**CAMPAIGN PLAN: EVENT / FESTIVAL**

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| Name | Pride/LGBT 50 |
| Start Date | 22.07.17 |
| End Date | 29.07.17 |
| Duration | Week-long event  |

**Overview**

LGBT 50 is a week-long (22 – 29 Jul) uplifting and inclusive celebration, marking 50 years since the decriminalisation of homosexuality in the UK.

An event to which everyone is invited, as part of Hull 2017’s Freedom season, *LGBT 50* is a nationwide celebration, highlighting seminal moments in British LGBT history since 1967. It will will honour the struggles of the past, celebrate the freedoms of today, shine a light on the continuing fight for equality for all LGBT people and propose a hopeful and ambitious future for LGBT and queer folk.

The week will start on 22 July with Pride in Hull - Britain’s first ever official UK Pride – featuring a parade in collaboration with legendary post-queer performance and events collective Duckie and performances by Yorkshire Dance. It will culminate on 29 July with Duckie Summer Tea Party in Queen Victoria Square followed by *I Feel Love*, a concert in City Hall broadcast live on BBC Radio 2.

The LGBT 50/ UK Pride activity includes:

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| --- | --- | --- |
| Date  | Detail  | Location  |
| 8 Jun – 22 Jul | [**50 Queers for 50 years - Duckie residency**](https://www.hull2017.co.uk/discover/article/lgbt-50-50-queers-50-years/) | 95 Jameson Street |
| 22 Jul 12-8pm | **Pride in Hull featuring 50 Queers for 50 years**  | Hull College - Queens Garden  |
| 24 – 26 Jul | [**Lads ’n’ Lasses**](https://www.hull2017.co.uk/whatson/events/lads-lasses/)  | Fruit |
| 25 Jul | [**Pride in Hull Film Festival**](https://www.hull2017.co.uk/whatson/events/pride-hull-film-festival/) Collaboration with Hull Independent Cinema and BFI * 1pm Britain on Film:LGBT, Kardomah 94
* 3pm Girls Lost, Kardomah 94
* 6pm Who’s Gonna Love Me Now, Kardomah 94
* 7pm Queerama, Hull Truck
* 8pm 52 Tuesdays, Kardomah 94
 | Kardomah 94 |
| 26 Jul | **Laugh Out Loud**Comedy With local and national LGBT performers | Kardomah 94 |
| 27 Jul 50th Anniversary marking the decriminalisation of homosexuality in England and Wales |
| 27 Jul | **On A Queer Day You Can See Forever** Speakers Corner – manifesto for the future | Humber St, City Speaks? |
| 27 Jul – 24 Sep  | [**House of Kings and Queens**](https://www.hull2017.co.uk/whatson/events/house-kings-queens/) | Humber St Gallery's Gallery 4 |
| 27 Jul | Polari writing workshop | Kardomah 94 |
| 27 Jul | [**Polari Literary Salon**](https://www.hull2017.co.uk/discover/article/polari-literary-salon-back-hull/) | Kardomah 94 |
| 27 Jul | Launch of [**Lost Property**](https://www.hull2017.co.uk/jobs/call-lgbt-stories-wanted/) zine and podcast | Thieving Harry's |
| 29 Jul | [**A Duckie Summer Tea Party**](https://www.hull2017.co.uk/whatson/events/duckie-summer-tea-party/) | Queen Victoria Square  |
| 29 Jul | [**I Feel Love**](https://www.hull2017.co.uk/whatson/events/ifeellove/) | City Hall |
| Legacy | **LGBT archive** A collection of local stories from LGBT communities which will inform the performances, and also serve as a legacy to the project | History Centre |

**Project Team**

|  |  |  |
| --- | --- | --- |
| Organisation | Name | Department |
| Hull 2017 | Sarah MoorSarah.moor@hull2017.co.uk  | Marketing |
| Hull 2017 | Bethany Watson (Pride)Bethany.watson@hull2017.co.uk Nicola Taylor (LGBT50)Nicola.taylor@hull2017.co.uk  | Digital |
| Hull 2017 | Alix Johnson alix.johnson@hull2017.co.uk  Matt WaltonMatthew.walton@g#hull2017.co.uk | Media & Comms |
| Hull 2017 | Cian Smyth | Producer |
| Hull 2017 | Aidan Lesser, Melissa McVeigh, Carys Tavener, City Events Team | Production Managers |
| Creative Partner | Jenny Hutt, Duckie | Event Managers |
| H17 PR Agency | Sara Sherwood (Cornershop PR) | Media & Comms |
| Yorkshire Dance | Kirsty Redhead | Creative Projects Producer |
| Yorkshire Dance | Antony Dunn | Marketing & Comms Manager |
| Yorkshire Dance | April Skipp | Marketing Officer |
| Duckie | Simon Casson |   |
| Yorkshire Dance | Gary Clarke | Choreographer |
| Hull Pride | Colin Wilson |   |
| Hull Price | Andy Train | Vice Chair |
| BBC | Pat Conor |   |
| BBC | Jonty Claypole |   |
| BBC | Phil Doling |   |
| BBC | loretta.desouza02@bbc.co.uk Bryony.Czujko@bbc.co.uk  | Media & Comms |

**Campaign Objectives**

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| --- | --- |
| Objective 1  | To host a national celebration to which everyone is invited – a celebratory event which is open, inclusive, generous and welcoming to all |
| Objective 2 | To mark the 50th anniversary since homosexuality was decriminalisation in the UK |
| Objective 3 | To create a week-long celebratory event under the umbrella of LGBT 50 |
| Objective 4 | To celebrate heroes past, freedom gained and solidarity  |
| Objective 5 | To get people from all backgrounds outside dancing, together!  |
| Objective 6 | To showcase and celebrate Hull’s thriving LGBT community – celebrating its people and the city |
| Objective 7 | To challenge perceptions and breakdown barriers in the city  |
| Objective 8 | To show Hull as a progressive and welcoming city, with its strong links to Freedom and a haven for all  |
| Objective 9 | To create a lasting legacy - an inaugural event which will become an annual national celebration  |
| Objective 10 | Promoting the support of our funders and their support of the LGBT community and inclusivity for all |

**Measurable Goals**

70,000 people over the full LGBT50 programme

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| --- | --- |
| Goal 1 | To attract an audience of over 10,000 for the parade |
| Goal 2 | To encourage people from outside of the city to attend the celebrations – measurable by hotel bookings and capacity  |
| Goal 3  | A welcoming city – the number of additional Airbnb rooms available. Encourage the LGBT community to get involved in the Homestay project  |
| Goal 4 | A target of XXXX people/ organisations to get involved in Duckie’s project  |
| Goal 5 | 12-20,000 people to attend Duckie’s summer tea party (2000 rolling per hour) |
| Goal 6 | Xxxxxx people to see the House of Kings & Queen LGBT50 exhibition at Humber Street Gallery  |
| Goal 7 | To get 500 people dancing/involved as part of a new dance production by Gary Clarke  |
| Goal 8 | A family-friendly celebration with minimum trouble or disturbance – measurable by police response during the week |
| Goal 9 | To encourage local people who have never attended Pride in Hull to join in the celebrations. Measurable by social media interaction (#LGBT50) and attendance figures  |
| Goal 10 | Legacy of Hull 2017 – does it become a national event?  |
| Goal 11 | No Limits – encourage schools to promote/support the event with lessons in SMSC. Every school signed up to No Limits to take part? (links to the theatre performance at Fruit) |
| Goal 12 | Local businesses/ night time economy benefitting from the weekend (measurable by takings/ attendance)  |
| Goal 13 | To generate national media coverage leading up to and following the event with positive and uplifting stories  |
| Goal 14 | For sponsors and local businesses to get involved in the celebrations by displaying their support, rainbow? (Maybe we could do a campaign involving local businesses linked to this) |
| Goal 15 | Offer Hull’s LGBT community visibility in civic space in city centre |

**Target Audience (include geographic as well as demographic)**

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| --- | --- |
| Audience 1 | Local Gay Pride go-ers  |
| Audience 2 | National Gay Pride go-ers (and UK Pride organisations) |
| Audience 3 | Hull LGBT community and local organisations  |
| Audience 4 | All humans!  Hull residents who have never attended Pride before  |
| Audience 5 | People from minority backgrounds (celebrating equality for all)  |
| Audience 6 | Families and young people / No Limits  |
| Audience 7 | People involved in Homestay project  |
| Audience 8 | Local businesses and sponsors  |
| Audience 9 | Trans-communities |
| Audience 10 | East Riding audiences (Brid College, Goole Courtyard) |

**Campaign Structure: Phases**

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| --- | --- | --- |
| Phase | Period | Purpose |
| Phase 1 | Up to May 2017 | Building Awareness Participation & recruitment Duckie residence – social/community engagementYorkshire Dance recruitment  |
| Phase 2 | 1 Jun 2017 – 21 Jul 2017 | Core Marketing Phase |
| Phase 3 | 22 Jul 2017 - 29 Jul 2017 | UK Pride week-long event  |
| Phase 4 | 30 Jul 2017 -> | Follow up / Audience development  |

**PROJECT BACKGROUND**

**Season Guide Copy**

There will be dancing.

50 years ago, homosexuality was decimalized in the UK. LGBT people and friends, humans! Let’s go outside and dance. Wearing Sappho’s violets, Wilde’s carnations or any flower you wish.

Celebrate heroes past, freedoms gained and show solidarity with continuing struggles for LGBT equality at home and everywhere.

In one beautiful week, everyone is invited to parade in the first ever UK Pride which is happening in Hull to dance and eat cake at a very special Duckie summer Tea Party.

**About the Company / Creative Partner**

Insert a few lines about the creative partner(s)

Hull Pride, Yorkshire Dance, Duckie, BBC.

**Agreed contractual credit**

*Hull UK City of Culture and [Creative Partner] present XXXXXXXXXX by [Writer]*

**Key Selling Points of Show**

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| --- |
| First UK Pride, national spotlight on Hull  |
| Week long celebratory event |
| Duckie / Gay Shame Events (well-known names in LGBT community)  |
| Everyone is invited: inclusive to all  |
| Partnerships with BBC and Yorkshire Dance  |
| Involvement of the local LGBT community  |

**Competition**

* *Start of the summer holiday season, people away*
* *Festival season*
* *Existing Pride events in local areas*

**SWOT Analysis**

|  |  |
| --- | --- |
| Strengths  | First UK Pride, national spotlight, a week-long celebration, Duckie/ Gay Shame Events, summer season, building on an established event, new route, partnerships with Yorkshire Dance & BBC, involvement of local LGBT community, an active and engaged audience  |
| Weaknesses | Start of the summer holiday season, festival season, existing Pride events  |
| Opportunities | Workshops and involvement of LGBT community will help create local participation & interest. Partnerships with well-known organisations  |
| Threats | Homophobia, negativity from pockets of the community  |

**Agreed Shows to Upsell or Cross-Sell (Pre- or -Post)**

|  |
| --- |
| House of Kings and Queens at Humber Street Gallery  |
| Nightlife / supporting events run by local businesses  |
| Kardomah 94 & Fruit events during the week  |
| BBC Event  |
| Duckie summer tea party  |
| Recruitment and participation of Duckie workshops & dance project  |
| Artlink LGBT exhibitions –Anita Corbin’s LGBT 50 photography exhibition, John Rogers Alien Sex Capsule |
| Make It Happen – roll out of Duckie type workshops in local communities |

**Comms & Positioning**

LGBT50 celebrates a key moment in British history when homosexuality was decriminalised in England and Wales. This week-long celebration in Hull, as well as the first UK Pride, places Hull within the wider domestic and international conversation on LGBT+ rights.

Given Duckie’s national profile, we will capitalise upon this in our press campaign for arts and entertainment features. Our campaign would emphasise their radical history married with their commitment to community engagement and hosting fun events for everyone.

Furthermore, we will use Yorkshire Dance’s reputation to leverage dance industry pieces discussing their involvement with LGBT50.

LGBT50 also gives us an opportunity to showcase the global movement for LGBT+ rights with House of Kings and Queens at Humber Street Gallery. Our aim is to use these images for a piece in national supplement magazine which will place LGBT50 as a key part of the national conversation around the 50th anniversary of the decriminalization of homosexuality in England.

In addition to this, as LGBT50 will be celebrating heroes of the past, we will aim to place piece online which shed light on those celebrated within the event. This could be through photo and list-led pieces (ie, 5 LGBT+ heroes being celebrated in Hull in LGBT50) or interviews with the LGBT50 creative team.

We will also position LGBT50 within the national press as a fun, summer activity which is suitable for everyone of all ages. As a result, we will be pitching picture preview / things to do pieces with family, travel and groups press as well as traditional longer-lead magazines and national newspapers.

Media titles which we will be targeting:

Key print and online targets for national media will include: New York Times; The Guardian; The Guardian: Weekend; The Guardian: Guide; Daily Telegraph Weekend magazine; The Observer magazine; The Times; Daily Telegraph; BBC News online; New Statesman; The Big Issue; Huffington Post; The Independent; The I.

Key broadcast titles for national media will include: BBC Radio 4: Today; BBC Radio 2: The Arts Show with Jonathan Ross; BBC News; ITV News; Channel 4 News; BBC Radio 2: Graham Norton; BBC Radio 5Live: Afternoon Edition.

Key print, online and broadcast targets for local media will include: Hull Daily Mail; BBC Look North; BBC Radio Humberside; ITV Calendar; Yorkshire Post; KCFM; Viking FM.

Key print, online and broadcast targets for LGBT+ media will include: Attitude; Boyz; Gay Times; QX; Winq; Pink News; Diva; Vice; Pride Life; Out Magazine; Gaydio; G Scene; The Gay UK; Gay Star News; The Gay Backpacker.

Key print and online dance publications will include:Dancing Times; Dance Europe; The Wonderful World of Dance; The Arts Desk; Financial Times; The Times; Daily Telegraph; Art is Alive; Dance Today; Exeunt.

**High-level budget (\*CONFIDENTIAL\*)**

|  |  |
| --- | --- |
| Total Project Cost  | £XXX,XXX |
| Hull 2017 Contribution | £XXX,XXX  |
| MarComms Allocation | £XX,XXX held in the project budget / by Creative Partner |

*Contractually Hull 2017 / Creative Partner [delete as appropriate] is responsible for the marketing and digital promotion, and media relations, of the project.*

**DELIVERY PLAN: AWARENESS BUILDING**

April 2017 – 31 May 2017

**Budget Allocation**

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| --- | --- |
| Overall MarComms Allocation  | £18,000 |
| Allocation to Awareness Building Phase  | £TBC |
| BrandingFlower theme assets – developing a full flower backdrop  | £600 |
| Print CollateralLGBT 50 Z-fold pocket programme 84x54mm (6x3 panels) | £600 design£1,615 print (10,000 copies) |
| EditorialNews release for the website following press release issue 8 May | £0 (Editorial) |
| LGBT Venue DressingBeer mats (500)Use of digital screensTable Talkers - DL size x 3 sides + tab, 250g silk, matt laminated, creased and glue tape added to strip (500) | £60 design, £150 print£N/A£90 design, £200 print |
| Duckie Shop Venue DressingBrand Duckie shop/produce material to support Duckie’s workshops 25 May  | Options:£600 vinyl /Banner shop sign 3m x 1m - £66 (£22sqm) /£85 pull up banner |
| EditorialInterview Duckie about their involvement in LGBT 50. | £0 (Editorial) |
| AdvertisingTBCOOH AdvertisingQVS shop unit vinyl | £2,000£80 design, £395 print |

**Approach**

Develop a LGBT brand and assets – looking at how the LGBT flower theme is employed across the project from the start to create a consistent and coherent look and feel.

Generating interest and excitement about the week-long event in the LGBT and wider community, supporting the recruitment and participation opportunities for the workshops and dance opportunities.

**Media Opportunities**

|  |  |
| --- | --- |
| 10/04/17 | Invite local media to Yorkshire Dance workshop in Hull (6-8pm) |
|  24/04/17 |  BBC concert announcement |
| 15/05/17 | Issue press release to long-lead LGBT monthly magazines announcing programme |
| 16/05/17 | Issue call to action press release on Yorkshire dance workshops |
| 22/05/17 | Issue call to action press release on A Moment in Time |
|  XX/05/17 | Issue press release to local media on Duckie shop opening |
|  31/05/17 |  Issue press release about Polari |

**Key Dates / Timeline**

|  |  |
| --- | --- |
| 03/04/17 | Yorkshire Dance issue ‘Into the Light’ dance engagement flyers |
| 10/04/17 | Yorkshire Dance workshop in Hull (6-8pm) |
| 28/04/17 | DEADLINE for LGBT magazines to hit shelves in June/July |
| 15/05/17 | Vinyl to go up QVS shop unit |
| 19/05/17 | Volunteer workshop |
| 19/05/17 | Yorkshire Dance workshop |
| 29/05/17 | Brand Fuel and Propaganda – screens, beer mats |
| 29/05/17 | DEADLINE for full line-up announcement PR |
| 29/05/17 | DEADLINE for programme approvals |

**DELIVERY PLAN: CORE CAMPAIGN PERIOD**

1 June 2017 – 29 July 2017

**Budget Allocation**

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| --- | --- |
| Overall Marketing Budget | £18,000 |
| Allocation to Core Campaign Period | £TBC |
| EditorialWrite up news story on website following full LGBT 50 programme announcement 19 June | £0 (Editorial) |
| DistributionLGBT 50 programme of events distributed from 2 June | £400 |
| Advertising Campaign for Phase 2LGBT specialist titles TBC3 – 17 July 48 Sheet, Anlaby Rd Cnr Land Fronting Hull Royal Infirmary Car Park | £2,500?£700 Artwork (inc phase 1) £300 (artwork only) |
| Partner DressingSewell station branding: Digital screens at petrol pumps / A board ads / vinyls / flower tags? | A1 Posters for boards £40 design, Print £120 (15 quantity)Vinyls £200 design, £150 print per vinyl |
| Partner EditorialSewell to use rights and benefits for partner editorial to coincide with branding in store & petrol stations w/c 12 June | £0 (Editorial) |
| Digital ContentFilm Duckie workshop and interview EJ about archive w/c 12 June | £500 |
| EditorialEditorial feature on the symbolization of the flowers in the branding to go live w/c 19 June | £0 (Editorial) |
| Social MediaShare Yorkshire Dance’s mass dance instructional video online. Announce the full non-professional cast of dancers on 26 June. Share video. | £Social |
| EditorialRound up editorial of ways to get involved in LGBT 50 including Yorkshire Dance piece, A Moment in Time exhibition, Duckie workshops and cake competition and potentially the archive w/c 3 July | £0 (Editorial) |
| EditorialGuest editorial from 2-3 members of the local LGBT community about the importance w/c 10 July | £0 (Editorial) |
| **Editorial**Release Duckie workshop film w/c 17 July | £0 (Price as above) |
| Queens Garden Venue DressingBrand Pride in Queens Gardens Stage and entrance 21 July:Banners on towers either side of the stage.Heras fencing wrap around entrance.Branding on stageWay finding around site? |  £220 per 2m x 5m, (£22sqm)£105 per 3.5m x 2m 🡪 to wrap 165m £4949.99£660 (10m x 3m, £22/sqm)£1,500Artwork for above: £600? |
| Social MediaSocial content and documentary photography for Pride – 22 July. | £500 |
| EditorialRelease EJ archive film w/c 24 JulyWrite news release on 27 July for anniversary date and opening of House of Kings and Queens.Interview Lee Price about HOKAQ | £0 Editorial |
| HSG Venue DressingBrand HSG - House of Kings & Queens – 24 July:Window vinyl? /Pull up banner? | Options:£600 **/**£85 |
| QVS Venue DressingLGBT50 shop vinyl (unit near Café Nero) |  £475 (design and print) |
| City Hall Venue DressingBrand City Hall – 28 July: Banners from balcony/on columnsBranded foyer – floor vinyl, pop up banners?Flowers around monument, benches Flower lapels for all attendees (carnations for men, lilies for women?)Fitting costs for city/venue dressing |  £110 (5m x 1m) (£22/sqm) Balcony / £300 column banners £265 (3200mm floor vinyl)Set dressing budget £400 |
| Social Media / EditorialSocial content and documentary film and photography of Duckie Tea Party and BBC concert 29 July.Release photo gallery and film about LGBT 50 – w/c 31 July | £1,000 |
| Email MarketingInclusion in Hull 2017 emailer | £0 |
| Digital AdvertisingTargeted social posts – Manc, Leeds, Newc LGBT audiences | £400 |

**Approach**

**Media Opportunities**

|  |  |
| --- | --- |
|  06/06/17 | Yorkshire Dance workshop (6-8pm) |
|  08/07/17 | Duckie shop media call |
|  08/06/17 | Issue press release on Lads 'n' Lasses |
|  13/06/17 | Issue press release on Cleopatra & Sean Miley Moore at Pride in Hull |
|  15/06/17 | Lads 'n' Lasses media call |
| 19/06/17 | Issue full line-up announcement PR (national and local) |
| 24/06/17 | Issue press release announcing of Duckie cake competition for Tea Party (local) |
| w/c 26/06/17 | (Humberside Fire & Rescue lead on) media call for branded fire engine |
| 26/06/17 | (Yorkshire Dance) issue press release announcing full non-professional cast and promoting online dance instructional video |
| 10/07/17 | Professional dancers arrive to live in Hull for three weeks |
|  11/07/17 | Sewell press release announcing their involvement as Presenting Partner |
|  | Announcement of Polari workshop |
|  | Lost Property PR  |
|  | PR on 50 Queers for 50 Years with quotes from Hull icons such as Cosey Fanny Tutti |
|  | Opinion pieces from Minister for Equalities in Hull Daily Mail & Yorkshire Post |
|  17/7/17 | Humberside Police launch rainbow vehicle  |
|  18/07/17 | Announcement of Yorkshire Premier of God's Own Country at Pride in Hull Film Festival |
|  21/07/17 | BBC bus is doing an LGBT 50 special from Queens Gardens Friday 21 between 12-2.30pm. * 12:15 – Robin Whitmore from Duckie
* 12:35 – Aiden Thompson-Coates from ApposArt. He wrote the play Lads & Lasses that has been commissioned by Pride in Hull (details attached)
* 12:50 – Harry Theaker (50) and Greg Largeley (18). Harry is a 50 year old professional dancer and Greg is a community member, both have been involved in Yorkshire Dance’s Into The Light dance piece which will be performed on 29 July
* 1:15 – Andy Train – Trustee at Pride in Hull
* 1:35 – Martin Green
* 1:50 – Catherine Baker – Delivering a talk on Gender and Sexuality at the University of Hull during LGBT50 week
* 2:10 – Lee Price
 |
| 24/07/17 | Issue press release on The House of Kings and Queens |
|  26/07/17 | Media preview of The House of Kings and Queens |

**Key Dates / Timeline**

|  |  |
| --- | --- |
|  05/06/17 |  Lost Property deadline |
| 06/06/17 | Yorkshire Dance workshop (6-8pm) |
| 12/06/17 | Sewell partner editorial |
| 12/06/17 | DEADLINE for 48 sheet artwork |
| 15/06/17 | Targeted programme distribution to commence |
|  w/c 19/06/17 | Editorial on the symbolisation of flowers in the LGBT50 branding on Hull 2017 website |
|  20/06/17 |  Remote box office in Duckie pop-up shop or Propaganda |
|  23/06/17 |  Tickets on sale |
| 26/06/17 | Yorkshire Dance issue mass dance instructional video online and announcement of full non-professional cast |
|  27/06/16 |  Launch of Humberside Fire & Rescue LGBT branded fire engine |
|  w/c 03/07/17 | Editorial on the different ways people can get involved with LGBT50 – Yorkshire dance, Moment in Time exhibition, Duckie workshops, cake competition, LGBT archive – on Hull 2017 website |
| 10/07/17 | Guest editorial from the LGBT community on Hull 2017 website |
| w/c 17/07/17 | Duckie workshop film published on Hull 2017 website |
| 20/07/17 | Brand Queens Gardens, wayfinding on route |
|  21/07/17 |  Gala dinner – Humberside police event (200) at Mercure Hull Royal Hotel |
|  21/07/17 |  Service with the Archbishop of York and the LGBT Christian Fellowship at Holy Trinity  |
| 22/07/17 | Pride in Hull – first UK Pride |
| 21/07/17 | Brand HSG / HK&Q exhib space |
|  w/c 24/07/17 |  Release EJ archive film. Release interview with Lee Price. |
| 27/07/17 | House of Kings & Queens exhibit opening.  |
| 28/07/17 | QVS branding / City Hall |
| 29/07/17 | Tea For Two / I Feel Love |
|  w/c 31/07/17 | Release highlights gallery/film |

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| --- | --- | --- |
| APPROVAL | SIGNATURE  | DATE  |
| Marketing Lead: XXX |   |   |
| Digital Lead: XXX |   |   |
| Comms Lead: XXX |   |   |