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Submission Date:	19.01.17

MARKETING & COMMUNICATIONS PLAN: A SIGHT TO BEHOLD

Project Overview

Hull and East Riding Institute for the Blind's Sight to Behold Project will build a truly unique and lasting legacy for the city of Hull. Promoting art as a medium for all through the creation of a brand new iconic sculpture for the public to enjoy.

Over six months, a partnership of organisations, communities, groups and visually impaired individuals will work together to develop the multi-sensory sculpture which will be displayed in Hull Eye Hospital. A celebration event will unveil the final statue promoting freedom of expression and proving that art transcends the traditional notions of sight and vision. The sculpture will be accessible to the thousands over visitors who pass through the hospital doors each week.

Project Budget: £9,320

Marketing Budget: £250

Objectives

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

Objective 1	To have a minimum of 50 visually impaired people participate in the project.
Objective 2	To draw in a range of audiences from across the city to view the sculpture.
Objective 3	To have 10,000 people view the sculpture by the end of 2017.

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 event is unique for Hull 2017's Creative Communities Programme.
Selling Point 2	It will be a new art installation in a public facility, which will appeal to all ages.
Selling Point 3	The sculpture will be both accessible and tactile and people will be encouraged to get up close and touch the artwork.
Selling Point 4	The sculpture will be made by visually impaired participants and therefore offering a different perspective on art.

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	Visually impaired people from across the region. Alongside this target audience, we also want to include their families, carers and community organisations.
Audience 2	Visitors and staff at the Eye Hospital.
Audience 3	The general public, including those from across Hull and East Riding.

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	At HERIB, other regional sight loss societies, opticians, libraries, AGE UK (Hull and East Riding).
Location 2	We will inform people who attend the Eye Hospital (both public areas and staff rooms).
Location 3	We will target the general public through flyer distribution, press releases and social media activity in order to increase visitor numbers.

Competition

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

Any clash which might impact on attendance has yet to be identified as the date for the unveiling of the sculpture has yet to be confirmed. The unveiling may be timed to coincide with World Sight Day (12th October 2017) or an alternative date in October 2017, when participants from other sight loss charities can not only attend the unveiling but also another City of Culture event with audio visual facilities on the same day.

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	1 sided A4 flyers x 5,000 for distribution	£200

Distribution	<p>Handouts to:</p> <p>Other regional sight loss charities. Opticians in Hull & East Yorkshire. £50 Libraries in Hull & East Yorkshire. AGE UK (Hull & East Riding)</p> <p>We would love to have the support of Hull 2017 volunteers in distributing flyers locally.</p> <p>HERIB will either mail additional flyers or hand them out at regional meetings.</p>
Direct Mail	<p>Three editions of insight magazine distributed to more than 2,300 members and supporters. N/A - HERIB</p>
Advertising - Online - Radio	
Social Media	<p>Include:</p> <ul style="list-style-type: none"> - Twitter: @HERIB1 - Facebook: www.facebook.com/HERIBofficial - Pinterest: uk.pinterest.com/heribofficial <p>We update our social media accounts regularly, and will continue to do so throughout the year.</p>
Other	<p>Press releases:</p> <p>Local media Talking newspapers Visionary (National membership of sight loss charities across UK)</p> <p>Online:</p> <p>HERIB Newsletters x 4 between April & October 2017</p> <p>Editorial only at no cost.</p>

Radio - Interviews with local radio stations (BBC Humberside etc.)

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	Artlink	Rachel Elm	artsdevelopment@artlink.uk.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?	Funding announcement press release	20/9/2016
	First planning meeting press release	10/1/2017
	Project launch and participant appeal press release	31/1/2017
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
3/1/2017	Press Release	Prepare press release to send to the Hull Daily Mail prior to the project starting in January.	31/1/2017
1/2/2017	Press release	Prepare press release to send to Visionary national magazine.	28/2/2017
1/2/2017	Article	HERIB E-newsletter	28/2/2017
1/3/2017	Insight article	Prepare feature for inclusion in Insight magazine.	31/3/2017
1/3/2017	Press release	Prepare press release re visit to Yorkshire Sculpture park & other venues.	15/4/2017
1/5/2017	Article	HERIB E-newsletter	31/5/2017
1/6/2017	Insight article	Prepare feature for inclusion in Insight magazine.	30/6/2017
1/7/2017	Article	HERIB E-newsletter	31/7/2017
1/9/2017	Article	HERIB E-newsletter	30/9/2017
1/10/2017	Press release	Prepare press release re official unveiling of sculpture.	31/10/2017
1/10/2017	Insight article	Prepare feature for inclusion in Insight magazine.	31/10/2017

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?		
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
20/1/2017	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017	20/1/2017
1/2/2017	Appoint key project personnel	Appoint Project Coordinator. Appoint local artists and sculptors.	28/2/2017
1/2/2017	Promotional Flyer	Design and print promotional flyer	28/2/2017
1/1/2017	Promote opportunities to target audience	Promote to visually impaired people in Hull & East Yorkshire. Engage with external partners - regional sight loss charities, artists and venues.	1/3/2017
1/2/2017	Appoint key personnel	Appoint Project Coordinator. Appoint local artists and sculptors.	28/2/2017
1/3/2017	Site visits	Visit to Yorkshire Sculpture Park.	15/4/2017

		Workshops at regional sight loss charities.	
1/3/2017	Mailing	Distribute flyer to other local sight loss charities & AGE UK (Hull & East Riding)	31/3/2017
1/4/2017	Mailing	Distribute flyer to Opticians & Libraries in Hull & East Yorkshire.	30/4/2017
15/4/2017	Develop artwork	Work on sculpture.	30/9/2017
1/5/2017	Unveiling ceremony	Plan unveiling event	30/9/2017
1/10/2017	Celebration event	Unveil sculpture	31/10/2017
31/10/2017	Ongoing	Record visitor numbers. Project evaluation.	31/12/2017

Evaluation

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

We will evaluate the success of the project by:

Recording the number of visually impaired people who participate in the project.

Recording the number of new people with sight loss who engage with their local sight loss charity as part of the project.

Recording the number of visitors to the Eye Hospital.

Seeing if our social media followers/hits, website visits and E-news subscribers increase.

By measuring the impact of the project on visually impaired participants using a Blue Diamond model in areas such as: Confidence, Social Support Networks, Emotional Wellbeing and Isolation.

Sign Off

Name	Job Title	Signed	Date	Email
Sandra Ackroyd/Angela Gregory	Chief Executive			
Melissa Page	CCP Marketing Lead	<i>mpage</i>	2/2/17	Melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator	<i>Cheryl Oakshott</i>	2/2/17	Cheryl.oakshott@hull2017.co.uk