

Contact Name:	Gemma Baxter
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MARKETING & COMMUNICATIONS PLAN: 1940-NOW

Project Overview

The Hessle Road area of Hull is famous for its fishing industry. The decline of the industry in the 1970's alongside extensive urban renewal has left the area suffering from many problems linked to lack of employment and a fragmented community. A disconnect between many young people and the wider community is an increasing problem and this project will support young people to gain a greater understanding of the lives of people in this area during the 1940's. Young people will interview older residents about what life was like for them when they were young, before working with a dance tutor to develop a performance which explores the differences in the lives of young people living in Hessle Road in 2017 and the 1940's.

Overall Project Budget: £3,161

Marketing Budget: £100

Objectives

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

Objective 1	To raise the profile of Hessle Road Network.
Objective 2	To encourage young people and older generations in the community to engage in the project.
Objective 3	To broaden the community's knowledge on what Hessle Road was like in the 1940's and present day, by encouraging the local community to attend the performance.

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	The project explores the history and traditions of the Hessle Road area, and provides an insight to younger and older generations of how the area has developed and changes, as well as exploring similarities.
Selling Point 2	The performance is by local young people and will appeal to all audiences.
Selling Point 3	1940-Now is a unique event for Hull 2017.

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	Residents of Hessle Road
Audience 2	Our performances are targeted at people of all ages but children must be accompanied by an adult.
Audience 3	People in Hull and East Riding, who may have moved out of the area.

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	Residents of HU3 - Leaflets, posters in community notice boards.
Location 2	Young people - Facebook page, posters, leaflets used in outreach work.
Location 3	Hull and East Riding area - encourage by press release.

Competition

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

Scrapstore are holding a workshop on the same day 11.00-1.00PM. Pigeon Detectives are also performing (7.45PM) at Sirius Academy, as part of the Back to Ours festival.

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	A4 leaflets with A5 design (dbl print) @ 30p each page:
	A4 posters in colour	230 A4 x 30p = £69 (leaflets)
	Invites	35 A4 x 30p = £10.50 (posters)

		65 x 30p = £19.50 9 (invites)
		Total = £100
Distribution	Posters/leaflets distributed by HRN prior to the event within the HU3 area, community notice boards, cafes, libraries, community groups (e.g. Gypsyville MPC).	£0
Direct Mail	Letters and invitations will be sent to the local community (HU3) in February.	TBC
Advertising - Online - Radio	Not Applicable	
Social Media	Facebook https://www.facebook.com/pages/Hessle-Road-Network-young-peoples-centre Our Facebook page will be updated frequently, and we will increase our posts closer to the event date.	£0
Other	Prepare a press release to be submitted to the Hull Daily Mail	£0
	Ticket sales to be confirmed, once we know the capacity of the venue.	

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	Not Applicable		

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	Approx. 2/2/17
Has the press release been submitted for approval to the Hull 2017 team?	No	2/2/17

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

Date	Activity	Detail	Deadline
10/1/17	Press Release	Prepare a press release to the Hull daily mail before the project performance in February	2/2/17
10/1/17	Press Release	Send press release to CCP team to approve	2/2/17

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	No	December 2016
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
October	Rehearsals	Begin rehearsing with the young people	February 2017
1/12/16	Designs for leaflet/invite	Arrange with the young people to develop some design ideas for our invite/leaflet	20/1/17
1/2/17	Distribution	Distribute leaflets/posters/tickets	1/2/17
Half Term	All week	Preparation for performance throughout half-term week	
24/2/17	Performance	Performance delivered to audience	24/2/17

Evaluation

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

- Comment boards for audience - they will each have a different question on.
- Questionnaires given to the audience
- Evaluation with the young people who have taken part in the project, with monitoring forms completed in each session
- Ticket sales

Sign Off

Name	Job Title	Signed	Date	Email
Rebecca Dixon and Gemma Barker	Rebecca: Youth Support Worker			Becky-hrn@live.co.uk
	Gemma: Dance artist and Youth sessional worker			Gemma-hrn@outlook.com
Melissa Page	CCP Marketing Lead	<i>mpage</i>	19/12/16	Melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator	<i>Coakshott</i>	19/12/16	Cheryl.oakshott@hull2017.co.uk