

Contact Name:	Jane Stafford
Submission Date:	10.1.17

## **MARKETING & COMMUNICATIONS PLAN: COMMUNITY ARTS JAM**

### **Project Overview**

The first event of its kind to take place in this area, Community Arts Jam is a community arts and family event which will take place at the Shelley avenue Community and Sport Centre in East Hull.

As part of the Freedom season and celebrating urban, hip hop and youth culture in Hull, it will feature rap, spoken word and dance performances. There will be visual art and craft sessions, percussion workshops, electronic music making activity, graffiti demonstrations and break dancing.

An event celebrating local youth culture, young people will be involved in staging the who event from workshops and performances through to the planning and production processes.

**Overall Project Budget: £3,461.20**

**Marketing Budget: £100**

### **Objectives**

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

<b>Objective 1</b>	To engage audiences in the Community Arts Jam through building curiosity and anticipation in the lead-up to the event.
<b>Objective 2</b>	To ensure that each workshop leading up to the event is fully booked. Although the workshops will be open and accessible to all, we intend to primarily engage young people.
<b>Objective 3</b>	Raise the profile of Child Dynamix and the wider work we do in the area.

### **Key Selling Points**

(Why should people choose to attend your event over everything else that is going on at the same time?)

<b>Selling Point 1</b>	It is the first time an event of this kind has been held on the Greatfield estate in Hull.
<b>Selling Point 2</b>	The event is interactive and participatory for audience members. People will be able to spectate and enjoy the atmosphere of the Arts Jam, partake in interactive workshops, and see various art forms.
<b>Selling Point 3</b>	This event will bring together local artists and local residents to produce a down to earth, colourful and lively local festival for all to access.

### 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	Young people aged 10 - 25 & families in the HU9 area.
Audience 2	Hard to reach young people & families in the HU9 area.
Audience 3	Local schools and academies.
Audience 4	People who live in the wider Hull area and are interested in attending the event.

### 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	<p>We intend to reach young people and families who are Affinity Sutton residents. The venue for the event is in the heart of the Affinity Sutton estate and we already have close working relationship with Affinity Sutton, who can help us to market to their residents through leaflet drops and newsletters. We will also ensure their housing teams know about the event so that they share the event with local residents.</p> <p>We will also target young people and families through local community centres. Examples include Freedom Centre, PRAG, Greatfield Blossoms, St. Stephens and other community groups.</p>
Location 2	<p>The local schools and academies we will target include Archbishop Sentamu, Aspire, Malet Lambert and Andrew Marvell. We will also be linking in to the following local primary schools: Olfleet, Stockwell, St Richards, Woodlands, Maybury, Griffin, Southcoates. We will need to look at a managed approach to ensure we do not go over capacity on the day (we are still trying to determine this with our landlords).</p>
Location 3	<p>We will reach Hull and East Riding residents through our website, social media activity and press releases to local newspapers.</p>

### Competition

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

Veterans' Weekend at East Park  
Multi-Cultural Festival at Hymers

### 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	Details of the leaflets are to be finalised.	TBC
Distribution	We will distribute the leaflets. We intend to post the leaflets through every house in Greatfield/Affinity Sutton area.	TBC
Direct Mail	Produce a letter inviting the local community to the next event	TBC
Advertising - Online - Radio	Contact the local radio station to ask them for advertising rates	
Social Media	<p>Twitter: <a href="https://twitter.com/childdynamix">https://twitter.com/childdynamix</a></p> <p>Facebook: <a href="https://www.facebook.com/Child-Dynamix-124621604362824/">https://www.facebook.com/Child-Dynamix-124621604362824/</a></p> <p>YouTube: <a href="https://www.youtube.com/channel/UCbDN8qG9JjB5KaHlaWpYdPQ">https://www.youtube.com/channel/UCbDN8qG9JjB5KaHlaWpYdPQ</a></p> <p>Website: <a href="http://www.childdynamix.co.uk">www.childdynamix.co.uk</a></p> <p>Child Dynamix has a social media planner system and also uses a schedule platform to ensure that social media updates are frequent. A planner will be created for the Community Arts Jam event along with separate events through our Facebook page and website. We will monitor our success through google analytics for the website and will monitor likes, shares and retweets.</p>	
Other	Press Release for local newspapers	

**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	Andrew Cooper		Affinity Sutton
	Ruth Drake		St. Michael's Max Life

**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	March, May, July
Has the press release been submitted for approval to the Hull 2017 team?	TBC	

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

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

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	To be submitted	TBC
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
10/1/2017	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017	10/1/2017
		See timeline attached.	

### Evaluation

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

We intend to promote the event through our website, local press and partnerships and will monitor visits and reach achieved as well as likes and shares through our social media networks.

We will be recording the numbers of attendees at the event in line with the number anticipated and we will be asking for attendees feedback using varied methods, including use of the evaluation toolkit and video.

We will seek to obtain feedback from the participants whom we have contact information for following the event by way of a link to a post evaluation survey.

## Sign Off

Name	Job Title	Signed	Date	Email
Jane Stafford	CEO Child Dynamix		10/1/17	Jane.stafford@childdynamix.co.uk
Melissa Page	CCP Marketing Lead		20/02/17	Melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator		20/02/17	Cheryl.oakshott@hull2017.co.uk