

Contact Name:	Cathy (Search)
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MARKETING & COMMUNICATIONS PLAN: HIDDEN VOICES

Project Overview

Twice a week, St Mary's Church feeds over 60 homeless people living rough on the streets of Hull. Most of them have a unique view on life & culture & a creative core that has few avenues of expression. Hidden Voices aims to unlock their voices & creative talents, with weekly artistic sessions which will run throughout the year.

The sessions will be held by two local artists, Louie Dorton & St Mary's resident artist Marcel Craven, who has himself experienced homelessness first hand. Exploring life stories & creativity using items discarded by others, the work will be displayed in four exhibitions themed around Hull 2017's seasons.

Hidden Voices is far more than a creative initiative. It will be profoundly life expanding for those involved.

Project Budget: £400

Marketing Budget: £9,825

Objectives

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

Objective 1	Have a minimum of 20 people attend each workshop.
Objective 2	Have a minimum of 200 people attend each exhibition throughout the year.
Objective 3	To raise awareness of St. Mary's Church and the work we do to support homelessness.

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 a unique project for the Creative Communities Programme and may only be happening as a once in a lifetime experience.
Selling Point 2	The project will show a unique perspective on art and showcases the work of a marginalised group in society, with the support of artists Louie Dorton and Marcel Craven.
Selling Point 3	The workshops and exhibitions are open and accessible to all.

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	For our weekly workshops, our main target audience will be the homeless community.
Audience 2	The exhibitions will be open and accessible to all ages. We will encourage families across Hull and East Riding to attend.
Audience 3	Visitors to Hull for other Hull 2017 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) Emmaus, salvation army.

Location 1	We will reach our workshop target audience through people who already attend the church on a weekly basis, as well as through our existing networks. (e.g. Salvation Army and Emmaus).
Location 2	Families and Individuals across Hull and East Riding (HU1-HU20). They will be targeted through leaflet distribution, press releases and posts on social media.
Location 3	Visitors to Hull will be informed of our workshops and exhibitions through Hull 2017's website and social media.

Competition

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

Our exhibitions and workshops run throughout the year, so there will be an opportunity for all people to attend.

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	We are currently in the process of redesigning the leaflets. 300 leaflets will be printed, size and cost to be confirmed.	TBC
Distribution	I will be distributing the leaflets to local community organisations (Salvation Army, Emmaus etc.) and networks.	£0
Direct Mail	Believe in Hull newsletter (Currently have 450 people on their database).	£0

Advertising	No paid-for advertising is currently being considered.	N/A
- Online		
- Radio		
Social Media	Facebook: www.facebook.com/st.maryslowgatehiddenvoices Hidden Voice's Facebook page is updated by the artist, Marcel Craven. Posts will become more frequent leading up to the exhibitions.	£0
Other	Prepare a press release for local newspapers.	£0
	Speak to local radio stations to arrange interviews.	£0
	We will also advertise the project on our website http://stmarylowgate.org.uk/ .	£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			

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	To be confirmed
Has the press release been submitted for approval to the Hull 2017 team?	No	To be confirmed

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

Date	Activity	Detail	Deadline
Ongoing	Press Release	Prepare press release to send to the Hull Daily Mail.	Ongoing

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	No - the artists is preparing images to be sent across to the Hull 2017 team.	March 2017
Have you supplied video content for use of the Hull 2017 team?	No	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
January 2017	Promotion of workshops	Promotion of workshops to client groups through regular drop-in sessions and visits to other homeless charities in Hull.	Ongoing
January 2017	Hidden Voices Workshops	The workshops begin on a weekly basis. 48 sessions throughout the year. We will ensure	

		we reach capacity for each workshop through leaflets distribution and posting on social media.	December 2017
16/2/17	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017	16/2/17
23/2/17	Leaflet design and printing	Begin preparing promotional materials for the launch of the first exhibition.	March 2017
18/03/2017	First Exhibition (Made in Hull)	The first exhibition will feature some works made using only natural dyes and paints made from things found in Hull.	31/03/2017
May 2017	Leaflet design and printing	Begin preparing promotional materials for the launch of the second exhibition.	May 2017
17/06/2017	Second Exhibition (Uprooted)	The second exhibition will feature works that share live journeys, their roots as individuals and their route that led them onto the streets.	20/06/2017
August 2017	Leaflet design and printing	Begin preparing promotional material for the launch of the second exhibition.	August 2017
17/09/17	Third Exhibition (Slaves Under A Star Studded Sky)	The third exhibition will highlight the sense of freedom some of our friends feel their lives have, but also contrast how some feel trapped and not at all free.	30/09/17
November 2017	Leaflet design and printing	Begin preparing promotional material for the launch of the final exhibition.	November 2017
10/12/17	Final Exhibition (Are you Sleeping Comfortably)	Our final exhibition will bring together our best works of the year, and a final piece by	24/12/17

every artist that shows what they have discovered on their creative journey through the year.

First Exhibition Information

- 18 March (Launch) 4-8PM
- 21 March 11AM-3PM
- 23 March 11AM-3PM
- 24 March 6-8PM
- 28 March 11AM-3PM
- 30 March 11AM-3PM
- 31 March 6-8PM

Evaluation

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

- Hull 2017's volunteers to gather feedback at the exhibitions.
- Gather attendance numbers from the workshops.
- Monitor social media likes and comments.

Sign Off

Name	Job Title	Signed	Date	Email
Cathy (Search)	Project Lead			
Melissa Page	CCP Marketing Lead	<i>mpage</i>	27/02/17	Melissa.page@hull2017.co.uk
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