

Contact Name:	Suzanne Brown
Submission Date:	31/10/16

MARKETING & COMMUNICATIONS PLAN: VOICES ACROSS THE HUMBER

Project Overview

Ours is a place with distinct DNA, inimitable character and high spirits - a true energy estuary. Rich in history and talent, both banks of the Humber will come together to perform an exciting choral, orchestral and visually stimulating concert celebrating our region's proud maritime heritage.

Led by Hull Choral Union, one of the area's longest standing and best loved choirs, the show will unite choirs aged 7 to 90, renewing old partnerships, forging new relationships and connecting communities from across the river.

Tides turn. Seasons change. The Humber keeps on singing.

Project Budget: £23,936.40

Marketing Budget: £960

Objectives

Objective 1	Have a minimum of 600 in the audience
Objective 2	Increase choir membership numbers by at least 20%
Objective 3	Enhance the profile and reputation of all choirs taking part

Key Selling Points

Selling Point 1	It is the first time this type of event (massed choir/orchestral concert with visual interpretation) has been held in Hull
Selling Point 2	Unique opportunity to see rarely performed works under the baton of one of the UK's most versatile conductors with an international reputation
Selling Point 3	Celebrates and involves young people as performers and artists

Target Audience

Audience 1	Regular concert-goers aged 30-90
Audience 2	People new to classical/choral music particularly 16-30 age group
Audience 3	Deaf and partially sighted community
Audience 4	Parents of youth choir members

Target Locations

Location 1	Cultural and customer service centres in HU1-17 and DN5-41 (theatres, concert halls, galleries, libraries, Octagon, Freedom Centre, The Ropewalk, Junction etc.)
Location 2	Schools and colleges HU1-17 and DN5-41, Hull university, cafés and bars in the Fruit Market and Avenues area
Location 3	Hull Deaf Centre, HERIB

Competition

Possibly other City of Culture events at the start of Roots and Routes season (Programme not yet released)

Hull City v West Ham United football match

Marketing Activity

Activity Type	Details	Budget
Print	4500 Posters (A1-5) 500 Postcard size flyers 650 Souvenir programmes Tickets to be purchased online or City Hall Box Office	£500 £400 £60
	Prior to the event: Cultural and customer service centres, Hull Choral Development Group, Hull, East Riding and N Lincs and NE Lincs Music Hubs, schools, universities in HU1-17, cafés in HU5, Hull Deaf Centre, HERIB to be distributed through choir Publicity Officers.	Free
Distribution	Close to event: General public around the city (to be distributed via 2017 Volunteers).	
	One month before: Letters (post and email) to choir mailing lists, local choirs, Hull Choral Development Group members, guests, patrons and honorary life members of all participating choirs.	Free
Direct Mail		

Advertising
- Online
- Radio

No paid for advertising is currently being considered.

Social Media

Details of event posted from mid-September on Twitter:

@HullChoralUnion
@gyphilharmonic
@BachChoir

@ScunthorpeChoir
and Facebook:

@hullchoralunion
@grimsbyphilharmonic
@bachchoir
@scjc1923

Project hashtag:
#VoicesATHumber

Prepare a press release for local newspapers (Hull Daily Mail, Hull & East Riding Mail, Grimsby Telegraph and Chronicle Scunthorpe Telegraph, Epworth Bells, The Journal).

Advert in Hull and Humber Chamber of Commerce magazine and in concert programmes of local groups.

Other

One month before event: Contact local radio stations asking them to advertise the project. Put in request to BBC Radio 3 and Classic FM to play piece/advertise concert. Involve Estuary TV to film and advertise the project.

From January 2017: Choir websites, City of Culture website, VHEY, HEYToday, Event 24.

Free

Free

Additional sponsors/funding partners that need to be declared

	Name	Job Title	Email Address
Sponsor, partners or funder details	Arts Council		Enquiries@artscouncil.org.uk
	Helen Binnie-Wise (HEY Smile Foundation)	HEYSmile Foundation Smile's Innovator	hw@heysmilefoundation.org

Media

Activity	Detail	Deadline
Are you going to submit a press release and send it to the media?	Yes, but content to be determined nearer the event	28 th February 2017
Has the press release been submitted for approval to the Hull 2017 team?	Not yet - see above	

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

Date	Activity	Detail	Deadline
17/02/2017	Press release/media call	Prepare Press release and offer media call for workshop with all participants 3 rd -4 th March 2017	28.02.2017
16/03/2017	Press release and radio advert	Final press release with details of open rehearsal/touch tour/final performance	25.03.2017

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	Image attached will be used to add text, logos etc. for publicity material and websites	31/10/17
Have you supplied video content for use of the Hull 2017 team?	This will be done at the workshop 04/03/17	04/03/2017

Key Dates for Roll-Out

Date	Activity	Detail	Deadline
21/10/2016	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017	31/10/2016
25/10/2016	Main design for project	Decide on final design as background for all publicity	31/10/2016
11/09/2016	Social media	Continuous rollout of information using all choirs' twitter handles, project hash tag and Facebook	01/04/2017
	Poster content and printing	Add text to main design and print	03/03/17
04/03/17-17/03/17	Poster distribution	Distribute at workshop then to all outlets listed above	17/03/17
13/03/17	Programme content and printing	Prepare A4 souvenir programme to sell at event	25/03/17
13/03/17	Flyer content and printing	Prepare postcard flyers to use on streets in the morning of the event	25/03/17

Evaluation

In planning this project, we set up a monitoring and evaluation steering group (see project timeline) This group will regularly monitor:

- Numbers of new members of all 6 choral groups and enquiries being made to choirs
- Numbers of followers on all choirs' social media sites
- Ticket sales
- The audience will be invited to feedback on the event via a link in the programme.
- All performers will be asked to complete an evaluation form
- Evaluation reports will be submitted to the Arts council and the HEYSmile Foundation.

Sign Off

Name	Job Title	Signed	Date	Email
Suzanne Brown	Project Leader	<i>S Brown</i>	31/10/2016	Suzanne@thebrowns.karoo.co.uk spuddy5443@gmail.com
Melissa Page	CCP Marketing Lead	<i>mpage</i>	23/11/2016	Melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator	<i>C Oakshott</i>	24-11-2016	Cheryl.oakshott@hull2017.co.uk