

Contact Name:	Sharon Darley
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MARKETING & COMMUNICATIONS PLAN: I WISH TO COMMUNICATE WITH YOU

Project Overview

This high profile public art project by the Goodwin Development Trust will see Thornton Estate get a full colour makeover. Italian artist Silvio Palladino's vision is brought to life by international lighting consultant James Bawn and the people of Hull. Residents will introduce a splash of colour to their homes, creating a large-scale light installation.

Inspired by Hull's connection with the sea and traditional seafaring communication methods, window panes will be fitted with tinted filters revealing a skyline awash with colour as darkness falls and the lights come up. This ambitious project is set to flick the switch on one of the iconic images of 2017.

Project Budget: £16,276

Marketing Budget: £870

Objectives

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

Objective 1	To engage local residents in the creative process, choosing colour schemes, installing their own colour filters and becoming part of a collective mass participation project.
Objective 2	For local residents to engage positively with the urban environment.
Objective 3	For residents to challenge stereotypes and assumptions, communicating their identity and aspirations to the outside world.

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 is a unique event for Hull 2017
Selling Point 2	It encourages active participation from local residents as well as people in the surrounding area.
Selling Point 3	The project appeals to all audiences and is accessible for all to view.

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	Local residents who live on the Thornton Estate
Audience 2	Children and young people in local primary and high schools, Darley's Youth Centre and Danny's Dream Disability Day Care.
Audience 3	All residents of 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	Residents living on the Thornton Estate
Location 2	Local residents living in HU1-HU20
Location 3	Individuals and communities nationally and internationally.

Competition

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

Not Applicable, depending on a launch event/switch on - TBC

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	Leaflets - already designed, will consider printing new ones to include Hull 2017 logo. These will be distributed to local volunteers. Print numbers will vary throughout the year.	£200
Distribution	TARA, Sharon as well as considering Hull 2017 volunteers, but will need to attend volunteer lead training.	
Direct Mail		
Advertising		
- Online	No paid for advertising	
- Radio		

Social Media	<p>Facebook - Estate of the Nation. Will be updated frequently. Monitor number of likes. https://www.facebook.com/estateofthenation</p> <p>Twitter - https://twitter.com/estofthenat Will begin to update frequently leading up to the start of the project. Monitor the number of followers.</p> <p>Instagram - https://www.instagram.com/estofthenat/ Will invite people/residents to send pictures, which we can post on the page.</p>
Other	<p>Effective use of FM, digital and social media. West Hull Radio 106.9FM will promote the project, streaming into the city centre. The radio station will have regular features on the project.</p> <p>GDT's Quality of Life Coordinator will connect the project to large numbers of local residents, residents groups through GDT's local community services.</p>

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			

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, will speak to Alix Johnson at Hull 2017 nearer the launch of the event.	

Has the press release been submitted for approval to the Hull 2017 team?

N/A

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

Date	Activity	Detail	Deadline
7/11/2017	Marketing and Communications Plan	Complete the Marketing and Communications plan with the Hull 2017 team.	7/11/2017
December Onwards	Press Release	Consider writing a press release to announce the launch of the project.	

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	1 picture, original concept artists which is in the Made in Hull season guide.	2017
Have you supplied video content for use of the Hull 2017 team?	N/A	

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
21/11/16	James Bawn Visit	Lighting consultant for project from Leeds - £200 worth of coloured filters. Pilot test.	21/11/16
December	Mini-consultation	Residents, remind people of event.	December
Jan 16	Lighting filters in the communal walk ways	One-day event	Jan 16
Jan 16	Hand out coloured filters to the residents	Begin the process of installing the coloured filters	Jan 16
June Onwards	Install filters in resident houses	Resident association engaged	
October/November	Launch event/switch on	TBC - Possibly when the clocks go back	November

Evaluation

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

- Gathering qualitative and quantitative information throughout project delivery.
- Participant feedback forms, street surveys, online and paper based questionnaires.
- Head counts and attendance records at key events.
- Final project evaluation report/case study, which will be made available online.

Sign Off

Name	Job Title	Signed	Date	Email
Sharon Darley				
Melissa Page	CCP Marketing Lead	<i>mpage</i>	7/11/2016	melissa.page@hull2017.co.uk
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