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator	<i>C Oakshott</i>	8/2/17	Cheryl.oakshott@hull2017.co.uk