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MARKETING & COMMUNICATIONS PLAN: THE PEOPLE OF PRIORY

Project Overview

As part of Hull 2017's 'Freedom' chapter, Priory Primary School will host a day-long festival for the local community, led by the school's own 'City of Culture Junior Committee' of pupils. The People of Priory festival will feature local bands, community groups food, drink and much more. With performances from several artistic and community groups and each child at the school presenting a piece of art, the day promises to be an unforgettable cultural celebration to be enjoyed by the whole community.

Project Budget: £10,000

Marketing Budget: £600

Objectives

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

Objective 1	Have a minimum of 1500 local people attend our event. We believe this is achievable through our strengthened relationships with the community and local businesses.
Objective 2	For potential festival goers to understand the events available on the day, through posters/flyers/radio as well as word of mouth.
Objective 3	All the different audiences, that have been identified take part in the workshops and the festival. For example, local businesses, festival goers, children, parents, artist etc.

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 only event on the City of Culture programme that is taking place in this area.
Selling Point 2	The festival promises to cater for all ages and interests with a diverse and creative programme.
Selling Point 3	The festival is a free, all day event that will bring the community to life.

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	The children, staff and parents at Priory Primary School.
Audience 2	The local community and the surrounding area.
Audience 3	The artists, performers, businesses and participants of the festival.

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	Families living in HU5 - Reach them through schools and parents.
Location 2	Businesses - face to face flyers and additional information
Location 3	Multi Academy Trust Partners, links with other schools around the city.

Competition

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

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	Double Sided A5 flyers - Eyecatching with information (Print approx. 3000)	£200
	Posters - put in local community - shops, local church, doctors surgery, schools, takeaways. (Print approx. 100)	
Distribution	Post flyers through every house in the HU5 area. We will also distribute to three other local primary and secondary schools, Ainthorpe Primary School, World Primary School and Kelvin Secondary School. Children to distribute with the help from parents, staff and Hull 2017 volunteers. (Plan using colour coded map with junior committee)	£0
Direct Mail	Not applicable at the moment, however there is the potential to contact local businesses.	N/A
Paid-for Advertising		
- Online		
- Radio		

Social Media	<p>Including</p> <ul style="list-style-type: none"> - Twitter - School @priory_primary - Facebook - Set up specifically for the festival https://www.facebook.com/thepopfest/ <p>There will be a weekly Tweet with links to the Facebook Page. The Facebook page will be updated at least weekly with details of what will be happening for the community in the run up to the event. More frequent tweets and updates will be made in the month leading up to the event. Links will made to @hull2017</p>	£0
Other	<p>Prepare a press release for local newspapers.</p> <p>Free Public Relations, Look North, Viking FM, KCFM, Radio Humberside, Hull Daily Mail, Local magazines.</p>	£0

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).

Not Applicable

Sponsor, partners or funder details	Name	Job Title	Email Address

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	April - Raise awareness and gain interest in the festival
		July / Week before the festival - Advertising
Has the press release been submitted for approval to the Hull 2017 team?	No	

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

Date	Activity	Detail	Deadline
01/03/2016	Press Release	Prepare press release to send to the Hull Daily Mail prior to the project starting in July.	29/03/2016
01/07/2016	Press Release	Prepare press release to send to the Hull Daily Mail prior to the project starting in July.	01/07/2016

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	Yes	
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
01/01/2017	Social media to be set up Twitter/website	Priory School Website to be updated with page for POP Facebook group to be set up and trialed for privacy and settings	End of January
03/01/2017	Flyers to be created but not distributed.	Flyers to be created with children's input, bands to be confirmed (hopefully)	End of March
March - June	Posters to be displayed	Posters to be displayed across the city, with a focus on local area	Throughout these months
June - July	Flyers to distributed	Children to distribute leaflets	July
8/7/17	Project Delivery	The People of Priory Festival	8/7/17

Evaluation

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

- The level of community engagement with the project - seen through attendance numbers.
- Pupil engagement
- Increase subject knowledge and confidence for staff as well as increased/raised pupil aspiration.
- Verbal and written feedback from the workshops as well as the people who attend the event.

Sign Off

Name	Job Title	Signed	Date	Email
Julia Mitchell	Deputy Head			deputy@priory.hull.sch.uk
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