

Contact Name:	Anna Gryzbowska
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MARKETING & COMMUNICATIONS PLAN: OAK ROAD FESTIVAL

Project Overview

The Learning Sanctuary comprises of students from multinational backgrounds who together with learners from Rise Academy are producing a cultural festival to celebrate their unity for City of Culture. The festival adopts the theme of freedom, which creates an awareness of the unexpected collaboration between young migrants and disadvantaged students. They will plan and produce the arts festival close to the Oak Road boathouse which led an avant-garde arts movement that challenged rules and promoted artistic creation. The festival will host a display of music, arts, crafts and multicultural cuisine, around the beauty of the forgotten Oak Road Lake.

Overall Project Budget: £15,250

Marketing Budget: £400

Objectives

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

Objective 1	To have a minimum of 300 local people attend the festival.
Objective 2	To target a diverse local audience to participate in the project and festival including Irena Sendler's Polish Saturday School, St. Mary's Polish Saturday School, Libyan School.
Objective 3	To raise awareness of the Polish Community Centre through our social media channels.

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	It is the first time the event has been held in Hull, and may only be happening as a once in a life time experience.
Selling Point 2	The project's workshops will engage the community through workshop participants preparing masks, flags and festival costumes for the festival parade.
Selling Point 3	There will be a variety of art forms at the festival which will attract various groups of people. The art forms include music, craft, poetry, dance, art installations, film making, photography and immersive theatre.

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 Rise Academy
Audience 2	Migrants and refugees in Hull, as well as a diverse range of people who are engaged with community groups (e.g. HANA).
Audience 3	Residents in Hull and East Riding who have seen the festival advertised and are interested in attending.

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	Rise Academy - we are engaging the young people in the festival to collaborate with different nationalities.
Location 2	A range of nationalities living in Hull (Newland avenue, Beverley Road, Hessle Road, Holderness Road Orchard Park) HU1, HU2, HU3, HU5, HU6.
Location 3	Families and individuals living in Hull and East Riding. We will target these groups of people through print distribution and social media.

Competition

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

- ELO at KC stadium

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	(100) One sided A3 poster (500) One sided A6 posters for schools.	200
Distribution	Leaflets in a diverse range of shops in the HU1, HU2, HU3, HU5 HU6 area. We would like Hull 2017's volunteers to support with distributing the leaflets.	50
Direct Mail	Produce a letter which provides information about the event and to	25

	be circulated amongst Saturday's Schools.	
Advertising		
- Online	Online advert on www.hull.pl	100
- Radio		
Social Media	Include: - Twitter: @polishcomm_hull - Facebook: https://www.facebook.com/pcc.hull/	25
Other	Contact BBC Radio Humberside to discuss radio opportunities.	

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	Rise Academy	Partner and co-funder	

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 to be prepared by Rise Academy and PCC	June 2017
Has the press release been submitted for approval to the Hull 2017 team?	Yes	

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

Date	Activity	Detail	Deadline
June 2017	Press release	Press release prepared By PCC and Rise Academy	June 2017

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	Picture submitted in jpeg format	Already submitted
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
16/01/17	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017	16/01/2017
January 2017	CLT (Creative Leadership Training)	Workshops for the festival participants	01/12/16
			08/12/16
			12/01/17
			19/01/17
			26/01/17
			02/02/17

			09/02/17 16/02/17 02/03/17 09/03/17 16/03/17 23/03/17 30/03/17 06/04/17 27/04/17
February 2017	Contacting Heads of Saturdays Schools	Arrange a meeting with Joanna Radecka-Pieszczyńska, Anna Szuma, Meftah Mahdvi	28/02/2017
March 2017	Prepare an email to circulate amongst Schools for e-marketing	A letter informing schools about the event	31/03/2017
June 2017	Prepare printing materials.	Prepare marketing collateral and distribution networks	15/06/2017
May - June 2017	Festival Workshops in Saturday Schools	Workshops in preparation for the event These series of workshops run with the community groups and Rise Academy Pupils will be orientated towards producing a final piece of art	06/05/17 13/05/17 20/05/17 10/06/17 17/06/17 24/06/17
01/07/17	Project Delivery	The festival will take place at Oak Road playing fields	01/07/17

Evaluation

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

The festival success will be measured by the number of audience members we get. A qualitative survey will be carry out during the event. Feedback from the event will be collated from various sources which will contribute towards a final report, which will be freely available to all stakeholders.

We will also monitor the number of followers on the social media account as well as the comments we will receive on posts.

Sign Off

Name	Job Title	Signed	Date	Email
Tomasz Glinski	Marketing Lead			tglinski86@gmail.com
Anna Grzybowska	Chair of PCC			polishcommunitycentrehull@gmail.com
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