

Contact Name:	Robert Lawson
Submission Date:	06.12.2016

MARKETING & COMMUNICATIONS PLAN: RE-MADE IN HULL

Project Overview

Re-Made in Hull is a series of educational craft workshops. Set in a pretend factory environment, it is designed to inspire families to make a difference to their community through increased environmental awareness.

A replica of a factory will be assembled in the ScrapStore Community Centre Hall providing an immersive, original & experimental learning platform for the workshops to be staged. Families will be encouraged to work together to celebrate the culture of recycling in Hull and support each other through the medium of arts & crafts. Each workshop will focus on different elements of reclaimed waste with the option of making creations using over 1000 resources from the ScrapStore warehouse.

Project Budget: £9,968.60

Marketing Budget: £477.60

Objectives

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

Objective 1	To have a minimum of 50% of local families to attend the workshops.
Objective 2	To engage the local community in arts and culture, which is something they may not have experienced before
Objective 3	To encourage the local community to discover and learn about appreciating the environment, and discover how families can be creative with recycled materials.

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 first time the workshops have been held in Hull and may only be happening as a one-time experience.
Selling Point 2	The workshops are free and accessible to all.
Selling Point 3	There are 4 highly experienced artists leading the workshops, which offers a unique experience for the families that take part.
Selling Point 4	Unique materials are being used in the creative process, which shows the benefits of recycling.

Target Audience

(Who do you see as your key audiences? Try and include an audience that you would like to develop in here)

Audience 3	Children must be accompanied by an adult. Not suitable for children under 4 years of age.
Audience 2	People in the Hull and East Riding, specifically those in the HU3 area
Audience 3	Audiences from all cultures, classes and social backgrounds

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 within the HU3 area
Location 2	Local Schools
Location 3	

Competition

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

Potentially Hull City matches however, we cannot see this impacting our workshop attendance due to our target audience.

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	A5 Leaflets to be distributed to the 5,000 homes in the HU3 area (TBC).	£450
Distribution	We will post the leaflets to each HU3 home, prior to the workshops commencing.	
Direct Mail	Not Applicable	
Advertising - Online - Radio	No paid for advertising is being considered.	
Social Media	Facebook https://www.facebook.com/hullscrapstore	

We currently have over 7,000 likes on our page, we expect this to increase prior, during and after the workshops. Facebook will be key to marketing our workshops and engaging our target audience. The page is updated daily, and it can sometimes be up to 5 times a day.

Twitter

<https://twitter.com/HullScrapstore>

Scrapstore currently has over 480 followers. Twitter is used to interact with other organisations and we tweet on a weekly basis.

We will monitor the likes/followers on our social media accounts, which will form part of our evaluation process.

There will be a social media dialogue to chart the development and progress of the project - workshops will be filled to their entity and all work that is completed will be photographed and shared on a daily basis through social media.

A press release will be prepared prior to the workshops commencing, which will emphasise the limited numbers in each of the workshops as well as including information on the 4 artists.

Other

<http://scrapstorehull.co.uk/>

Our website will also be used as an advertising outlet. The dates will be put on the website - with key information included, such as information on how to book onto the workshops.

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).

Sponsor, partners or funder details	Name	Job Title	Email Address
	No		

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, to recognise the work of the 4 artists.	January
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

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	No, but can consider sending pictures of previous workshops to update the project's Hull 2017 website page. https://www.hull2017.co.uk/whatson/events/re-made-hull/	December
Have you supplied video content for use of the Hull 2017 team?		

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
November 2016	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017	2 December 2016
24 November 2016	Website Update	Send images, times of the workshops and booking details to the Hull 2017 team, so the website can be updated	W/C 5 December 2016
December Onwards	Social Media	Begin the planning process for social media posts	Ongoing
January 2016	Dress Rehearsal	Rehearse the workshops with the artists prior to the start of the workshops	January 2016

Dates of Workshops

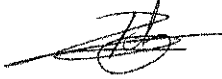

Date	Day	Time	Workshop Length
21-01-17	Saturday 1	11am - 1pm	2
28-01-17	Saturday 2	11am - 1pm	2
04-02-17	Saturday 3	11am - 1pm	2
11-02-17	Saturday 4	11am - 1pm	2
18-02-17	Saturday 5	11am - 1pm	2
20-02-17	Monday 1	11am - 1pm	2
21-02-17	Tuesday 1	11am - 1pm	2
22-02-17	Wednesday 1	11am - 1pm	2
23-02-17	Thursday 1	11am - 1pm	2
24-02-17	Friday 1	11am - 1pm	2
04-03-17	Saturday 6	11am - 1pm	2
11-03-17	Saturday 7	11am - 1pm	2
18-03-17	Saturday 8	11am - 1pm	2
25-03-17	Saturday 9	11am - 1pm	2
01-04-17	Saturday 10	11am - 1pm	2
08-04-17	Saturday 11	11am - 1pm	2
10-04-17	Monday 2	11am - 1pm	2
11-04-17	Tuesday 2	11am - 1pm	2
12-04-17	Wednesday 2	11am - 1pm	2
13-04-17	Thursday 2	11am - 1pm	2
18-04-17	Tuesday 3	11am - 1pm	2
19-04-17	Wednesday 3	11am - 1pm	2
20-04-17	Thursday 3	11am - 1pm	2
21-04-17	Friday 2	11am - 1pm	2
22-04-17	Saturday 12	11am - 1pm	2

Evaluation

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

- Verbal and written feedback from those who attend the workshops (before, during and after workshops).
- Website views, press articles, social media likes and followers.
- In-depth examination of the project to assess overall performance and opportunities for improvement.

Sign Off

Name	Job Title	Signed	Date	Email
Robert Lawson	General Manager		06/12/2016	robbie@hullscrapstore.org.uk
Melissa Page	CCP Marketing Lead	mpage	6/12/16	Melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator		7/12/16	Cheryl.oakshott@hull2017.co.uk

