

COMMUNICATIONS PLAN

Tamworth Assembly Rooms Redevelopment Project

Communications Plan (Oct 18 – Oct 19) (Dec 4 update)

Background

Tamworth Assembly Rooms is currently being refurbished, extended and modernised as part of a £4.8million project to preserve and enhance the theatre for 21st century audiences.

The aim is to create a modern, efficient building with a variety of income streams, including events, activities, room hire and retail.

Tamworth Assembly Rooms was first proposed as a fitting monument to celebrate Queen Victoria's Golden Jubilee in 1887. Councillors turned to the people of Tamworth to help fund the building, and the £5,500 required was raised.

The theatre was officially opened by Tamworth MP Philip Muntz on October 8, 1889.

Aims

The redevelopment project has a number of aims.

- To create a building that is functional, efficient and serves its community
- To increase attendance and advance ticket sales
- Increase engagement with new audiences, such as schools and businesses
- Build new revenue streams (café, studio, room hire)
- Increase corporate events and attract new business audience
- Create a town-wide offering with partners and school booking incentives
- Part of wider town centre regeneration
- Encourage greater partnership working across various sectors and community groups

Key messages

- Tamworth Assembly Rooms is being redeveloped to preserve it for future generations
- New building will be more efficient, more functional and more cost effective
- Overall improved theatre experience including ease of access and an enhanced food and drink offer
- New building will be open next autumn with soft launch (?)
- Celebration of the history of Tamworth Assembly Rooms
- New theatre will become heart of community, opened to a wide variety of uses
- Inspiring local pride and creativity

Key audiences

Communications will be targeted at all Tamworth residents and visitors further afield with the aim of growing the audience ahead of the opening. Later on, this will include specific marketing to new groups such as businesses and schools. For now, the comms plan will focus on engaging the community with the past, present and future of the theatre.

Communications channels

Information will be shared via variety of communications channels including several social media platforms, TBC websites, email marketing database of 14,000 people, a dedicated Assembly Rooms blog, printed materials, the media and relevant portfolio holder.

Communication Plan dates

Key construction phase milestones are planned as PR opportunities but until we have a new project timeline, we do not know when these will take place. These include:

- New extension taking shape
- New dressing rooms being built
- Painting of the main hall
- Installation of café and bar areas
- New seating going in

We also expect additional opportunities to arise out of activities such as the touring exhibition and oral history recordings as the projects progress.

Further down the line we will also have new information about the launch event, soft launch and any performances/productions that will take place next year and these will be planned in as and when possible.

Date	Activity	Channels	Progress
October	Share album of old pictures to mark 129 th anniversary of venue (w/c Oct 8 th)	PR, social media, blog	Difficult to identify copyright
	Brand and awareness distribution: Goodie bag hand out with Assems on Tour and build literature with stickers	Literature Distribution at Art Attack	Done (A&E Team)
	Happy birthday to us celebration	Social media	Done
	Happy Birthday & links to timeline & photos	E-Newsletter	Done
	Touring exhibition available to view (w/c Oct 15 th) – and stories that arise as a result	PR, social media	PR1 done
	Assems on Tour Event: Mercian Singers	E-Newsletter, PR, social media	A&E team
	Latest time lapse video of building work (w/c Oct 22)	Social media, blog, PR	Ron sorting Video wasn't great
	Assems on Tour posters in poster boards: Tamworth Voices	Literature	A & E Team
	Colour scheme chosen – pics of interior design swatches	PR, social media, blog	Still waiting for info
	Halloween – share old Herald article about Rod Farrant's ghost stories	Social media	A&E/Comms team
November	Overview of historic features being restored – steps, hall, motifs. Old pics of features that are being reinstated.	PR, social media, blog	In progress
	100-years on from WW1 – share pics and stories of soldiers stationed at Assems	Social media, blog	Done
	Assems on Tour: TACT	E-Newsletter, Social Media, PR	A & E Team
	What's on, Assems on Tour – bags distribution at Fireworks, Remembrance &	Literature Distribution	A & E Team

	Christmas Lights.		
	Insight into new stage technology	Blog	Jem – need to chase
	Touring exhibition update – new location	PR, social media	Comms – in progress
December	Launch of new video showing project so far, interviews with contractors etc	Social media, blog, E-Newsletter, You Tube, Website	A & E Team Expected w/c Dec 10
	Assems on Tour. Tamworth Voices: St Editha's Concert & John Lewis Concert	Social Media, Blog, Website, PR	A & E Team Done
	Assems on Tour: Tamworth Voices/ Mercian Singers/ Panto	PR, social media, E-Newsletter	Comms Team & A&E Team Done
	Dec 2 is 55 years since Rolling Stones performed. Call out for memories of the event from anyone who was there	PR, social media	Struggling for pictures
	Extension taking shape – pics inside? Glass installed?	PR, social media, blog	?
	Day in the life of the site manager	PR, social media, blog	Comms – in progress
	Apprenticeship opportunities provided by development	PR, social media, blog	Comms – in progress
January	Promote oral history project and share first video snippets	PR, social media	
	Launch of Tamworth Assembly Rooms as focus of new Tamworth campaign – identify associated activities for the year. Visit England Queen Victoria campaign (200 years since her birth), 130-year anniversary. Countdown to opening.	PR, social media	Ideas in discussion phase
	Hard hat tours of the building to begin starting with invited guests, use pics from councillors tour to promote public tours	PR, social media	Comms
	Hard hat tours follow up PR	PR, social media	Comms
	Touring exhibition new location	PR, social media	Comms
	Construction phase update? New time lapse video?	PR, social media, blog	
February	Touring exhibition update – new location	PR, social media	
	New What's On brochure launch including project update and Assembly Rooms on Tour productions	PR, social media, printed copies to homes, email database	
	Year of the Assems' update?	PR, social media	
	Public hard hat tours pre and post PR	PR, social media	
March	Construction phase update?	PR, social media, blog	
	Development of new town tours for schools – snippets from trial workshop?	PR, social media	
	Construction update?	PR, social media, blog	
April	Touring exhibition update – new location	PR, social media	
	Meet new Assembly Rooms' community ambassadors and what their role will be	PR, social media	
	New interactive heritage plans for the building, can we show some designs?	PR, social media	

May	Preview to Staffordshire Day at start of May – link with Assembly Rooms, countdown to opening	PR, social media, Enjoy Staffs	
	200 years since Victoria was born – can we get Victoria TV actress to engage? PR history around why theatre was built and how people of Tamworth paid for it	PR, social media, blog	
	Staffordshire Day linked activities – early bird sign-up offers to increase database?	PR, social media activities	
	Talk for community groups and volunteers – pics of a talk in action	PR, social media, blog	
	Touring exhibition update – new location	PR, social media	
June	Construction update	PR, social media, blog	
	Report from archaeological finds	PR, social media, blog	
	New talk for kids ‘What’s in the box’	PR, social media	
	Memories and history collection update, call for new memories ahead of anniversary	PR, social media	
July	Sneak preview behind the scenes so far? Walk round video?	PR, social media	
	What to expect from new-look theatre – features and facilities	PR, social media	
August	Call for relatives of MP who opened Assembly Rooms, Mayor who laid foundation stone and architect etc to attend launch?	PR, social media	
	Interviews with local groups – are they looking forward to going back to Assembly Rooms?	PR, social media	
	Plans for launch events	PR, social media	
	Plans for autumn programme?	PR, social media	
September	Teaser pictures of what’s inside?		
	Construction update	PR, social media, blog	
	Behind the scenes look at the new venue?	Tamworth Herald?	
	Build up to launch event PR – more early bird discount offers?	PR, social media, blog	
	Launch of new coffee table book	PR, social media, book for sale	
October	Planned events to celebrate 130 th anniversary	PR, social media	
	Launch event PR and anniversary celebrations	PR, social media	
	Launch event follow up	PR, social media	
	What’s next? New programme	PR, social media	

Venue marketing

In addition to the PR activities detailed above, there will also need to be a more specific marketing plan around branding, advertising and the development of brochures, leaflets and literature, but this has yet to be determined.

Internal and members comms

TBC employees will be kept up to date as part of the regular news updates email which is sent by the comms team. Councillors receive weekly Members Information Bulletins which include all press releases sent that week.

Members will also be invited on a hard hat tour in Dec/Jan.

Risks

Risks to the delivery of the communications plan include delays in the project due to unforeseen issues, a lack of information available from the relevant teams, or lack of engagement from members of the public, particularly around activities such as the touring exhibition, oral history and calls for stories to be shared.

Regular project board meetings will enable us to identify and plan mitigation for any risks as and when they arise.

Evaluation

More work needs to be done around quantifying the success of this communications plan, but measures could include:

- Increase in social media followers and click throughs
- Increased mailing list sign up from people in Tamworth and outside the area
- Positive feedback and reviews of the venue
- Engagement with new partners and sectors
- Snapshot surveys online and at events to determine whether people are aware of redevelopment project
- Increased attendance at theatre events
- Increased advance ticket sales

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