

Contact Name:	Christine Spriggs
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MARKETING & COMMUNICATIONS PLAN: BLOCK PARTY!

Project Overview

BLOCK PARTY! is a radical Youth Arts creative empowerment programme bringing together young people living along the M62 from Merseyside to Hull to explore new places, people and experiences.

Working in five communities along the M62, artists will support young people to explore their creative roots and identities, through fashion, food, digital production, musical, visual art, poetry, dance and performance. Showcased in five BLOCK PARTY events, performances will explore the lives, challenges and future aspirations of disadvantaged young people. Each group will travel along the route of the M62, culminating in the biggest event which will be held in Hull in July 2017.

Overall Project Budget: £90,000

Marketing Budget: £8,000

Objectives

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

Objective 1	Have a minimum number of 80 young people recruited onto our participatory activities for the Block Party! Project, across the M62 corridor.
Objective 2	Reach a minimum number of 750 audience members for our final Hull event.
Objective 3	Provide a local, regional, national and international platform for our artists and events.

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 one-time experience.
Selling Point 2	Audiences will have the opportunity to support local talented young people, many performing for the first time on such a high profile stage.
Selling Point 3	People can be part of a unique collaboration between young people and creative organisations across the whole of the

	M62 Corridor, culminating in a major celebration of youth as part of Hull 2017.
Selling Point 4	The project will appeal to a wide audience and will draw in audiences from across the M62 corridor.

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 aged 14-25 years, across the M62 corridor.
Audience 2	Friends and families of young performers living across the M62.
Audience 3	Visitors to Hull for other Hull 2017 events and music/live performance loving Hull and East Riding residents of all ages, including artist communities.

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, Liverpool, Warrington, Bradford and Leeds. The young people will be targeted through social media. We also have close links with community groups, so this will support us with getting 80 young people involved in the project. Specifically Thornton Estate, Hull, Birkenhead Town Centre, Pacific Road, The Hive, Walton in North Liverpool, New artists quarter in North Liverpool, BD4 in Bradford, Orford Estate, Warrington.
Location 2	Hull, Liverpool, Warrington, Bradford and Leeds - Friends and families will be informed of the performances through word of mouth from the young people participating, as well as social media and postcard distribution.
Location 3	Visitors to Hull, as well as people who enjoy attending performances across Hull and East Riding. We'll also target artists communities in these places including Pacific Road Tramway in Birkenhead, Baltic Creative in Liverpool, Islington Mill in Salford, creative networks in Bradford and Leeds and across Hull.

Competition

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

Other Hull 2017 events to be confirmed when the next season guide is announced. We are hoping to collaborate as well with 'I Wish to Communicate with You' and other Creative Communities partners.

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	2 sided A6 postcards x1000 for distribution	£400
	Produce a small brochure for the whole of the M62 events x3000 3 fold A4, to be distributed in City Centres of Liverpool, Chester, Manchester, Salford, Bradford, Leeds and Hull plus town centres of Birkenhead and Warrington.	£2000
Distribution	Distribution of brochure/ film A6 cards/ community letter.	
	To be distributed on Thornton Estate, Birkenhead Town Centre, Pacific Road, The Hive, Walton in North Liverpool, BD4 in Bradford, Orford Estate, Warrington. We would like the support of Hull 2017 volunteers with distribution.	£1500

<p>Direct Mail</p>	<p>Produce a letter inviting the local community to the next event.</p> <p>Examples include: Thornton Estate, Hull, Birkenhead £200 Town Centre, Pacific Road, The Hive, Walton in North Liverpool, BD4 in Bradford, Orford Estate, Warrington.</p>
<p>Paid-for Advertising</p> <ul style="list-style-type: none"> - Online - Radio 	
<p>Social Media</p>	<p>Twitter: @AllStarEnts Facebook: @Allstarentertainmentltd YouTue: Allstarents</p> <p>Specific project Facebook and Twitter accounts to follow. £1400</p> <p>We update social media 2-3 times a week and at least twice daily leading up to our events.</p>
<p>Other</p>	<p>Prepare a press release for local newspapers Free</p> <p>Arrange to profile artists on local radio stations Free</p> <p>Create small promo film to market events £2500</p>

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	Youth Music	Communications Team	comms@youthmusic.org.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, it is going out in mid - late January	24 January 2017
Has the press release been submitted for approval to the Hull 2017 team?	No	By 10 January 2017

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

Date	Activity	Detail	Deadline
10/01/17	Press Release	Prepare press release to send to the Hull Daily Mail prior to the project starting. We will also be doing a media call out at the project start in January.	25/01/17

25/01/17	First Hull press launch delivered	Media call-out venues and names of speakers to be confirmed.	19/01/17
10/04/17	Press Release	Prepare and send Press release to Wirral View, Liverpool Echo for Wirral and Liverpool Block Parties.	26/03/17
11/04/17	Press Release	Prepare and send Press release to Warrington Gazette, Liverpool Echo for Warrington Block Party.	26/03/17
12/04/17	Press Release	Prepare and send Press release to Bradford Times, Yorkshire Evening Post for Bradford Block Party.	26/03/17
15/05/17	Press Release	Prepare press release to send to the Hull Daily Mail prior to the project finale and project. Prepare press release to send to the BBC Humberside prior to the project finale and project. We will also be doing a media call out nearer to our finale event in July in Hull - venue tbc	12/05/17
08/06/17	Media Call	Media to be confirmed and names of speakers	01/06/17

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	Not yet but this will happen as a tie in with our main Press Release in January	10/01/2017
Have you supplied video content for use of the Hull 2017 team?	Not yet but we will also release this as a tie in with our main Press Release in January	10/01/2017

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
Ongoing	Marketing of Events	Ongoing posting on our social media channels, print design and distribution as well as preparing press releases for local media.	July 2017
21/10/2016	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017	24/12/2016
25/01/2017	Printed materials	Have all print materials completed	19/01/2017
20/04/17	Block Party 1	Location: Birkenhead Workshops: The Hive 20/04/17 Performance: Evening The Hive or The Sheds 21/04/17 27/04/17 (TBC)	27/04/17
28/04/17 (TBC)	Block Party 2	Location: North Liverpool Workshops: Meraki Space 28/04/17	28/04/17



		Performance: Meraki Space (TBC) 28/04/17 (Evening)	
May 2017	Block Party 3	Location: Bradford (25/05/17 after 2.30PM or 31/05/17 all day) Workshops: TFD Centre BD4 Performance: TFD Centre BD4	31/05/17
26-27 May 2017	Block Party 4	Location: Scarborough/Whitby Workshops: Youth Shack Performance: Youth Shack	27/05/17
1/07/17	Block Party 5	Location: Hull Workshops: Thornton Estate Youth Space 28/06/17-30/06/17 Performance: Australia House, Thornton Estate	1/07/17

Evaluation

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

We will get feedback from people who come to your event and see if our social media community grows. We will find out how many young people from Hull have been signposted onto music-making and creative opportunities as a result of Block Party! and what this includes. We will invite all participants to complete digital creative diaries about their involvement in the whole programme and then put together a film of their experiences about how this has inspired them to take their next steps with their creativity (e.g. start a band/ take a course in guitar or composition, apply to college to do music, film-making etc.).

Sign Off

Name	Job Title	Signed	Date	Email
Christine Spriggs	Project Manager	Christine Spriggs	23/12/2016	christine@allstarents.co.uk
Melissa Page	CCP Marketing Lead		27/02/17	Melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator		27/02/17	Cheryl.oakshott@hull2017.co.uk

