



The Hearing Trumpet

AUDIENCE DEVELOPMENT PLAN

1 Background information on current activities

Dirty Market make surreal theatrical stories that take place in unusual venues. We have a reputation for making challenging and entertaining work.

Our previous four productions have successfully built up an loyal following of Dirty Market regulars and others who have come through flyering, press or word of mouth.

However, we have reached the cap of what we can achieve with the current marketing strategy - similar audience numbers for the last two projects is evidence that we need to develop our marketing plan in order to grow our audience. We have also been successful at reaching 'metroculturals' and some 'experience seekers' (see audiencefinder.org), with a small percentage of audience coming from other groups. The next task is to broaden our campaign to connect with harder-to-reach groupings, particularly Heydays, Trips and Treats and Facebook families.

We must scale-up our marketing by increasing resources for standard strategies and by capitalising on the unique features of this project.

2 Objectives

Our overall objective is to substantially increase our audience and audience database by Autumn 2016. We also want to improve Dirty Market's visibility in the sector this year.

Our SMART targets on completion of this project:

- Increase overall audience numbers from 60% capacity (previous show) to 75% of capacity
- Reach new audience from specific targeted audience groups
- Increase press coverage - Secure at least two broadsheet reviews
- Develop awareness of company - Increase Facebook likes to 1000 - Twitter followers to 1500
- Increase amount of visits to company website before, during and following the production process
- Increase our mailing list from 2,500 to 3,000+.



3 Marketing the Activity

Includes target audience, how many people we are hoping to involve and why it would appeal to them.

AUDIENCE NUMBERS	AUDIENCE TYPE and APPEAL OF THIS PROJECT	
350	<p><u>People who have experienced previous Dirty Market productions</u> For our loyal supporters, the Hearing Trumpet continues our tradition of surrealist story-telling, giving a voice to the underdog, exploring bad / taboo behaviour through comedy.</p>	
200	<p><u>Theatre goers (Metroculturals / Experience Seekers)</u> Dirty Market offer a unique theatre experience. Our unique brand of surreal immersive stories told in non theatre venues provides an exciting night out for both Metroculturals and Experience seekers. The venue tent will also provide an interesting draw for this particular audience. Add to that, a pop-up bar, post-show discussions with experts, post-show music and an accompanying print / poetry exhibition - this event has a lot to offer.</p>	
150	<p><u>Relevant Niche Interests (Leonora Carrington / Surrealism)</u> This is the first UK adaptation of the surrealist novel. The novel has a large fanbase and Carrington's work is enjoying a renaissance in the UK (Tate Liverpool dedicated an exhibition to her work in 2015). Surrealism continues to be one of the most popular art movements with large numbers of interested followers across many art / culture forums. Carrington's occult status increases interest in work related to her amongst the alternative and new age scene.</p>	
100	<p><u>People with an interest in process, subject matter and theatre</u> Dirty Market's unique immersive surrealism gives students of theatre and art an opportunity to 'walk into' a Leonora painting and experience immersive practice that foregrounds a strong narrative. Dirty Market have also developed their own process tool, published in 2 theatre books and taught in practical session in one London University.</p>	
50	<p><u>New audience from Work-in-progress showings</u> Work-in-progress showing at The Albany and Ovalhouse Theatre introduced Dirty Market to new audiences. A portion of these people will want to see .the fully formed project, including the Entelechy regulars who gave us feedback after the Albany R&D.</p>	
120	<p><u>Dirty Market Workshoppers / Theatre Game Players</u> This group are the most invested in Dirty Market's work having been involved in one of our process workshops or Creativity games. They will wish to support the work and have the increased motivation of making the visit social.</p>	
150	<p><u>Greenwich Festival audience</u> The tent in the middle of Woolwich Arsenal will draw attention and intrigue festival goers.</p>	
100	<p><u>People who do not normally engage with theatre (Kaleidoscope Creativity)</u> The tent offers a 'new' experience and can appeal more to those who may not feel comfortable going to see 'traditional' theatre.</p>	



100	<u>London Over 70's (Heydays)</u> Thematically, this project focuses on the position of the elderly in our society and has a strong commitment to shifting people's perceptions of MHOA issues.	
150	<u>Nottingham audience</u> This will be the first time Dirty Market will have performed outside London. The tent will be an immediate and accessible focal point in the grounds of NLA.	
125	<u>Nottingham Over 70's (Heydays)</u> As with London Heydays... The welcoming atmosphere and strong partnership with Imagine City Arts project will help the appeal of the project to a care home audience. As well as this, the artistic content and an accompanying Wellcome-funded Elpida Hadzi-Vasileva exhibition at NLA including tea and cake, will provide a fulfilling morning or afternoon experience.	

4 Demand for the activity

How we know that there is demand for the activity from target audience, and provides details of research we have carried out.

AUDIENCE TYPE	DEMAND FOR ACTIVITY & RESEARCH	
Dirty Market Regulars	Loyal attendance to previous shows Continued interest in company social media posts Attendance to work-in-progress Audience feedback forms	
Theatre goers (Metroculturals / Experience seekers)	Analysis of audience feedback from previous shows Interviews with audience members Online / print debates about ageing and dementia plus TV documentaries about the state of care for the elderly	
Relevant Niche Interests Leonora Carrington / Surrealism	Online interest in the work of Leonora Carrington Vast following on 'her' Facebook page Online interest in Surrealism in the Arts Research discussions with leaders in Alternative / New age networks Response to the Tate Liverpool exhibition of her work. Following for Jodorowsky, one of her collaborators.	
People with an interest in process, subject matter and theatre	Research discussions with drama departments in Higher Education: Central St. Martin's, Goldsmith's, London South Bank University, Oxford University, Royal Holloway.	
New audience from Work-in-progress showings	Analysis of Audience feedback forms	



<p>Dirty Market Workshoppers / Theatre Game Players</p>	<p>Ongoing interest and engagement with Dirty Market activities. Regular emails asking how they can participate, when the next workshop will be etc.</p>	
<p>Greenwich Festival audience</p>	<p>Research discussion with Tracey Sage (Senior Arts and Cultural Officer - Greenwich)</p>	
<p>People who do not normally engage with theatre (Kaleidoscope Creativity, Facebook families)</p>	<p>Previous response to local flyering. Our experience of Fun Palaces: when free activities are offered, curiosity draws people in. If they have young children, free weekend workshop activities are especially appealing.</p>	
<p>London Heydays</p>	<p>Research discussions with Professor Justine Schneider Discussions with Joanna Van Den Bosch Post-Show discussion with members of Entelechy Arts after Albany work-in-progress Research discussions with Fiona Stones (Head of Culture and Arts Greenwich) highlighting lack of available activities for elderly in area. Elders may believe they're too old to go, but with support (EG transport, a group trip, a free cup of tea, assistance at the venue etc) they are much more likely to engage.</p>	
<p>Nottingham Lakeside audience</p>	<p>Research discussions with Shona Powell (director at NLA) suggest this project will have a strong reception in Nottingham. As well as connecting with Imagine (see below), she suggests the literary connection will appeal to local supporters of UNESCO Nottingham City Of Literature (reading groups etc); the Nottingham Fine and Decorative Arts Society will come in support of the painter; from the NLA brochure reach, there is a core audience group interested in experimental theatre events, wanting more from their local theatre. She also points to the core group of medical professionals, part of Institute of Mental Health & School of Sociology & Social Policy at Nottingham University for whom this will have a strong appeal, not least because their colleague is lead medical professional on the project.</p>	
<p>Nottingham Heydays</p>	<p>Kate Duncan, Creative programme manager at the large-scale City Arts Imagine project (helping care home residents connect with culture) feels this is an "amazing opportunity" for the people she's working with and will have city wide reach because of the strength of their Baring Foundation funded programme, and Nottingham City Council.</p>	



5 Audience development and marketing methods

Includes the tools, approaches and methods we plan to use to reach target group.

AUDIENCE TYPE	SPECIFIC MARKETING STRATEGY	REACH
Dirty Market Regulars	Active mailing list 2500+ Facebook lead in and regular posting 500 + Twitter lead in and regular posting 750 +	3000
Theatre goers (Metroculturals / Experience seekers)	Targeted flyering (universities, colleges, theatres, cafes, exit-flyering) Newspaper and online theatre reviews. Related articles. Facebook advertising to target groups	15,500
Relevant Niche Interests Leonora Carrington / Surrealism	Tate Modern Community department mailing list Tate Liverpool Carrington exhibition curator (Lauren Barnes) Leonora Carrington's Literary agent Paul De Angelis will post on the Carrington Facebook page (REACH 23,000) Surrealist Art Blogs (REACH 12,000) Online Contemporary Art magazines Literary Blogs Facebook tagged posts (REACH 10,000) New age groups & societies: Atlantis Books / Watkins Books / Modern Panic / Guerrilla Zoo / Victor Wynd (REACH 2500) South American connections Daniel Goldman Casa Festival - (REACH 5000)	60,000
People with an interest in process, subject matter and theatre	Student groups: Dr. Elena Marchevska -London South Bank website / social networks - (REACH: 550) Maria-Gabrielle Roti - Goldsmiths student network - (REACH: 800) Sebastian Harcombe - Central Saint Martins Drama Student network - (REACH: 300) Professor Justine Schneider - Nottingham University - (REACH: 2000) Published Chapters in DIY Theatre & DIY TOO	3650
New audience from Work-in-progress partners	Mailing lists "Our Friends Elsewhere" - from the Albany and Ovalhouse Theatre	30,000
Dirty Market Workshoppers / Theatre Game Players	Personal emails	200
Greenwich Festival audience	Greenwich Festival Flyering Footfall Flyering at Trinity College 10,000 Royal Greenwich Festival brochures e-alert service operated by RBG – 4,000 subscribers Greenwich council will provide social media support on Twitter and Facebook with retweets, facebook shares and likes for events in the Borough. Feature in Greenwich Time the local print publication - coverage 110,000	15,000



People who do not normally engage with theatre (Kaleidoscope Creativity)	Local community groups & door-to-door flyering Local radio - featuring live musical excerpt from show and interview Posters in local shops / parks / cafes Free workshops and post show music A musical excerpt performed 'street theatre' style with flyering at Woolwich Town Square Local paper - Greenwich Time print 110,000 Advertise in Woolwich Tesco notice board / other local shops	3500
London Heydays	The Albany Deptford emailing list (from work-in-progress) Entelechy Arts Meet me at the Albany Age UK Bromley and Greenwich Contact the Elderly Greenwich King's College Hospital MHOA department Contact churches and local libraries with offers - advertise on local notice boards / shops etc	4200
Nottingham Lakeside audience	Nottingham Lakeside Arts Brochure Nottingham local flyering Exit-flyering after local pub gigs. Footfall from the Highfield park location - free tea and exhibition with each ticket. Family (trips and treats) offers. Justine Schneider University connections	8,000
Nottingham Heydays	Shona Powell at NLA Imagine City Arts (bring people in care homes to cultural events) - large scale organised visit Nottingham Fine and Decorative Arts Society - incl. gallery visit+ offer of post show discussion via direct invite Nottingham City of Literature - books on sale accompanying the show, groups targeted with direct invitation or via local papers / radio	1000

Other ongoing strategies include

- Working with Marketing Manager to evaluate campaign and develop further
- Advice from Marketing Mentor Tom Hampson: UK Marketing Director of Netto
- Continued use of Audience Finder tool to build an effective online plan to help manage the process.
- Use Facebook advertising to boost company page for 2 months and boost 3 show related posts.



6 Timetable

DATE	ACTIVITY	COMMENT
Mon 8th Feb	Initial discussion with PROSPERO COMMUNICATIONS, a PR with whom we have built a successful relationship.	
Mon 15th Feb	Initial discussion with marketing company Discuss plan with marketing mentor Tom Hampson	
Wed 24th Feb	1st Dirty Market Mail-out & boosted Facebook post Launch Crowd Funding Campaign	
Mon 30th May	Press and Marketing Meeting Finalise press release Begin media releases: Tent, Leonora Carrington and MHOA narratives Marketing - Begin contacting strategic target groups 1st one month Facebook Page boost	
Tues 7th June	Press and Marketing Meeting with Prospero Arts: Update on Marketing and Press campaigns Finalise print designs 2nd Dirty Market Mail-out & boosted Facebook post	
Thursday 9th June	Send designs to print: Flyers & Posters	
Mon 20th - Sun 3rd July	Distribution of Flyers at Greenwich Festival Distribution at doors of Metrocultural events, London	
Tues 21st June	Press and Marketing Meeting with Prospero Arts: Final update on Marketing and press campaigns Discuss Press Night	
Mon 27th June	2nd one month Facebook Page boost	
Mon 4th July	3rd Dirty Market mail-out and boosted Facebook post	
Thur 7th July	PRESS NIGHT	
Fri 8th July	London visit by Nottingham Lakeside Arts Shona Powell (Director of Nottingham Lakeside Arts)	
Mon 11th July	Conversation with Shona Powell RE: Nottingham marketing	
Tues 30th August	Final update on Marketing for Nottingham	
Mon 5th Sept - Sun 18th Sept	Distribution of Flyers at Nottingham Lakeside Arts Distribution at doors of Metrocultural events, Nottingham	



7 Budget

ACTIVITY	INCOME	EXPENDITURE
Prospero Arts for Press in Woolwich and Nottingham, publicity photographs and poster and flyer design		2185
Prosper Arts marketing budget to deliver audience development plan inc. £1078 Facebook advertising		2500
(300 x A3) Poster & (10,000 x A6) Flyer printing		435
London distribution (Exit flyering) 10 sessions) £75 / session Nottingham distribution (exit flying 10 sessions) £50 / session		1250
TOTAL AUDIENCE DEVELOPMENT EXPENDITURE		6370

8 Evaluation

Audience numbers will be collected by our ticketing company who provide data on full price and concession tickets.

Ticketing agent will also provide email addresses for each sale. At the end of each performance week, we will send a follow up email with a short questionnaire so as to collect data on audience. After each performance we will provide short audience feedback forms to the audience. These can be completed in the venue or online. Participation is encouraged by the offer of a free Dirty Market postcard for every completed form.