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MARKETING & COMMUNICATIONS PLAN: CULTURE OF 5, HULL'S ALIVE!

Project Overview

5 Senses Charity, Expressive Arts and Education Centre provides educational activities, care and support for adults with disabilities living in Yorkshire. These can include severe physical disabilities, autism spectrum disorders, developmental disabilities, challenging behaviour and mild learning difficulties.

To showcase the talents and to celebrate the freedom and culture of adults living with disabilities, 5 Senses will work with its students and professional artists to put on two short street performances culminating in a 'Big Show' as part of the Tell the World season.

Each performance will tell a story and highlight the skills, abilities and accomplishments of the performers. They will also enable the audience to develop an understanding of the issues facing disabled people and how they overcome disadvantaged and discrimination to gain freedom.

Overall Project Budget: £94,179

Marketing Budget: £4,212

Objectives

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

Objective 1	To have a minimum of 150 people attend each show.
Objective 2	To promote professional, high quality, innovative and accessible performances that will appeal to all age groups.
Objective 3	We aim to open the minds of the audiences to the aspirations of vulnerable adults with learning disabilities, through our marketing activity, and evidence their struggle for independence and freedom.

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	The diversity of our performers provides audiences with unique and original ways of portraying stories through the medium of expressive arts.
Selling Point 2	Our accessible shows are able to re-tell history in a contemporary and multi-sensory way.
Selling Point 3	Our shows include works from local artists and musicians.

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	Special needs schools, LD services and LD community Frederick Holmes Special School, Tweendykes School, St Annes School, Ganton School, Northcott School, Kingsmill School. Avocet Trust, Matthews Enterprise, CASE Training, Mathews Hub, FIND, Hull RED. Hull Social Services, Continuing Health Groups specifically linked to the research of each performance e.g. New Hull Fishermen's History - Hull Bull Nose Heritage Group.
Audience 2	
Audience 3	General public - all age groups.

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 Special Schools HU4 - HU9, East Riding Special Schools HU15 - YO25. North Yorkshire Special Schools - YO12. LD Services HU1 - YO12. Contact by phone, email, send leaflets and posters. Groups specifically linked to research of performance - HU1 - HU9
Location 2	The best way to reach the groups - on Facebook pages e.g. Hull Bull Nose Heritage Groups, Hull trawler group, Hull's trawler history 1. Through musicians and artists and interested parties twitter pages e.g. @brianlavery59 @Tre Amici @HullRed @Ninetiesboy Advertise on 5 Senses website Flyers and posters distributed to specific places e.g. museums, tourist information, places linked to the themes of the shows e.g. Rayners pub, Pollard Plaice, Molly Malones General public
Location 3	Contact by Facebook, Twitter, website, flyers and posters. HU1 - YO12

Competition

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

- 1) 17th March - 10am - 8pm - Coum Transmissions @ Humber Street Gallery
- 2) None recorded
- 3) 17th November - 7pm - An Evening with Collabro @ Hull City Hall

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	100 A3 Posters 2000 A5 Flyers: Designed and printed	£390 for 100 A3 Posters & A5 Flyers
Distribution	Distribute posters and flyers to businesses, tourist information, libraries etc. in HU1 to HU9 area. Staff and students will distribute posters/flyers. Businesses will be chosen based on those who have links to the themes of our shows, e.g fishing industry - fish shops, pubs, music shops, tourist information.	£0
Direct Mail	Produce a letter inviting the special schools, and people on the 5 senses mailing list to the event, include posters and flyers. HU1 - YO12 Special schools included - Tweendykes, Frederick Holmes, Kingsmill, Northcott, St Annes, Ganton	£166
Advertising - Online - Radio	Website: Create blogs, update photos of progress, and shows throughout the year. www.5senses.co.uk	£600
Social Media	Maintain online presence using Twitter @5senseshull	£300

	and Facebook - 5 Senses Charity Presence on both will be minimum of 3 times per week.	
Other	Prepare a press release for local newspapers. Contact local radio stations to see if we can be interviewed.	HDM - Quarter page insert x 3 £1500 Free advertising only

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			

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 release for each show	2 - 4 weeks before show
Has the press release been submitted for approval to the Hull 2017 team?	No	6 - 8 weeks before show

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

Date	Activity	Detail	Deadline
	Press Release	Prepare press release to send to the Hull Daily Mail prior to the show starting in March.	24/2/2017
	Press Release	Prepare press release and send to Hull Daily Mail prior to the show starting in September.	25/8/2017
	Press Release	Prepare press release and send to Hull Daily Mail prior to show starting in November.	23/10/2017

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	Some images have been submitted with the original application, more images will be submitted with posters and flyers etc. Many images will be taken off the 5 Senses website, all images on the website have consent to be used for marketing material.	
Have you supplied video content for use of the Hull 2017 team?	Some video clips have been submitted with the original bid. Other video content is located on the 5 Senses website which will be used to promote the 5 Senses events. Again consent has been given by all who are on the video clips.	

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
9/12/2016	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017	15/1/2017
19/12/2016	Advertise 1 st event www.hullboxoffice.co.uk	Advertise Senses of the Sea on hullboxoffice.co.uk	29/12/2016
1/1/2017	Post 1 st event on 5 Senses Website	Post 1 st event on 5 Senses Website and blog	6/1/2017
1/1/2017	Create Facebook page	Create Facebook page and gain followers for shows	1/2/2017
1/1/2017	Create following on Twitter	Create and maintain following on current twitter page for shows	Ongoing
20/2/2017	Press release for Senses of the Sea	Complete and send out press release for Senses of the Sea	24/2/2017
1/2/2017	Leaflets / posters distributed	Leaflets/ posters distributed to schools, businesses, etc	28/2/2017
1/2/2017	Advert on radio	To get free advertising on local radio station to advertise CoC performances	10/3/2017
20/3/2017	Progress Report 1	Update on project delivery plan, timeline, MarComms, budget), monitoring and evaluation baseline.	15/4/2017
1/5/2017	Film produced and promoted of 1 st show	Film put on website, twitter & Facebook of 1 st show	31/5/2017
3/7/2017	Advertise 2 nd event at hullboxoffice.co.uk	Advertise Slave to the Senses at hullboxoffice.co.uk	31/7/2017

3/7/2017	Post 2 nd event on 5 Senses website	Post 2 nd event on 5 senses website and blog	13/7/2017
1/8/2017	Press release for Slave to the Senses	Complete and send out press release for Slave to the Senses	31/8/2017
1/8/2017	Advert on radio	To get free advertising on local radio station to advertise CoC performances	31/8/2017
1/8/2017	Distribute posters/flyers	Leaflets/ posters distributed to schools, businesses, etc	31/8/2017
1/9/2017	Advertise 3 rd event at hullboxoffice.co.uk	Advertise We Are 5 Senses	15/9/2017
1/9/2017	Post 3 rd event on 5 Senses website	Post 3 rd event on 5 Senses website and blog	15/9/2017
18/9/2017	Final progress report	Final monitoring and evaluation report	15/1/2018
2/10/2017	Press release for We Are 5 Senses	Complete and send out press release for We are 5 Senses	31/10/2017
2/10/2017	Posters / flyers distributed for We are 5 Senses	Leaflets/posters distributed to schools/businesses etc	31/10/2017
2/10/2017	Advert on radio	To get free advertising on local radio station to advertise last performance	31/10/2017
2/11/2017	Film produced and promoted of 2 nd show	Film put on 5 Senses website, twitter & facebook of 2 nd show	31/1/2017

Evaluation

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

The student's progress throughout the year will be monitored by tracking their reactions, learning and development, students will create portfolios of their work throughout the whole process some of which will be on show at the final performance.

At each event, a clapometer will be used to gauge the reactions of the audience, staff members will also verbally ask the audience for their feedback and monitor the audience's reactions throughout the performances.

Feedback from the 5 Senses Facebook and Twitter pages will also be used to monitor success.

Sign Off

Name	Job Title	Signed	Date	Email
Kate Howell	Chief Executive		13/01/2017	kate@5senses.co.uk
Melissa Page	CCP Marketing Lead	<i>mpage</i>	17/01/2017	Melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator	<i>COakshott</i>	18/01/2017	Cheryl.oakshott@hull2017.co.uk