

Contact Name:	Rev Lansford Penn-Timity
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# MARKETING & COMMUNICATIONS PLAN: HULL TRANSFORMING LIVES IN FREETOWN

## Project Overview

We celebrate a relationship that spans both decades and distance, with a musical concert dedicated to Hull and our twin city Freetown in Sierra Leone. Together, Reverend Lansford Penn-Timity, Freetown Mix, and Jive Express deliver a diverse musical showcase, telling real stories about the people of Freetown whose lives have been transformed beyond recognition thanks to support received from Hull-based individuals and organisations.

But this is not a one-way street. The open exchange of knowledge, ideas and culture with our international partners has enabled us to become a city global in ambition and the show will provoke discussion around how we further strengthen existing bonds and create new opportunities for mutual cultural enrichment.

**Overall Project Budget: £9,900**

**Marketing Budget: £500**

## Objectives

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

<b>Objective 1</b>	To encourage 300 people to attend the H-T-LIF project event.
<b>Objective 2</b>	To raise awareness of the existing relationship with our twin city Freetown. A relationship that spans back to the era of William Wilberforce.
<b>Objective 3</b>	Communicate the benefits of the relationships between the two cities and why we need to find ways to strengthen it.

## 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>	It is the first time the event has been held in Hull and may only be happening as a one-time experience.
<b>Selling Point 2</b>	The event will be suited to our target audience. It will throw light on the similarities and differences in our two cities, and explore new opportunities for stronger bonds.
<b>Selling Point 3</b>	It will be a celebration of how an ordinary act of love has transformed lives both in Freetown and Hull.

### 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 target audience will be everyone around East Hull, youth groups, the young as well as the elderly; there will be something for everyone.
Audience 2	We will also target families, as the event is suited for people of all ages.
Audience 3	The wider Hull area (HU1-HU9).

### 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 (inc. families) living in HU1-HU9 - We will reach these by going to meet them in the community - community meetings, faith base organisations meetings, one-to-one chat.
Location 2	Local community groups - meetings to be confirmed
Location 3	

### Competition

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

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	Design and print 2 sided A6 postcards 200, posters 100, pop-up banners x2, flags x4, (HTLIF) t-shirts x30	£300
Distribution	Post postcards through every house in East Hull. We will hire a leaflet agency to do the distribution together with HTLIF and Hull 2017 volunteers.	£40

Direct Mail	Produce a letter inviting local community groups and organisations to the HTLIF event. Freetown Society, S.A.C.T.S Rotary Club Hull, Hull Afro Caribbean Association, Gambian, Nigerian, Ghanaian Association etc. WISE Hull University Wilberforce Museum etc..	£20
Advertising - Online - Radio	Local radio stations - need to confirm advertising rates.	£100
Social Media	Facebook...Jive Express/ Freetown Mix Website: Jive Express <a href="http://www.jivexpress.co.uk/">http://www.jivexpress.co.uk/</a> <a href="http://www.freetownmixhull.co.uk/">www.freetownmixhull.co.uk/</a> South Holderness M.C <a href="http://shmc12.org.uk/">http://shmc12.org.uk/</a> We will post on these twice a week and daily 2 weeks prior to the event.	£40
Other	Invite HTLIF Volunteers/Hull 2017 Volunteers to help with our one to one street adverts and road shows adverts with a clown.	Nil



### 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	None		

### 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	July 2017
Has the press release been submitted for approval to the Hull 2017 team?	To be submitted	

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

Date	Activity	Detail	Deadline
1 <sup>st</sup> June 2017	Press release	Submit press release to the Hull Daily Mail	1 <sup>st</sup> June

Activity	Detail	Deadline
Have you submitted images using the correct format (JPEG, high resolution)?	Yes	December 2016
Have you supplied video content for use of the Hull 2017 team?	Yes	December 2016

### 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
12/12/2016	Marketing and Communications Plan	Complete the plan and return to marketing lead at Hull 2017	13/12/2016
15/02/2017	Music and video recording, costumer design and production	Part of this will be done in Freetown, and the other part in Hull.	30/03/2017
March 2017	Print deadlines	Send the postcards/posters to print.	March 2017
May 2017	Distribution	Begin planning to distribute our postcards and posters to highlighted locations.	August 2017
12/08/2017	H-T-LIF Event	Project delivery	12/08/2017

## Evaluation

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

- To monitor the success of our campaign, we will use a separate email address and phone number to track the response. The project administrator and treasurer will monitor this.
- We will monitor the enquiries from the community just after every advert. For example, after delivering the poster and leaflets, after the radio advert etc.
- Feedback from the people in the community.
- Monitor the growth of our social media accounts.

## Sign Off

Name	Job Title	Signed	Date	Email
Rev Lansford Penn-Timity				
Melissa Page	CCP Marketing Lead	<i>mpage</i>	09/01/2017	Melissa.page@hull2017.co.uk
Cheryl Oakshott	CCP Coordinator	<i>Cheryl Oakshott</i>	09/01/2017	Cheryl.oakshott@hull2017.co.uk