

Contact Name:	Rachel Elm
Submission Date:	5.1.17

MARKETING & COMMUNICATIONS PLAN: HEAR IN HULL

Project Overview

Everyone should feel that their voice will be heard, no matter what challenges they face. One percent of the adult population stammer. Through art, 'Hear in Hull' a project by Artlink Centre for Community Arts, and Humber NHS Trust Dysfluency service explores their unique voices.

Creating an understanding, building confidence & challenging perceptions, it will educate the public about how to listen. The project will work collaboratively with people who stammer, their families, therapists, teachers, artists & members of the public. This will be done through the use of audio recordings, film, illustration, creative workshops & a final exhibition.

Artwork will be displayed in public spaces around the city. While a film will be screened at the KC Lightstream Stadium, before Hull KR's final home game in September 2017.

Overall Project Budget: £6,200

Marketing Budget: £200

Objectives

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

Objective 1	We would like to have a minimum of 60 local people attend the launch and 200 people to attend the exhibition.
Objective 2	We would like to create a greater understanding of stammering and awareness of local services available.
Objective 3	To create interest in the project nationally through a media campaign, including using social media.

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	We aim to engage a number of high profile speakers to increase our attendance numbers throughout project delivery.
Selling Point 2	The project's community engagement will be a key selling point through specific organisations having an interest in the project theme (speech and language therapist, NHS workers, stammering community including national stammering charities, and local educators).
Selling Point 3	The event is unique for Hull 2017's Creative Communities Programme.

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 general public (across Hull and East Riding) is our audience. We want to capture the attention of as many people as possible through the distribution of the animation video. The more people who view this animation, the greater the impact for the stammering community.
Audience 2	Friends and Family of the stammering community locally and nationally.
Audience 3	People who access speech and language therapists. This is the audience we would like to develop. We will signpost to other events and services at Artlink and within Hull. We will track outcomes through cases studies.

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 the general public (across Hull and East Riding) through an online campaign. The majority of our marketing activity will occur online.
Location 2	City-wide leaflet drop to community buildings, including libraries, art galleries, and secondary schools within Hull. This will include Archbishop Sentamu school who have been involved with the project.
Location 3	People who access speech and language therapists will be target through clinics, doctors' surgeries and children's Centres.

Competition

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

To be confirmed once the next season guide is launched.

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	Postcards - 2000 x A6 double sided	£135
Distribution	Distributed with Artlink's programme. Leaflets to be	£0

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

Date	Activity	Detail	Deadline
August	Press Release	Prepare press release to send to the Hull Daily Mail prior to the project starting in October 2017	August 2017

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
December	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017.	31.1.17
16.1.17	Appoint new project manager	Interview and select new project manager.	16.1.17
23.1.17	Full project meeting	Confirm key dates and responsibilities with project team.	23.1.17

12.1.17	Launch competition	Hull College of Arts and Design are producing portraits of famous celebrities who have a stammer to be judged at the launch	20.10.17
23.1.17	Save the date invitations	Invite key guests to the launch event	14.2.17
1.3.17	Social media/online	Set up and maintain additional social media pages and add page to Artlink website	Ongoing
1.3.17	Launch Invitations	Confirm invitation list and send out event invitations	1.3.17
1.7.17	Distribute flyers	Flyer design to be completed with invitations and will follow same design themes	20.10.17
1.7.17	Social media campaign	Social media campaign will begin in line with leaflet distribution.	
October 2017	Exhibition starts	The exhibition will start at Hull Artlink in their spot light gallery	October 2017
20.10.17	Launch of whole exhibition	The project will be officially launched at Hull Truck in the studio 1 - 3pm, for international stammering awareness day on 22/10/17.	20.10.17
November - December 2017	Animation to be shown	The Animation will be shown in some secondary schools, and other venues throughout Hull such as the KC Lightstream stadium.	22.12.17

	handed out by Hull 2017's volunteers to inform about the launch and the ongoing exhibition.	
Direct Mail	Launch event invitations, budget includes printing and postage. These will be sent to therapists and national charities involved with stammering therapy, commissioners of local health services, key members of staff of local health provision. Speech and language therapy clients and members of the public who have been involved in the project. Celebrities involved with stammering.	£65
Paid-For Advertising - Online - Radio		
Social Media	<p>Artlink's Marketing officer and Humber Trust communications team will use existing social media to advertise the project and to document the progress for the public.</p> <ul style="list-style-type: none"> - Twitter - Artlinkhull - Facebook - Artlinkhull - Instagram - Artlinkhull - YouTube - Artlinkhull - Snapchat - Artlinkhull <p>Our marketing officer updates our social media accounts daily and we will schedule in specific 'Hear in Hull' posts on key dates.</p> <p>www.stammering.org/ BSA on Facebook: stammeringbsa</p>	£0

	Twitter: @stammer	
Other	Press release prepared. Advertise through existing networks.	£0
	BBC Blue Peter are interested in running a feature on this event.	£0
	Contact: Hull daily mail Radio Humberside Look North	£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).

	Name	Job Title	Email Address
Sponsor, partners or funder details	NHS	Speech and language therapist	Siobhanward1@nhs.net Ruth.edwards8@nhs.net

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?	The press release will be sent out by our marketing officer and Humber NHS communication team	August
Has the press release been submitted for approval to the Hull 2017 team?	No	

Evaluation

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

Volunteers at the launch event will keep a record of attendance and complete short surveys with audience members. This will include a question on how they heard about the event.

Artlink will monitor visits to the exhibition and audience members will be invited to complete our gallery feedback form.

The Speech and language therapists will endeavor to get 2 - 3 client stories and write a final report about their experience of working with Artlink, their clients and the general public on this project.

A large portion of our campaign will take place online. The Artlink marketing officer will monitor insights and interactions throughout the project both on the Artlink website and social media accounts.

Sign Off

Name	Job Title	Signed	Date	Email
Rachel Elm	Arts Development Manager			artsdevelopment@artlink.uk.net
Melissa Page	CCP Marketing Lead	<i>mpage</i>	31/1/17	Melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator	<i>Cheryl Oakshott</i>	31/1/17	Cheryl.oakshott@hull2017.co.uk

