

Contact Name:	Julia Quillin
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MARKETING & COMMUNICATIONS PLAN: PARK LIFE

Project Overview

Mentored by a professional theatre company, students from Sirius Academy West take audiences on a journey of oral storytelling in Park Life - a promenade performance that promises to be moving in every sense of the word. Devised, site-specific pieces, will be staged in various locations across Pickering Park, allowing the audience to navigate the space and get close to the action.

Powerful, humorous and provocative, the performance traverses past to present, as students communicate their personal experiences, and those of their communities, linked to themes of the Freedom season including poverty and social justice.

Overall Project Budget: £11,000

Marketing Budget: £500

Objectives

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

Objective 1	Attract a target audience of 400 local people for each performance, with the aim of gathering an audience of 2,000 over the course of the 3 days.
Objective 2	It is anticipated that there will be a ready-made audience of students, staff, parents and the local community with an existing connection to Sirius West but the project also aims to bring new audiences to the performance through our marketing activity. This includes people from the local and wider community and children and young people from across Hull with targeted matinee performances for schools.
Objective 3	To fully engage the audience with participating in the social media aspects of the performance to document and live stream the event to a wider audience.

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	This will be a 'once in a lifetime' free public performance with limited tickets due to the nature of the event. It is anticipated that due to the free and unique nature of the event that it will 'sell-out' quickly so people will need to book their tickets early to avoid disappointment.
Selling Point 2	The project is an opportunity for the people of Hull to support and celebrate the creative voices of the City's children and young people.

Selling Point 3 As it is a devised site specific performance created by the performers it will be unique and never to be seen again.

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	Students, parent and staff at Sirius Academy West and Local community in West Hull.
Audience 2	Those who do not usually attend theatre/performance events in particular children and young people from across Hull aged 10 to 16.
Audience 3	The rest of the world via social media as it will be live streamed as a live social media event.

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	Sirius Academy West on site and via website, newsletters, texts to parents etc. and direct marketing in HU4 and West Hull
Location 2	Libraries and other community hubs and centres, local shops, schools and colleges in Hull
Location 3	Promo videos and ongoing promotion via Social Media

Competition

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

TBC

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 x 2000 for distribution @ local libraries and community hubs	£80
	x 200 A3 and x 400 A4 Colour Posters (x 40 A3 and x 50 A4 around Academy x 160 A3 and 350 A4 in local	£100

	shops and community hubs.	
Distribution	2 sided A5 flyers x 5000 to be posted to houses in the direct vicinity of Sirius West and Pickering Park and given to every student and member of staff at Sirius West	£100
Direct Mail	Letter to all parents of Sirius West students inviting them to the performance.	£nil will be included in a scheduled school mailout.
	Letter and follow-up email to all secondary headteachers in Hull in feeder primary schools inviting to schools matinee.	£50
Paid-for Advertising - Online - Radio		
Social Media	All social media sites will be utilized. Twitter: @siriusacademy #pickeringpark	£nil
	Twitter will be updated frequently leading up to the event.	
Other	Press release for local and national media and promo articles in school newsletters X 2 Direct texts to all parents at Sirius West and via Sirius Parental contact app	£100
	Promo video to be made and advertised on Sirius Academy West website and all social media	£nil

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	Silent Uproar Productions (partners)		alex.mitchell@silentuproarproductions.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?	Press releases and link to promo video to all media outlets	First press release 2 weeks before the tickets are released (End of April 2016) and second press release at least 2 weeks before event (end of June 2016)
Has the press release been submitted for approval to the Hull 2017 team?	Not yet	

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

Date	Activity	Detail	Deadline
February 2017	Launch of Project Press Release	Press release to local media regarding the launch of the project in school (initial devising workshops etc.)	06/02/2017
April/May	First wave of Posters, postcards, flyers, letters to parents and schools etc.	Posters, flyers and direct mailers to be sent out in advance of opening of 'box office' in May.	By 08/05/17

End of April	First promo video released on social media, Sirius Website and submitted to Hull 2017.	First Promo video in advance of opening of 'box office' in May.	30/04/17
28/04/17	Release of Tickets and Press release	Press release to announce the opening of the 'box office' on 10/05/17 and release of promo video on 30/04/17	28/04/17
June/July	Second wave of posters, postcards and flyers, texts to parents etc.	Posters, flyers and direct mailers to be sent out for final push of remaining tickets (if required)	03/07/17
26/06/17	Press Release	Final press release for final push of remaining tickets (if required) and to promote project as live social media event for those who cannot attend or couldn't get tickets (if sold out)	26/06/17
26/06/16	Second promo video released on social media, Sirius Website and submitted to Hull 2017.	Second promo video for final push for tickets (if required) and to promote project as live social media event for those who cannot attend or couldn't get tickets (in sold out)	26/06/16
11/07/17	Media call	Media invited to the final dress which will be performed to a test audience from Sirius North the day before the first performance - invitation will be made alongside press release on 26/06/17	26/06/17

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	Initial artwork attached further artwork to be developed by student participants as part of the project. Initial promo images to be sent asap.	14/12/16
Have you supplied video content for use of the Hull 2017 team?	2 promo videos will be made once workshops and rehearsals are underway (see Communications Timeline for more details)	1 st 30/04/17 2 nd 26/06/17

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
02/12/2016	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017	02/12/2016
December	Reshoot of Promo Pictures	Reshoot and editing of initial promo pictures	09/12/16
December	Promo Pictures submitted to Hull 2017	Initial promo pictures submitted to Hull2017 marketing lead.	14/12/16
	See Updated Project Timeline and Communications Timeline	All other key dates as per Updated project timeline (attached) and Communication Timeline (above)	

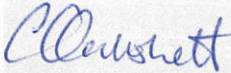
Evaluation

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

Success will be evaluated in terms of ticket sales, actual audience figures and social media participation. Social media build up before the event will also be monitored including number of view of promo videos. Audience will be invited to film, photograph and share images from the performances on social media which will also be monitored. There will also be official social media documenters for the performance who will be part of the student/staff production crew who will live stream the performance on social media.

Number of live stream viewers will be monitored. The audience will have a forum during and after the performance to share their own Park Life stories if they have been inspired by what they have seen in the park which will be monitored and evaluated. Participants will also be able to document and reflect on their experiences as performers.

Sign Off

Name	Job Title	Signed	Date	Email
Julia Quillin				
Melissa Page	CCP Marketing Lead		09/01/2017	Melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator		09/01/2017	Cheryl.oakshott@hull2017.co.uk

