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| Contact Name: | Paul Browning |
| Submission Date: | 2.1.2017 |

MARKETING & COMMUNICATIONS PLAN: STEPNEY STATION ART INSTALLATION

Project Overview

It's all aboard at the old Stepney Station on Beverley Road this March, as this mesmerising art installation from Stepney Primary School and staff pulls into town. Witness how a former railway site becomes, quite literally, a platform for great art, as it welcomes 10 life-sized sculptures, all crafted entirely from metal.

Symbolising the Roots & Routes of Hull's residents and visitors, each sculpture depicts the people who used the station for a variety of purposes across its lifetime - an artistic representation of the diverse passengers passing through. Stay posted for arrivals, departures and how to make the project a runaway success.

Overall Project Budget: £10,500

Marketing Budget: £500

Objectives

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

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| Objective 1 | To be a long term permanent fixture that we anticipate will be visited by thousands of people over the forthcoming years. |
| Objective 2 | To be a lasting reminder of the rich history of Stepney Station, its branch railway and of all the people who worked on it or used it, linking in with the Hull UK City of Culture 2017 'Roots & Routes' season. |
| Objective 3 | To add to the trail of important Hull Statues that represents the rich cultural heritage of the city. |

Key Selling Points

(Why should people choose to attend your event over everything else that is going on at the same time?)

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|------------------------|--|
| Selling Point 1 | It is a free and easily accessible installation in a prominent site on Beverley Road, one of the city's main routes. |
| Selling Point 2 | It will remind people that the current pedestrian and cycle way was an important part of the railway network for the city. |
| Selling Point 3 | It is an installation designed by local school children in conjunction with the local community, sharing their ideas and memories. |

Target Audience

(Who do you see as your key audiences? Try and include an audience that you would like to develop in here)

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|-------------------|--|
| Audience 1 | All ages and groups in society. Open to everyone. |
| Audience 2 | Local history groups and railway societies. |
| Audience 3 | Of interest to anyone studying the growth of Hull. |

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)

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|-------------------|--|
| Location 1 | People living, working and commuting along Beverley Road, as well as Hull and East Riding. |
| Location 2 | New visitors to the city. |
| Location 3 | To be included in sculpture trail details to be given out via Tourism Marketing teams. |

Competition

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

No

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 | Via School Newsletters and Academy Newsletters Posters made by pupils | None needed |
| Distribution | We will produce 20xA3 size posters and we send out 220 newsletters a week. Newsletters sent out to parents Posters displayed in local shop windows along Beverley Road | None needed |
| Direct Mail | We will email, write to local councilors etc. for the launch | None needed |

| | |
|--|---|
| Paid-for Advertising - Online - Radio | |
| Social Media | Include: - Twitter - Our Twitter handle is @OfficialStepney Twitter is not used as often at the moment, because I update the school website every day. I intend to use Twitter more often over the next few months/year. |
| Other | Prepare a press release for local newspapers Will contact the local radio stations to request a reporter. Already have links with BBC Look North (as pupils involved in a filming project with them) |

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 | The statues are being produced by W Campbell & Son of Harpings Road, Hull Contact: Brian Campbell | Managing Director | brian@wcampbell.co.uk |

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 | Once we have firm dates from planning etc - with a month to go before the date of installation. |
| Has the press release been submitted for approval to the Hull 2017 team? | No - will write nearer the time. | |

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

| Date | Activity | Detail | Deadline |
|--------------------------------|---------------|--|-----------|
| Aiming for the end of Feb 2017 | Press Release | Prepare press release to send to the Hull Daily Mail, BBC Look North, Local Radio Stations prior to the installation in March or April | 28/2/2017 |
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| Activity | Detail | Deadline |
|---|------------------------------------|----------|
| Have you submitted images using the correct format (JPEG, high resolution)? | Not yet - still in planning stage. | |
| 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).


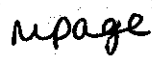
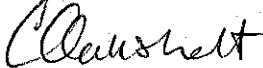
| Date | Activity | Detail | Deadline |
|--|---|---|--|
| 2/1/2017 | Marketing and Communications Plan | Complete the plan and return to marketing lead at Hull 2017 | 3/1/2017 |
| 3/1/2017 | Planning permission sent into Hull City Council | Planning permission for sculptures to sent into the local authority | 3/1/2017 |
| 13 th - 17 th Feb 2017 | HCOC17 Stepney Sculpture week at School | Visitors have been booked to come into talk to pupils, staff and parents about life on the railways, the station building architecture Drawings, writing completed by pupils made. Model statues produced. Initial designs for statues created. Workshops for pupils and parents. | 17/2/2017 |
| 28/2/2017 | Designs Ready | Designs for sculptures to be created from initial designs by Neil Cameron & Paul Browning at Stepney Primary | 28/2/2017 |
| 28/2/2017 | Designs sent to W Campbell & Sons | Manufacture of Statues | End of March 2017 |
| March-June | Installation of Statues on site | Once installed to have an official opening | Date to be confirmed once manufacturing completion and planning permission in place. |

Evaluation

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

It is our intent that Stepney Primary Pupils will be involved in getting responses from the public via questionnaires, interviews. We have established links with the BBC Look North team. Ten pupils are already involved in filming for the BBC, who are interested in our project as part of this other activity. We intend to use this medium as another way of getting people's responses.

Sign Off

| Name | Job Title | Signed | Date | Email |
|-----------------|--|---|-----------|--------------------------------|
| Paul Browning | Head teacher Stepney Primary School |  | 2/1/2017 | pbrowning@stepney.hull.sch.uk |
| Melissa Page | CCP Marketing Lead |  | 11/1/2017 | Melissa.page@hull2017.co.uk |
| Cheryl Oakshott | CCP Coordinator |  | 12/1/2017 | Cheryl.oakshott@hull2017.co.uk |