

Contact Name:	Jane Owen
Submission Date:	16/2/17

MARKETING & COMMUNICATIONS PLAN: THE HULL NOAH PLAY AND OTHER TALES

Project Overview

The Hull Noah Play was an exciting annual event in Medieval Hull. Now, in a bid to revive this tradition, the Hull 2017 Mystery Play Consortium is spearheading a major theatre production and festival that will see local communities come together in a series of performances exploring the eventful story of Noah and its contemporary resonances.

Rooted in the flood narrative appearing in several religious traditions, but increasingly universal in message, the Noah Play seeks to examine the cultural heritage and practices that underpin human behaviour through powerful and compelling storytelling.

The Noah Play and Other Tales sees the Historical Play as the centrepiece with a number of variations on the flood narrative devised and performed by a number of performing arts groups and schools. This festival of wagon theatre will feature the Noah story itself; the impact of climate change; migration and other interpretations.

The Noah Theatre combines historical context with puppetry, animals and the ark, slapstick routines with solemn spectacle; serious topics with farce.

Project Budget: £10, 000

Marketing Budget: £1000 (total) £500 - print media, £500 staff in kind activity/social media/volunteer input/distribution

Objectives

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

Objective 1	To ensure people across Hull and East Riding hear about the event, so we can reach an attendance of 2,000 people.
Objective 2	To raise awareness of the historical significance and cultural roots of the wagon tradition in Hull.
Objective 3	To stimulate engagement with schools and communities across the City Region.

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 Noah Play has been re-created since the 1960's.
Selling Point 2	The day features a wide range of innovative and contemporary interpretations of the flood narrative.
Selling Point 3	There will be theatre, stalls and entertainment on a medieval theme to attract and engage all ages and ALL FREE!

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	People across Hull and East Riding, of all ages.
Audience 2	People who do not normally engage with theatre but who would enjoy lively street performances.
Audience 3	Those who enjoy or who wish to explore medieval traditions.
Audience 4	Aficionados of Mystery Plays and Wagon Theatre.

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	We will target every corner of the city, starting from the City Centre and reaching the wider communities who will contribute to the performance, as well as those who would not normally engage in theatre. This will be done through posters, social media and press releases.
Location 2	Visitors to the City for the day including shoppers - targeted through the town crier!, digital and social media.
Location 3	People beyond the City of Hull, including those who enjoy medieval traditions - media press and social media.

Competition

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

- PresentINGS (CCP Project)
- BP Cultural Vision
- Regimental parade

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	50xA3 posters	£390 - for design £100
Distribution	Posters distributed through city centre locations by volunteers.	£0
Direct Mail	Digital Direct Mail - using poster design to current circulation group	No costs - in kind administration only
Paid-For Advertising - Online - Radio	N/A	
Social Media	<p>Twitter schedule - via Tweetdeck HT team twitter.com/HolyTrinityHull</p> <p>Facebook Event - shared to groups www.facebook.com/pages/Holy-Trinity-Church-Hull</p> <p>To be done by Holy Trinity in house team with History Troupe.</p> <p>We update social media regularly and our posts we will increase the frequency of our posts leading up to the event.</p>	£0
Other	<p>Set up digital marketing circulation list as well as our usual media circulation list</p> <p>VHEY Hull Culture and Leisure Hull2017 Hull Libraries Schools mail bag Eventbrite free event Culture and church Groups</p>	£0

	News features - radio Diocesan news Church Times TheTablet University Press	Free as article/press release
News Print	Article to lead with info	Rob Bell by end of Feb - Free

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 History Troupe	Project Partner	Info@thehistorytroupe.org Use logo and name
	Holy Trinity Church	Project Partner	Jane@holytrinityhull.com Use logo and name
	SHE Productions	Project Partner	sheproductions15@gmail.com
	Indigo Moon	Project Partner	anna@indigomoontheatre.com

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?	A HDM feature article highlighting the medieval roots of Noah (inset) and more detail on partners and the Variations to be staged.	End of February 2017
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
25/2/17	Press Release	Prepare press release to send to the Hull Daily Mail prior to the project starting in March	28/2/17
10/3/17	Press Release	Selected specialist press The Tablet The Church Times	10/3/17

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	No visual media yet. To be supplied by Emily Hayes.	20 th March 2017
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
31/3/17	Compilation of social media database	All email contacts from previous events to be compiled under one marketing group	31/3/17
30/4/17	Web publicity published	All publicity loaded to local events webs sites Hull Box Office free Hull 2017 Holy Trinity Church	30/4/17
30/4/17 - 30/5/17	Twitter	Compile a schedule Update with photos from each group	30/5/17

		participating and update on activity.	
30/3/17 - 24/6/17	TV and radio	Organise and conduct news and media calls	24/6/17
30/3/17	All print media distributed	Volunteers to distribute via groups and through volunteers to shop/offices/hotels	24/6/17
24/06/17	Project delivery	Performance in Trinity Square	24/6/17

Evaluation

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

- Gather feedback for attendees
- Check and monitor social media activity
- Review interest through groups as the activity progresses - meeting reviews and through coaching sessions

Sign Off

Name	Job Title	Signed	Date	Email
Jane Owen				
Melissa Page	CCP Marketing Lead	<i>mpage</i>	10/3/17	Melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator	<i>Cheryl Oakshott</i>	13/3/17	Cheryl.oakshott@hull2017.co.uk