

Contact Name:	Liz Woolmington
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MARKETING & COMMUNICATIONS PLAN: SOUND AND VISION PROJECT

Project Overview

In this Sound & Vision Project, young people from Hull will work with professional artists to curate three sound & visual installations reflecting their communities & youth culture. Housed in teepees, the installations will be moveable, vibrant exhibition spaces which will be displayed across the city.

The project has been designed in response to the views of young people from Hull Young People's Parliament. It aims to challenge their perceptions of art, supporting them to identify their roots & culture. Targeting young people who don't usually get involved in the arts, the project aims to raise the profile of youth culture & arts to a wider audience.

Project Budget: £8,870

Marketing Budget: £250

Objectives

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

Objective 1	Achieve an attendance of over 150 young people at YA Fest in October.
Objective 2	Actively encourage the participation of up to 30 young people (10 per East, West and North communities) to create the installations.
Objective 3	Achieve over 300 (100 per East, West and North) attendances at the Freedom events.

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 participation workshops will support understanding of self and self-expression rather than pure attendance. This will make them attractive to young people who want more in-depth creative exploration.
Selling Point 2	Workshops will be supported by youth workers who already have a relationship with the young people and can offer individual support where needed.
Selling Point 3	Both workshops and the YA Fest event will be held in young people friendly environments.

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	Our main target audience will be young people between the ages of 10 to 19 years (up to 24 years if they have a learning difficulty and/or disability) for the workshops.
Audience 2	Young people who do not access the arts and culture (workshops and YA Fest).
Audience 3	Intergenerational/families for Freedom events.

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 HU1-9 (East, West, North)
Location 2	Community Events/Parks
Location 3	Youth Networks/Hull Young People's Parliament

Competition

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

Other summer events which are occurring locally (dates 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	500 x A4 flyers advertising the Youth Arts Festival to be distributed prior to the event.	£250
Distribution	Distribution through Youth Networks East West North, Hull Young People's Parliament and local meeting places e.g. youth centres/surgeries. Distributed by local youth workers and the Youth Voice team.	Free
Direct Mail	None	
Paid-for Advertising	None	

<ul style="list-style-type: none"> - Online - Radio 		
Social Media	<ul style="list-style-type: none"> • Youth Centre Creative Voice https://www.facebook.com/CreativeVoiceHull/ and Hull Youth Council Facebook https://www.facebook.com/HullYouthCouncil/ <p>The Facebook page will be updated seasonally (corresponding with the City of Culture seasons). We will monitor the interest we get from social media posts e.g. how many likes we get on posts.</p> <p>We will not use any other social media handles.</p>	Free
Other	Hull Events Diary for the Summer Events. We will begin to plan this early 2017.	Free

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	Hull City Council Ruth Cowlam	Voice and Influence Forum worker	Ruth.cowlam@hullcc.gov.uk

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?	No	
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?

Activity	Detail	Deadline
Have you submitted any images to the Hull 2017 team?	No, but I will email photos of Hull Young Peoples Parliament	December
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
21/1/16	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017	2/12/2016
3/1/17	Meet with artist	Agree description of workshops to draw young people's interest	1/02/17
21/2/17	Attend leadership meeting	Ask youth workers to identify young people who would benefit from the workshops in February	21/02/2017

		half-term and the Easter holidays	
	4 day workshops start.	Artist works with young people from EAST West and North Localities to decorate the exterior of their teepee.	
March and July Parliament	Discuss and promote opportunities at Hull Young People's Parliament	To broaden engagement opportunities	23/3/17
12/4/17	Start the installation workshops	Community based workshops led by artists. Young people create their installations based on a journey of self-discovery linked to their roots.	21/4/17
26/7/17	Involve people in designing flyers for YA Fest.	Use Local Printers to text and confirm completion	
Summer	Teepee Installations	The teepees will be exhibited within 6 community events during the Summer holidays.	End of Summer
27/10/2017	YA Fest	Musician and Artist (supported by youth workers) encourage intergenerational/families' engagement in the performance. Youth Arts Festival evening celebration.	27/10/17

Evaluation

(How are you planning to monitor the success of your campaign?)

- See if positive relationships have been built between young people and artists and evidence the outcomes e.g. higher levels of engagement, building self-awareness and confidence.
- Get feedback (written and verbal) from young people and families who attend the summer events.
- Get feedback (written and verbal) and quotes from the young people who attend the workshops.
- Use the film footage from YA FEST which contains young people's comments and responses.
- See if Facebook numbers increase.
- Ask the agencies who attend the Youth Networks for their community impact feedback.

Sign Off

Name	Job Title	Signed	Date	Email
Liz Woolmington	Youth Work Manager CCP	ejwoolmington	28 / 11 / 16	Elizabeth.woolmington@hullcc.gov.uk
Melissa Page	Marketing Lead CCP	<i>mpage</i>	5/12/16	Melissa.page@hull2017.co.uk
Cheryl Oakshott	Coordinator	<i>C Oakshott</i>	5-12-16	Cheryl.oakshott@hull2017.co.uk