

IDEA STAGE

1.i My idea is...

To engage my fellow local sculptors (creative) and a hotel company (tourism) in creating a temporary sculpture trail and associated activities in the grounds of a large country hotel; currently the grounds are only accessible to hotel residents. There will be an under cover cafe in the grounds serving locally sourced organic food and a separate workshop/activities space under cover.

1.ii I am doing it because

I want to raise the profile of local sculptors work, local produce from Devon, the grounds and facilities of the hotel and offer an interesting experience for visitors and locals alike.

I hope this project will break even financially and eventually lead to new business for me, local food producers and the hotel as well as offering the sculptors an opportunity to collaborate. I would also like to raise some environmental awareness using the grounds of the hotel and through the approach I take to the event.

2. My customers are...

2.i My existing customers are people who are/like/use/go to...

Hotel's current customers - accommodation users and diners; Sculptors current customers who have bought work in the past. Local people who know the grounds and live in the surrounding villages. People who support local food initiatives and are interested in reducing their carbon footprint.

2.ii My target customers (potential) are people who are/like/use/go to...

Visitors looking for something interesting to do on a short or long break in the area. Visitor and local families looking for a fun day out to suit all ages. Foodies who also have an interest in meeting local

artisans (sculptors and food producers). People interested in trying their hand at a bit of sculpture and making something to take home as a momento of their holiday or to display their skills. Cyclists, walkers and public transport users. garden

PLANNING STAGE 1

3. Why should 'customers' buy what I'm offering? Getting customers to buy...

3.i What features am I offering; list what my event or project idea has.

Sculpture trail, outdoor experience, hotel facilities, refreshments on site, workshops and demonstrations.

3.ii What are the benefits to the customer - sell the meaning to the customer

Family friendly activities during the day; stone carving, clay working and willow sculpting hands on workshops during the day. Adult friendly activities during the evenings - dinner and meet the local sculptors, hear about their work and have a night lit tour of the work with the sculptors as your guide. Undercover refreshments and activities so come whatever the weather. Sculpture trail and associated activities for all the family - keep the children entertained. Support local food producers by sampling their tasty food in the cafe. Take home a momento of your holiday that you have made in the workshops. Make a week or weekend of it with special all in prices for hotel accommodation.

3.iii What's the unique selling point (USP) of what I'm offering? What makes what I'm offering different to what's out there already?

Local sculpture all in one place and in stunning settings. Interest for all ages, come for the evening events if you want an adult only experience. Hotel grounds accessible whether you are a hotel resident or not, a chance to see the beautiful gardens and grounds of the hotel. Opportunity to meet the sculptors and ask them questions about their work.

3.iv How can I help customers to buy?

In advance

Clear advance publicity. Online booking; Family ticket price; Early bird booking discounts; Telephone booking line with knowledgeable and friendly staff on hand. Free public transport, cycle and walking route information. Parking and accessible routes for customers with disabilities. Secure cycle store.

During the event

Good signage to different areas of the grounds and the trail itself; plenty of toilet facilities; excellent service at cafe; staff on hand to guide; lost children and lost property facility; umbrellas on hand for people to borrow; First aid post and trained first aiders on hand

3.v What will put them off buying?

In advance

Price; difficulty in booking; Lack of information; concern about the weather. Concern about the safety of children.

During the event

Cafe too expensive; lack of parking; queues to get in or get food or use the toilet facilities. Poor quality sculptures and workshops.

4. What are the potentially negative environmental impacts of my project?

4.i How can I reduce the negative environmental impacts?

Encourage customers to use public transport, walk or cycle. Have free information available on public transport times and routes, cycle and walking trails; promote secure cycle storage facility. Recycling facilities on site. Investigate solar or wind powered cafe. Have eye catching environmental educational messages in publicity and on site. Charge for parking. Eco friendly hand soap in the toilets.

4.ii How could I promote Devon's natural environment?

The grounds are stunning, ensure that the sculpture is placed to enhance both the sculpture and the natural setting. Promote the story behind the local produce used in the cafe. Encourage use of Devon resources in the sculpture and workshop materials.

SWOT

Strengths

Something for the whole family and evenings for adults only. Local outdoor event promoting the work of local people. Collaboration with the hotel, local artists and producers. Ability to promote widely through a range of marketing channels: hotel, sculptors, food producers etc. Hands on workshops. Opportunity to 'meet the artist'

Weaknesses

Price to customers. Logistics of getting sculptures on site, possible damage to the grounds and potential negative environmental affects. Costs of the event, staffing, insurance etc.
Collaboration/partnership may not work.

Opportunities

Raise profile of local businesses across food, hospitality and creative sector. Could be the first of many events.

Threats

Unpredictable weather.

5. How much will it cost for me to deliver the project?

Sculpture commissions, transport (unless sculptures built on site), security, staffing, insurance, ticketing, marketing, publicity material, renewable energy equipment, first aid facilities, cafe housing (marquee? wood cabin?), lighting, water, portable toilets? or use hotel?. Catering costs for launch event for local press etc, fencing, signage, fire safety certificate (if needed and if costs). Workshop costs - leaders, materials.

6. Turning interest into action

6.i What do my customers need to know? When do they need to know it?

The cost, the dates and times. What's included, what's not. How to book. What happens in the event of a cancellation. Transport options, accessibility and parking arrangements. Suitability for children and ages. What happens if the weather isn't good. Any discount opportunities. A sample menu from the cafe so they can see it's good value.

6.ii How could design help me to attract customers?

Memorable visual images that capture people of all ages interest long enough for them to read more about the event and leads them to purchase tickets. Design of web page that is informative and easy to use with online booking system. Design that raises the profile of all the hospitality, food and creative contributors.

Design brief

Marketing objective (What overall are you trying to achieve?)

Design objective (What specifically is the design expected to achieve?)

Target Market (What type of customers do you want to attract?)

Positioning (How does the subject stand out from the competition?)

Proposition (What is the main promise to the receiver?)

Personality (What qualities should the design project?)

Competition (who or what are the direct competitors for the subject?)

Constraints (Cost, time, media, photography, copy, structure etc.)

Support (What other material is available to help to sell the subject?)

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Client background (Size, organisation, history, other products etc.)
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7. What is the benefit to my partner/collaborator

7.i How can working with me help them?

I will help them to offer a different experience to raise the profile of their produce and the hotel. To earn an income from their grounds.

7.ii What do I need from them?

The grounds, facilities, booking system and staff. Joint marketing and publicity, cafe set up. Licensing and legislation processes.

7.iii How can working with them help me?

Raise the profile of my and other sculptors work. Reach new customers. Forge a good working relationship that may lead to commissions for the hotel - they may like the trail and want it permanently. Opportunity to experience how they approach business and marketing.

7.iv What do I need to remember when approaching them?

They will want me to have thought through some kind of plan and will want an idea of costs so they can see if it is a potentially viable idea. They are very busy so be organised before hand and don't waste their time. I may need to work a bit harder to help them see how it all links up and what it can do for them.

Attributes

Skill	I have the skill	I have some skill but could improve	I need to recruit someone with this skill	I don't need this skill for my project/event
Enthusiastic/Self motivated	X			
Work flexibly	X			
Solution focused	X			
Willingness to learn	X			
Value and seek advice from others	X			

Skills - Communications

Skill	I have the skill	I have some skill but could improve	I need to recruit someone with this skill	I don't need this skill for my project/event
In person		X		
Written communication		X		

Skills - Generate Ideas

Skill	I have the skill	I have some skill but could improve	I need to recruit someone with this skill	I don't need this skill for my project/event
Creativity (ideas)	X			
Innovation (the application of ideas)		X		
Identify and take advantage of opportunities		X		

Skills - Planning and project management

Skill	I have the skill	I have some skill but could improve	I need to recruit someone with this skill	I don't need this skill for my project/event
Research ideas and find information		X		
Identify and agree tasks, create an action plan		X		
Apply creativity to problem solving	X			

Skills - Money

Skill	I have the skill	I have some skill but could improve	I need to recruit someone with this skill	I don't need this skill for my project/event
Developing budgets			X	
Managing budgets		X		

Skills - Equipment

Skill	I have the skill	I have some skill but could improve	I need to recruit someone with this skill	I don't need this skill for my project/event
Use of IT (computers, data projectors etc)		X		
Using specialist equipment (list equipment here)	X			
Sculpture tools				

Skills - General Project Delivery

Skill	I have the skill	I have some skill but could improve	I need to recruit someone with this skill	I don't need this skill for my project/event
Marketing (knowing who your customers are, how to reach them and what you are offering)		X		
Producing publicity material (copywriting/press releases)			X	
Customer care and customer service management			X	
Risk Assessment		X		
Event Planning		X		
Event Management			X	
Licensing legislation			X	

Skills - Exhibiting Art Work

Skill	I have the skill	I have some skill but could improve	I need to recruit someone with this skill	I don't need this skill for my project/event
Selecting work for exhibitions	X			
Hanging or displaying work for exhibitions	X			
Transporting sculpture	X			
Installing sculpture	X			

Skills - Hospitality Related

Skill	I have the skill	I have some skill but could improve	I need to recruit someone with this skill	I don't need this skill for my project/event
Front of house/reception		X		
Food and drink service			X	
Food preparation			X	
Licensing legislation			X	