

Contact Name:	Amanda Gibbs
Submission Date:	18.1.17

MARKETING & COMMUNICATIONS PLAN: PRESENTINGS

Project Overview

This art & photography project by Maxlife will give an intergenerational view of life on the Ings estate.

Telling the stories of the estate through the voice of its residents it will include graffiti art, photography & digital media.

A mix of private, social & housing associated housing, the Ings area of East Hull is in the midst of regeneration. Sharing experiences & celebrating community spirit, the project will bring together people of all ages who have roots in this area of the city. It will tell the stories of the estate, from the first families to move into the newly built estate in the 1960s, to the young people who live there now.

Overall Project Budget: £8,690

Marketing Budget: £450

Objectives

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

Objective 1	Have a minimum of 100 people attend the event in June.
Objective 2	To raise the profile of the Ings area by showing our audience what the area has to offer. This will also contribute to challenging negative publicity, especially in relation to young people.
Objective 3	Improve the engagement of young people living in the Ings area, by encouraging them to take part in the activities that are part of the project.

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 an exhibition has been held at Kingston Wesley Methodist Church.
Selling Point 2	People citywide will have an opportunity to learn about the history of the area, as well as what it is like for residents currently living there.
Selling Point 3	The project will be of interest to people of all ages. The young and old can share their experiences of living on the estate, as well as gathering a sense of community and feeling part of Hull and the wider celebration of culture.

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 living in Ings area aged 10-19 years.
Audience 2	Residents who have recently moved into Ings as part of the regeneration of the estate.
Audience 3	Older people living in the area who may feel isolated and not part of the community.
Audience 4	People who live in Hull and East Riding, who may have once lived in the Ings area and want to share their experiences and stories with current residents.

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	Young people living in HU7-9, we will target the young people through posters in local shops, customer service centres and community noticeboards. We will also target them through our social media activity.
Location 2	We will target current residents (HU8) through our leaflet distribution, social media as well as word of mouth.
Location 3	Older people living in the area can be located in the local block of flats via community guardians.
Location 4	Residents in Hull and East Riding will be targeted through leaflet distribution and social media.

Competition

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

- The event will clash with the Fishing Heritage Art Exhibition, although our event will attract a different 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	Combination of A3 posters and A5 leaflets (numbers TBC) to be distributed locally to shops, businesses, library, CSC.	£420

	Vinyl banner to be displayed at venue.	
Distribution	Youth workers will distribute leaflets during outreach sessions, and visit local shops and businesses with posters.	£0
Direct Mail	Letters will be sent to all stakeholders, funders and current users of the project together with local councilors etc.	£30
Advertising - Online - Radio		
Social Media	Facebook - @maxlifeyouth Twitter - @maxlifeyouth We will make weekly posts on both social media pages, and will increase this to daily in the week leading up to the event.	
Other	Press release will be prepared for local media, and the project will feature in Ings Newsletter prepared by the local area team. Make contact with local radio stations to discuss radio opportunities.	£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	Spray Creative (working on the project)	Aerosol Artists	thespraycreative@gmail.com

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?	A press release will be prepared for HDM	3 rd April 2017 (TBC)
Has the press release been submitted for approval to the Hull 2017 team?	Hasn't been prepared yet	

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

April 2017	Press Release	Prepare press release to send to the Hull Daily Mail prior to the project starting in June.	03/04/17

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	Sent some images of the venue when I advised of the date for the exhibition.	Graffiti workshops will begin 19 th April, other work including storygathering, photography will be ongoing from present.
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
January - March 2017	Project Planning	Gather stories from community members of all ages talking about living in Ings/where they used to live.	March 2017
		Hold a series of workshops at Ings Plus Centre/Kingston Wesley/Skate park with ideas produced for graffiti to represent people's views on the area they live in.	
		Photography - Collect old photos of the area from the community, and work with participants to take new photos of the area of parts that are important to them personally.	
17/1/2017	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017	27/1/2017
18/1/2017	Send piece to local councilors for inclusion in Ings Newsletter	By email to Andy Malam in local area team	31/1/2017
18/1/2017	Prepare artwork for posters/leaflets/banner to forward to 2017 team	Work with spray creative to support on this.	27/2/2017
18/1/2017	Send approved artwork to printers		27/3/2017
06/02/17	Begin weekly posts on Maxlife social media	Start to post on Twitter and Facebook.	1/3/2017
06/02/17	Distribute leaflets and posters		1/5/17
April - May 2017	Project Planning	Collate all information/art/ photography/ stories	

		into a format which will form the exhibition. Ensure all consents etc in place for use of material, including photo consents for under 16s.	April 2017
24/06/17	Project Delivery	Publicise event using all forms of media including Hull Daily Mail, local radio, email networks and social media platforms. Event to be held at Kingston Wesley Church.	24/06/17

Evaluation

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

- Monitor social media to see how our social media community grows.
- Monitor the number of people that come to the event and gather written and verbal feedback from them.

Sign Off

Name	Job Title	Signed	Date	Email
Amanda Gibbs	Project Co-ordinator			maxlife@kingstonwesley.karoo.co.uk
Melissa Page	CCP Marketing Lead	<i>mpage</i>	14/02/17	Melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator	<i>Cheryl Oakshott</i>	14/02/17	Cheryl.oakshott@hull2017.co.uk