

Contact Name:	Sallie Ward
Submission Date:	2.11.2016

MARKETING & COMMUNICATIONS PLAN: BORN INTO A CITY OF CULTURE

Project Overview

Every month hundreds of babies are born into the diverse community that is the city of Hull.

In 2017 thousands of babies will be born into our city of culture. To document the arrival of Hulls newest residents during what will be a defining moment in our history the Hull and East Yorkshire Hospitals NHS Trust will be Anlaby Road, West Hull capturing Hulls tiniest feet in a unique piece of artwork that is truly made in Hull. Featuring the footprint of every baby born throughout 2017 this very special delivery will be displayed for all to see.

It will grow month by month stepping into the future with the next generation in a positive way.

Overall Project Budget: £29,330
Marketing Budget: £200

Objectives

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

Objective 1	To inform and involve all families that are eligible throughout 2017
Objective 2	Encourage participation of families that may not normally participate in art and community based projects
Objective 3	To show case a project that is one of a kind for Hull 2017

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 creates a legacy for the future, past 2017. The piece will grow over time and become part of the history of Hull - families can then re-visit the artwork with their children as they get older and see what they have been part of
Selling Point 2	It is unique and promotes the city and the NHS in a positive way
Selling Point 3	

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	All families whose babies are born in Hull in 2017
Audience 2	Midwifery Team - positive promotion of the role, and encouraging them to take part
Audience 3	Families in the Hull and East Riding area

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	Hull Women & Children's Hospital
Location 2	Local ante natal clinics and hospital clinics/services
Location 3	Midwives to promote at each visit, or at point of birth

Competition

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

N/A - the project will run over the full 365 days of the year

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	Business cards to be given to all women due in 2017 to promote the project	£160
Distribution	By hand at midwives' appointments	
Direct Mail		
Advertising - Online - Radio	No paid-for advertising - all to be carried out via media/social media (see below)	
Social Media	#babysteps Updates and info to be shared via Hospital twitter	



and Women & Children's Hospital facebook page. The social media pages will be updated by the hospital communications department throughout the year.



Other

Press releases at key stages, e.g. first baby and last baby born in 2017, international day of the midwife 5th May 2017, 6 month progress milestone, first board placed in the entrance. Diary and progress log to be compiled by hospital.

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	Potential support from Reckitts for additional keepsake for families, not known if successful until charity meets on 16 th November 2016		

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	Yes - see above for proposed ideas/key milestones at which media work will be undertaken.	
Has the press release been submitted for approval to the Hull 2017 team? Communications team will liaise with the press prior to all communications.	N/A (yet)	

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

Date	Activity	Detail	Deadline
1 st January 2017	Press Release	Contact media re first baby born	
Late February 2017	Press release	First tree image goes up in Women & Children's Hospital	
May 5 th 2017	Press release	International day of the midwife	
July 2017	Press release	6 month milestone of art work	
December 31 st 2017	Press release	Last baby of the year	

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	No	

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
January Onwards	Press Release	Press release's at key stages throughout the year.	2017
2017	Media Relations	The project will grow monthly and progress will be chartered on a monthly basis, with the media contacted on key dates. The hospital communications department with liaise with the media regularly and monitor the Facebook and Twitter accounts.	

Evaluation

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

- Monitor through feedback on hospital website, Facebook and Twitter accounts
- Feedback from patients to midwives on a one to one basis
- Uptake of patients participating in the artwork is measurable with the amount of births for each month.

Sign Off

Name	Job Title	Signed	Date	Email
Sallie ward	Community midwifery			
Sallie Ward Rachel Johnson				
Melissa Page	CCP Marketing Lead	<i>mpage</i>	17/11/2016	Melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator	<i>COakshott</i>	17/11/2016	Cheryl.oakshott@hull2017.co.uk