

Contact Name:	Tony Cotson
Submission Date:	31.10.2016

## MARKETING & COMMUNICATIONS PLAN: FISHING HERITAGE ART EXHIBITION

### Company Summary/History

South Holderness Technology College is an 11-18 mixed comprehensive school with a thriving Art department. Adam Cotson, James Green and Matthew Fratson are part of an outstanding art team providing diverse creative experiences in lessons and through art trips, competitions, and commissions. The SHTC art department have hosted highly rated and professional annual summer exhibitions for over 5 years at their school, along with various public exhibitions including a recent show at Hull Truck Theatre. The art department has a long history of academic success, along with other notable achievements such as creating the commemorative RAF sculpture at Patrington Haven.

St. John the Baptist Church known as the 'Fishermen's Church' due to its location in the heart of Hull's old fishing community was built in 1878. The church has recently undergone refurbishment and continues to surprise visitors with its grandeur and beauty. Rev Tony Cotson vicar to the Hessle Road community worked 15 years in the fishing industry, his pastoral work continues through his chaplaincy and heritage support work. Rev Tony Cotson plays a key role in the annual Lost Trawlermen's Day Service and the church hosts the city's maritime groups for the July 'Sea Sunday Service'.

### Project Overview

This project will celebrate arts and culture as it brings together a new generation of young artists to tell the story of the glory days of Hull's fishing heritage. Supported by community heritage groups, local artists, choirs, and school children, it will create a unique exhibition of art and music. Featuring traditional and contemporary art, music, videos and talks by ex-fisherman, the exhibition will retell the story of Hull's fishing heyday.

The exhibition will close with a service of thanksgiving and celebration when the Bishop of Hull will dedicate a plaque commemorating joint losses of Hull and Reykjavik fishermen.

**Overall Project Budget: £11,680**

**Marketing Budget: £900**

### Objectives

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

<b>Objective 1</b>	To consult with ex-fishermen, local fishing heritage groups and relevant organisations in order to raise the awareness of Hull's fishing heritage.
<b>Objective 2</b>	To share stories from those who worked in the fishing industry as well as those connected to the industry.
<b>Objective 3</b>	To raise the profile of the visual arts in the Hessle Road area in order to inspire a diverse local audience.

<b>Objective 4</b>	To maximise the opportunity for young artists to learn about Hull's fishing heritage and to communicate and express their own responses to the subject.
<b>Objective 5</b>	To explore the potential to develop our resources, infrastructure, and collaborative links with local groups and organisations in order to create a professional and lasting legacy to celebrate Hull's fishing heritage for years to come.

### Key Selling Points

(Why should people choose to attend your event over everything else that is going on at the same time?)

<b>Selling Point 1</b>	The Fishing Heritage Art Exhibition is truly made in Hull - by Hull people and about Hull people. A fishing heritage art exhibition in the "Fisherman's Church on Hessle Road.
<b>Selling Point 2</b>	Learn about the generations of Hull people who lived and worked in a thriving fishing industry through the eyes of a younger generation who want to share their story.
<b>Selling Point 3</b>	Our fishing heritage art exhibition retells a Hull story which is central to Hull's identity.

### Target Audience

(Who do you see as your key audiences? Try and include an audience that you would like to develop in here)

<b>Audience 1</b>	Hull people connected with Hull's fishing heritage.
<b>Audience 2</b>	Young children and their families in the Hessle Road catchment area.
<b>Audience 3</b>	The local art community and the Hull 2017 culture vultures.
<b>Audience 4</b>	People who rarely visit an art gallery, who will spread the word and help us broaden our audience in future years to create a city wide legacy.

### 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)

<b>Location 1</b>	Fishing heritage events such as the Lost Trawlermen's Service.
<b>Location 2</b>	Feeding the 5000 Pickering Park June event
<b>Location 3</b>	Hessle Road area - pubs, community centres, ASDA and smaller shops.
<b>Location 4</b>	Local catchment primary and secondary schools
<b>Location 5</b>	Fishermen's mission

## Competition

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

Hull/UK Pride - mid June 2017

Beverley Folk Festival - mid June 2017

Burton Agnes Jazz and Blues Festival - early July 2017

Art in the Park - May to June 2017

## 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
<b>Print</b>	In-house Print - artwork prints (A5-A1), plaques, leaflets (A4), posters (A4-A1), artwork postcards (A6 laminated), bookmarks, and exhibition brochures (printed at South Holderness Technology College - quantities depend upon the number of artworks made). High street print - card fliers (A6 x2k - £90), business cards (x1k - £70), large banners (9ft by 3ft x2 - £150), small banners (6ft by 2ft x4 - £180) and exhibition stands (800mm by 1000mm x4 - £240) - printed by a local print company such as Scribes.	In-house - £200 contribution High street - £750
<b>Distribution</b>	Hull 2017 volunteers helping post leaflets around the Hessle Road area. Participating students, artists, friends, and family can also share postcards and leaflets with their friendship groups, family and work colleagues.	Volunteers - £0
<b>Email</b>	Using a long list of email contacts gathered from the SHTC Summer Exhibition, the 2015 Fishing Heritage Art Exhibition and from our Creative Community friends we will contact a large audience via email.	Email - £0
<b>Direct Mail</b>	Using the above contacts, we will shortlist key businesses and organisations to send a formal headed invitation (sent from SHTC - paid for by the school).	Direct mail - £0

Advertising  
- Online  
- Radio

Radio Advertising

- Humberside Radio, KCFM, West Hull Community Radio and HKRadio contacted leading up to the event, as well as advertising the main exhibition in June.

Media

Facebook - [www.facebook.com/FishingHeritageHull](http://www.facebook.com/FishingHeritageHull)

Twitter - @HullHeritageArt

Hashtag - #HullFishingHeritage

Instagram - @hullfishingheritage

Key posts will be boosted to reach a greater audience e.g. events, advertising and articles about us. Followers will be monitored through Facebook 'insights'. Messages and activity will be responded to the same day to increase interactivity.

Posts will be 1/2 weekly between September 2016 and July 2017, with posts continuing between exhibitions to keep followers interested for 2018.

Facebook -  
£50

Other

The Hull Daily Mail, Holderness Gazette and Yorkshire Post, as well as Look North and Calendar will be contacted to run interesting stories leading up to the event and to advertise the main exhibition in June.

Adam Cotson to contact all media outlets with his contacts lists.

Advertising Outlets

- Hull galleries
- Hull museums
- Hull Churches
- Diocese of York mailing list
- Hull Libraries
- Carnegie Centre
- Hull University and other local colleges
- Hull bars and pubs
- Hull tourist information

Local papers -  
£0  
(articles only)

Advertising  
outlets -  
£0  
(negotiate free  
advertising)

App -  
£0

Website -  
£0  
(use a free web  
service)

SHTC student Beth Jones to explore developing a smartphone app (as part of her A-level Enrichment course) which can be downloaded and used to access our content. No cost. The deadline will be May 2016.

Matthew Fratson will look into creating a website to gather all of our social media stream into one coherent and informative website. Deadline February 2017.

**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).

	<b>Name</b>	<b>Job Title</b>	<b>Email Address</b>
<b>Sponsor, partners or funder details</b>	South Holderness Technology College	Art Department	<a href="mailto:cotsona@shtc.org.uk">cotsona@shtc.org.uk</a>
	STAND - Ron Wilkinson	Chairman	<a href="mailto:aramco@aramco.karoo.co.uk">aramco@aramco.karoo.co.uk</a>
	Bullnose Heritage Group - Ray Coles	Chairman	<a href="mailto:ericcoles@ericcoles.karoo.co.uk">ericcoles@ericcoles.karoo.co.uk</a>
	Fishermen's Mission - Tracey Stephens	Manager	<a href="mailto:hullcentre@fishermensmission.org.uk">hullcentre@fishermensmission.org.uk</a>
	Maritime Museum - Tom Goulder	Assistant Curator	<a href="mailto:tomgoulder@hcandl.co.uk">tomgoulder@hcandl.co.uk</a>
	Hull History Centre - Carol Tanner	Access and Collections Manager	<a href="mailto:carol.Tanner@hcandl.co.uk">carol.Tanner@hcandl.co.uk</a>
	Yorkshire Brewing Company - Guy Falkingham	Owner	<a href="mailto:guy@falkingham.eu">guy@falkingham.eu</a>
	G. F Smith - Olivia O'Connor	Public projects manager	<a href="mailto:ooconnor@gfsmith.com">ooconnor@gfsmith.com</a>
	Icelandic Fishing Contact - TBA	TBA	TBA

**Logos to include on marketing communications:**

- Fishing Heritage Art Exhibition
- South Holderness Technology College
- Hull History Centre
- Dead Bod Ale (Yorkshire Brewing Company)
- G.F Smith
- Icelandic fishing contact/group - TBA

## 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. A press release will be submitted to the media.	April 2017
Has the press release been submitted for approval to the Hull 2017 team?	Not yet.	December 2016

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

Date	Activity	Detail	Deadline
Ongoing	Social media: Facebook, Twitter, Instagram	Regular updates on social media sharing artwork in progress, interviews and educational content.	Ongoing
30/04/2017	Invite artists to submit work	SHTC colleagues and students, local artists and relevant groups.	30/10/2016
24/04/2017	Press Release	Prepare press release to send to the Hull Daily Mail prior to the project starting in June.	20/12/2016
28/05/2017	Primary Schools assemblies	Rev. Tony Cotson to visit local schools to talk about the exhibition.	25/04/2017
10/05/2017	Invitations	Send out letters, postcards and emails to advertise the event.	25/04/2017
10/05/2017	Advertsing on social media	Official event advertising on social media.	25/04/2017
10/05/2017	Press article	Inform the press and arrange for an article to be written.	25/04/2017
15/05/2017	Leaflet/postcard campaign	Posting and delivering postcards and leaflets to local homes/businesses.	30/04/2017
20/05/2017	Radio	Radio interviews to advertise the event.	10/05/2017

20/05/2017	Volunteer workshop	Volunteer training event.	10/05/2017
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Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	Yes. Although we have more to come as artwork is produced and designs are created for advertising.	25/04/2017
Have you supplied video content for use of the Hull 2017 team?	No. Although we intend to make several interview videos with Fishermen and videos documenting the project.	Ongoing.

### 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
10/09/2016	Create social media pages	Facebook, Twitter and Instagram pages	20/09/2016
14/09/2016	Prepare exhibition boards	Purchase, emulsion and transport to SHTC	20/10/2016
21/10/2016	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017	31/10/2016
21/10/2016	Invite artists	Draft a letter and invite artists via social media and email also	31/10/2016
13/11/2016	Invigilation rota	Plan out invigilation sessions ready for meeting with Sarah Rule	13/11/2016
14/11/2016	Volunteer meeting	Meeting Sarah Rule to discuss volunteer support	14/11/2016
20/11/2016	Props and models	Negotiate with local museums and galleries to secure the use of props and models	20/11/2016



20/04/2017	Begin mouting and framing SHTC artwork	Cut mounts and frame artwork	10/11/2017
30/04/2017	Artwork submission deadline	Artists must submit work for selection by the end of April 2017	30/04/2017
28/05/2017	Primary Schools assemblies	Rev. Tony Cotson to visit local schools to talk about the exhibition.	25/04/2017
18/06/2017	Setting up the exhibition	Putting up boards, hanging work etc	18/06/2017
23/06/2017	Opening Night	6pm till 9pm at St. John the Baptist Church	23/06/2017
09/07/2017	Taking down the exhibition	Packing away the boards, artwork etc	09/07/2017

### Evaluation

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

The Fishing Heritage Art Exhibition will monitor and evaluate the success of our campaign via social media feedback on our Facebook, Twitter and Instagram pages. We currently have a hashtag set up (#HullFishingHeritage) to collect social media feedback.

We will interview participants and ex-fishermen in order to document how much our exhibition means to the community. We will also seek to interview visitors to the exhibition to document their responses to our artwork.

The exhibition will feature a guest book to gather written feedback from visitors. We will also keep an attendance record to document how many visitors come to St. John the Baptist each day.

Our partner organisations will also feedback to us any additional interest they have received as a result of their collaboration with our exhibition e.g. donations, additional members etc.

Sign Off

Name	Job Title	Signed	Date	Email
Tony Cotson	Project Leader		30/10/16	<a href="mailto:tony@cotson.karo.co.uk">tony@cotson.karo.co.uk</a>
Adam Cotson	Project Leader		30/10/16	<a href="mailto:cotsona@shtc.org.uk">cotsona@shtc.org.uk</a>
James Green	Project Leader		30/10/16	<a href="mailto:greenj@shtc.org.uk">greenj@shtc.org.uk</a>
Matthew Fratson	Project Leader		30/10/16	<a href="mailto:fratsonm@shtc.org.uk">fratsonm@shtc.org.uk</a>
Melissa Page	CCP Marketing Lead	<i>mpage</i>	17/11/16	<i>melissa.page @ Hull 2017.co.uk</i>
Cheryl Oakshott	CCP Coordinator	<i>C Oakshott</i>	22/11/16	<i>cheryl.oakshott @ Hull 2017.co.uk</i>