



National  
Trust

# Masterplanning: Programming

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**Speke Hall: Programming & Audience Planning 2017**

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# Programming Planning 2017

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- **Reasons for Change:** Change is inevitable.  
Progress is optional. ~Tony Robbins
- **The Visitors:** Who, When and How Many?
- **Calendar Presentation of Programming**
- **Break Down of Potential Events**

# The Reasons for Change

Change is inevitable. Progress is optional. ~Tony Robbins

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# Reasons for Change:

## An Overview:

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- We have been set some ambitious aspirations to achieve within masterplanning and are under pressure to fill a gap left in the budgets by the Liverpool Council grant.
- For the first time in 2017 the property will be opening 363. This comes at a risk in terms of visitor numbers and programming should be used in order to mitigate against this risk.
- Audience growth lies within curious minds during the shoulder months: currently our main programming offer is aimed at families in peak periods.
- We need to build stronger offer to encourage *reasons to return* and *membership retention*.
- Programming needs to provide support for the property across all departments. It has potential to play a big part in supporting our commercial/ membership teams and should be acting in support of our property's conservation requirements and the masterplan. Upon critical reflection, our current events programme is not achieving in these areas as well as it could. There is greater achievable potential within our programming offer to maximise support in these areas.
- Our current events programme involves lots of resource heavy events which take place over a couple of days. These come at great risk at the property and are usually dependant on good weather days. There are many hidden costs within this way of working.
- Reflection on our spirit of place and thematic planning alongside the Masterplan should lead us to re-evaluate our current programme.
- The VE score will be changing in 2017 and broken into Service and Emotional Impact. Programming will need to work to ensure high scores in both areas.

# The Visitors

An Overview: Who, how many, When?

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# Growth in Visitor Numbers: Ambitious Aspirations:

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## Aspiration

Our aspiration is that Speke will become a sustainable visitor business generating a positive operating contribution. The principle way in which we will achieve this is by significantly increasing the number of visitors to Speke. In early 2014, our analysis indicated that to breakeven we need at least 120,000 visits (recognising that this figure could increase with rising costs and changes to the membership credit). Based on Vision XS analysis, best in class performance would equate to 160,000 visitors per annum. Therefore, at this stage we believe our growth aspiration should be in the region of 140,000 visitors per year.

## How are we doing now?

*In 2013/14 there were 106,355 visitors. For 2015/16 (YTD) we have welcomed 134,518 visitors to the property (c.16k more than this time last year).*

*In 2013/14 operating contribution was £16,411 with NML monies set to disappear. For 2015/16 we are forecasting a £115,407 contribution.*

Work by Alison Pearce –2014/2016

# Growth in Visitor Numbers: Ambitious Aspirations:

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Work by Alison Pearce –2014/2016

## Continued...

3) We can continue to grow the number of members by **attracting and converting payers**. Given the prevalence of near fit/out of fit audiences, the distance to other NT properties and the strong competitive set, this is best achieved by developing a highly repeatable offer as above (i.e. the Clumber Model) and targeted marketing. Growth could therefore come from increased visit frequency from our existing paying visitors (therefore strengthening the case for membership). To achieve 140,00 visitors, based on the preceding analysis, we would be seeking to achieve an additional c.5,000 visits per year from payers (a 24% increase on 13/14)

To best accommodate growth and provide an exceptional visitor experience, we need to achieve growth out of peak holiday periods (outside of Easter and bank holidays). Tableau analysis suggests that 60% of member visits occur during holiday periods which is more than any other property in the North West. Growth in non holiday periods would also minimise the business impact of poor weather during peak season. Therefore it will be important to invest in and grow the offer for Curious Minds as well as our growing family audience.

So to achieve this scale of growth we know we'll need to further invest in...

- Place – this forms the focus for masterplanning
- Programme – there are some fantastic visual arts ideas currently being discussed and a greater focus on thematic programming amongst the GM community
- Promotion – The information/tools resulting from SSP will enable more targeted marketing and cross selling.

... and maintain Speke's high service standards.

# Growth in Visitor Numbers: Ambitious Aspirations:

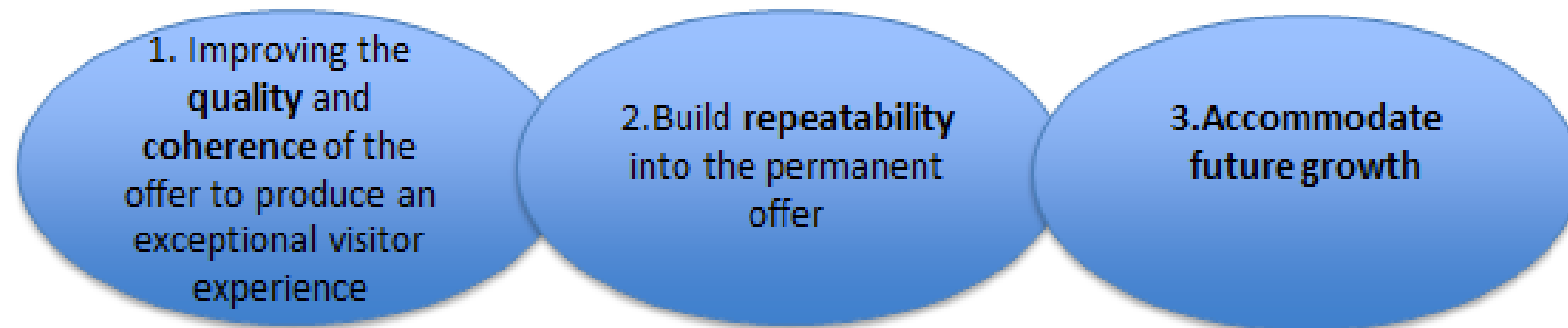
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## Investing in place to achieve our growth ambition

### Investing in Place....

Attract non visiting members... And ensure visitors return...



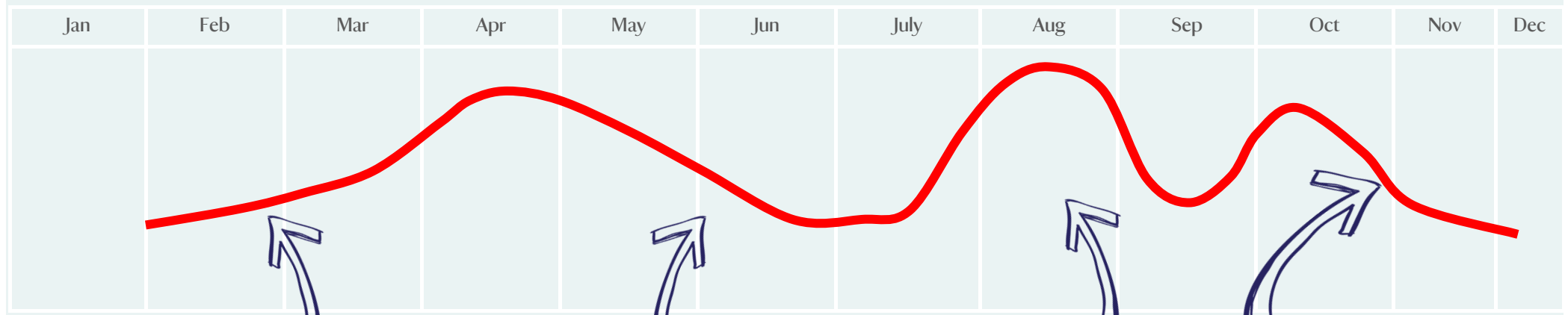
The Speke Masterplan identifies a series of interventions which fall into three broad categories (above). All must sit comfortably within the Spirit of Place.



# When would we like them to visit?

## Current Visitor Traffic Shape:

Speke Hall's Annual Programming: Current Visitor Traffic (2015)



### Unclear Opening times:

Currently we open for February half term for one week and then close again, operate on weekends only until mid March, opening Wednesday- Sunday. This is proving to be very confusing to visitors and is causing a level of frustration both for our visitors and the property.

### Unexplored Potential:

The property only operates at capacity during school holidays. The shoulder months feel very drastic in comparison to our busy periods with lots of room for development and growth.

### The Big Dipper:

Currently our visitor traffic is functioning like a roller coaster ride. This is having a huge effect on our VE, commercial budgets, staffing resource and conservation work. When the property is at its peak it struggles to cope with the demand and facilities begin to creak.

### The Bleak Mid Winter

The property makes huge losses over the winter period and throughout the shoulder months. We must create a programming offer which will entice visitors to come and support our property through this difficult time and help support the budgetary demands.

# Who are we targeting and why?

## A Curious Future:

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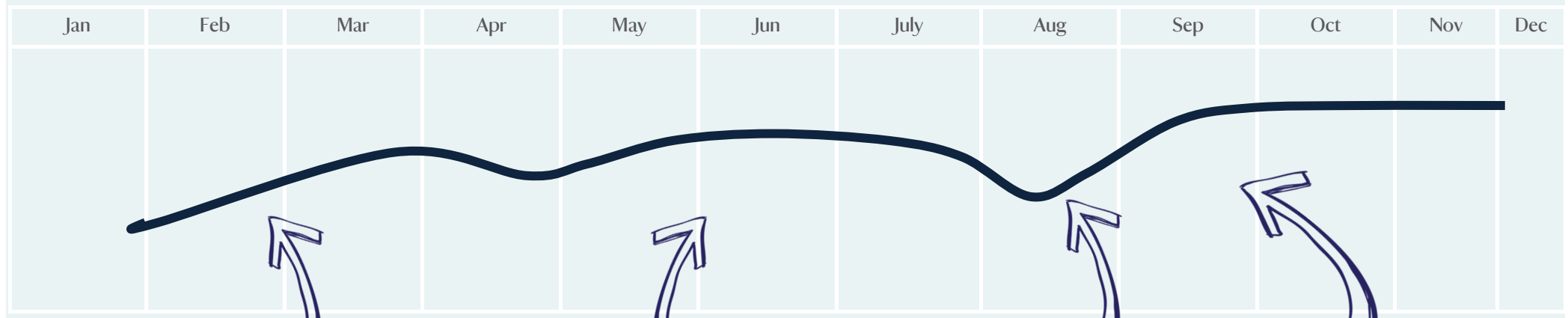
- Although the Curious Minds have always been identified as one of the property's core audiences, we have seen a depleting presence from them year on year. Currently (MI Dashboard figures) the Curious Minds make up just 12% of our segment mix YTD. We also know that we are behind the regional average in attracting this segment.
- Through recent visitor analysis of tableau, we have identified that the property's future audience growth lies within the Curious Minds. They traditionally visit in shoulder months and at mid-week times. These are the times of year when the property is struggling for visitor numbers.
- A lot of energy, investment and time should now be directed to devise an offer which will engage and attract the curious minds. With cleverly targeted marketing campaigns and programming, running alongside a fantastic commercial offer we can significantly grow our visitor figures and increase sales by just attracting more of this core audience.



# Who are we targeting and when?

## A Curious Future: Curious Minds

### Speke Hall's Annual Programming: Curious Minds Visitor Traffic (Desired)



#### 363 2017:

For the first time the property will be open mid week from 14th Feb- March. We will need a strong programming offer to attract visitors and secure income during this time of unknown.

#### The Great Outdoors:

The formal gardens and woodland are at their most beautiful during these shoulder months. We know that they also attract **CMs**. They enjoy tranquillity and learning. Our programming should fulfil these demands.

#### Clash of the Segments:

We know we struggle with huge segment clashes during **school holidays**. It is our responsibility to market and tailor the offer so it is much more attractive for curious minds to visit in the shoulder months.

#### Shoulder Month:

We know we struggle to attract visitors during September and October. What programming can we create to attract more curious minds mid week during this time of year?

# Who are we targeting and why?

## Thinking out of the box: Out and Abouts

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- After analysing data from the MI Dashboard and tableau it has become clear that the Out and Abouts are making up a large percentage of our visitor numbers. According to the latest Dashboard figures the Out and Abouts make up 22% of our segment mix.
- At the moment we do not consider them in the property's programming or service work and they will be having a huge impact on the property's VE scores.
- The Out and About segment is an underdeveloped area for the property with high potential. This segment tends to enjoy the same methods of interpretation and programming as the Curious Minds with minor changes.
- Our Visitor Experience consultant has advised us to strongly consider providing an offer for this segment. At the moment it remains mostly untapped in the National Trust as a whole, so there is an opportunity here for becoming leaders in this segment.

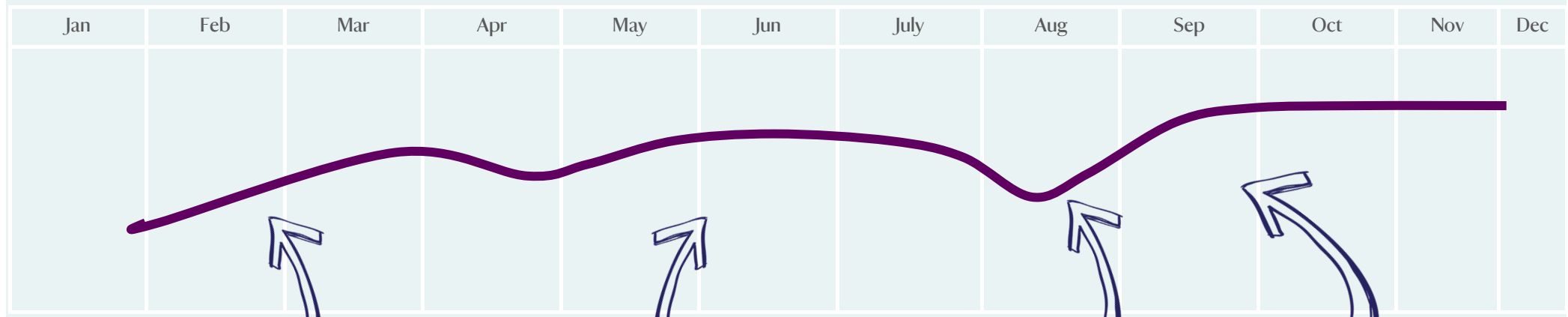




# Who are we targeting and when?

## Thinking out of the box: Out and Abouts

### Speke Hall's Annual Programming: Out and Abouts Visitor Traffic (Desired)



#### 363 2017:

For the first time the property will be open mid week from 14th Feb– March. We will need a strong programming offer to attract visitors and secure income during this time of unknown.

The Out and Abouts should follow the same desire line as Curious Minds just with a tweaked offer.

#### A valued Member:

The Out and Abouts '*believe membership should involve consultation*'. How can we reflect this in our programming? Can we ask them to vote on conservation concerns or be involved in conservation? We need to make them feel that their opinion matters.

#### Clash of the Segments:

We know we struggle with huge segment clashes during **school holidays**. It is our responsibility to market and tailor the offer so it is much more attractive for Out and Abouts to visit in the shoulder months.

#### Time Well Spent:

The Out and Abouts enjoy the opportunity to spend time with others. We should reflect/ offer this opportunity in our programming and marketing. They love finding out the 'unusual' stories at a bite sized level.

# Who are we targeting and why?

## Time to Explore Potential: Explorer Family

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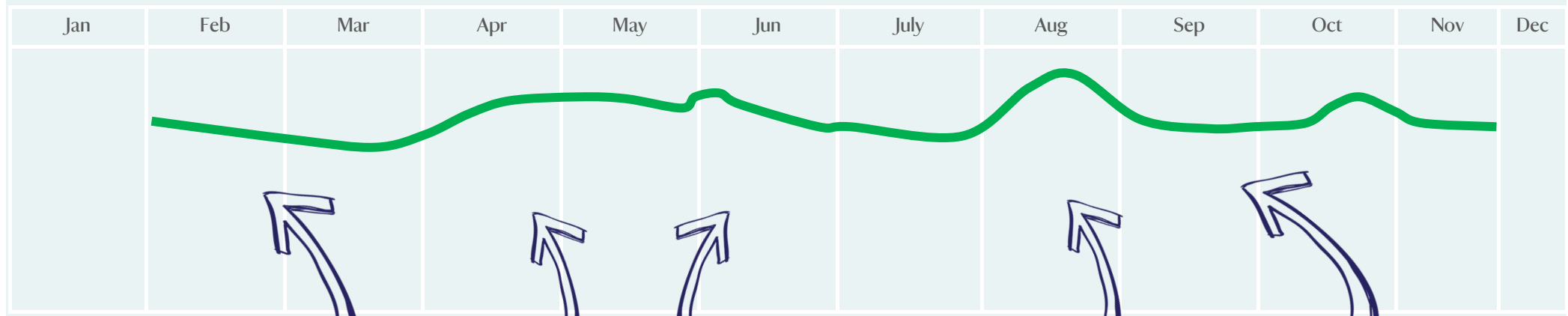
- The Explorer Family segment is easily our strongest segment. They make up a staggering 41% of the audience segment split year to date (compared to Kids First Families which stand just at 4%) They have a dominant weighting on the property's visitor experience scores.
- We have an extremely strong relationship with our Explorer Families, we see most of our repeat visits from this audience and we do not want to neglect them in the coming year.
- It is easy to become complacent about an area we are strong. For this reason we really need to critically analyse the needs of this segment and question what can we improve on. It will be vital to maintain their interest along side growing our Curious Minds and Out and About visitor numbers.
- The family events have been quite similar for a number of years now and a more succinct visitor offer with higher quality programming might encourage greater repeat visits and membership retention from this segment.



# Who are we targeting and when?

## Time to Explore Potential: Explorer Family

Speke Hall's Annual Programming: Explorer Family Visitor Traffic (Desired)



### First Impressions Count:

We will be opening from February half term. We will need to attract the family audience during this window with high quality programming to encourage membership (seeing the value of a full year ahead) and ensure repeat visits throughout the year.

### Reasons for Return:

By offering themed high quality programming across the school holidays which all links in together we are more likely to attract repeat visits. 2017 will see a change in school holiday programming in the sense that each break will be linked and themed.

### Clash of the Segments:

We know we struggle with huge segment clashes during **school holidays**. We also want this to be the busiest time of year for us with the family audience.

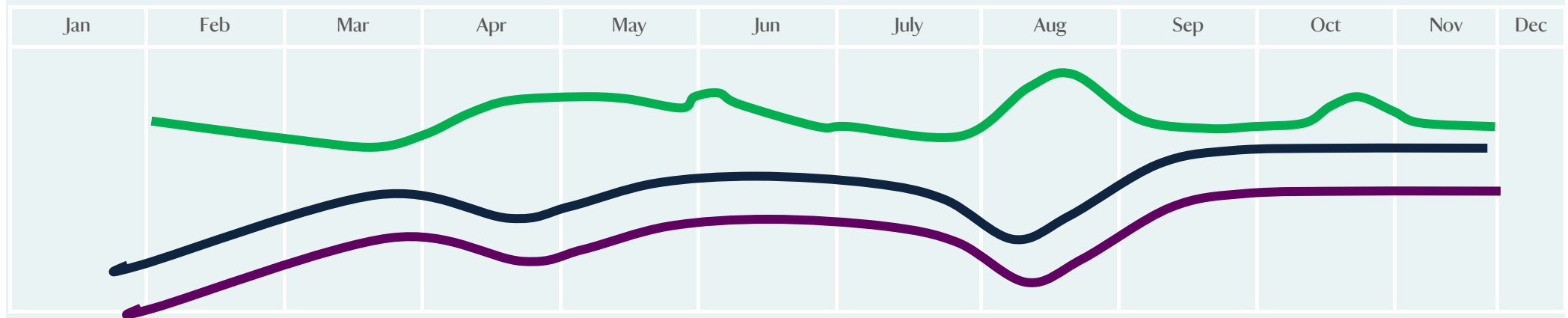
### Why not the big dipper approach?

It is well known that we struggle for capacity at weekends and school holidays with the intense numbers of family visitors. It can feel like there is no more room for growth with this audience. However thinking laterally we could consider mid week pre school timed well so there would be no segment clashes. This would help to avoid huge dips in visitor traffic.

# Who are we targeting and when?

## Time to Explore Potential: Explorer Family

Speke Hall's Annual Programming: Overview of the core segments (desired traffic)



### Key Chart:

Curious Minds:



Explorer Families:



Out and Abouts:



In summary, this newly desired visitor traffic appears much more manageable at a property level and provides great opportunities for development during traditional shoulder months.

It will work in the best interests of commercial conversion, visitor experience, staffing resources and most importantly conservation.



# Programming Planning 2017

Seasonal Highlights, Considerations and Potential

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# The Potential Programming 2017:

## Seasonal Highlights

### Indoors:

- Due to conservation work the house will need to be presented under dust sheets.
- For the first time the house will be opening mid week-Feb-March for guided tour only. This will increase light hours.

### Indoors:

- House begins normal opening with some conservation work being continued including scaffolding.

Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec

### Outdoors:

- Fresh winter morning jogs and snowy afternoon walks are an attractive option at this time.
- The drive begins to come alive with snow drops & daffodils

### Outdoors:

- Launch of the Secret Garden
- Borders start blooming
- Birds begin nesting, singing and returning home

### Outdoors:

- North Lawn Rhododendrons begin to bloom
- Blue bells in mid May!
- Birds, butterflies and bees

### Outdoors:

- South Lawn in bloom and rose garden
- Birds, butterflies and bees
- Border & kitchen garden in bloom.
- Wild flowers bloom.

### Outdoors:

- Orchard looks fantastic
- Moat Gardens and South Lawn highlights.
- Hay meadow cut.
- Swallows, swifts and house martins.

### Outdoors:

- Estate looks beautiful in autumn colours, perfect for talks, walks and tours.

# Programming Planning 2017

## Programming and Event Breakdown

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# Programming Planning 2017

## Programming Theme and Spirit of Place

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# Programming Planning 2017

## The Untold Tales of Speke Hall

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# Programming Planning 2017

## Untold Tales of Speke Hall: Curious Minds & Out and Abouts

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We will unlock the secrets of Speke Hall's haunting past by exposing a part of the Hall's history when it was in a state of ruin and decay. This season we will reveal the truth behind one of Liverpool's most famous ghost stories...starting with the untold Tale of Mary Norris and working throughout the year until we reach the romantic tale of Richard and Ada Watt. Each of the stories will be revealed in the form of chapters, beginning with *Chapter One: Seduction and Decay*.

### *Programming: Chapter Break Down*

- \* **Chapter One: Seduction and Decay: from 22nd February –March:** This Chapter will explore the Beauclerk story, a real page turner in terms of fascinating characters with twists and turns this section of programming can be likened to the Wuthering Heights tale.
- \* **Chapter Two: Wealth and Wiles: from April –May:** This Chapter will explore the rise of the Watt family. It will present the tale of a self made man and how he rose to his wealthy status and became the owner of Speke Hall.
- \* **Chapter Three: Rent and Ruin: from June–early July:** This Chapter will explore when the Hall plunges into a ruin, the uncertainty of the Watt line and how it abused; cows and horses wandering the corridors and ivy working its way inside.
- \* **Chapter Four: Romance and Revival: from September–December:** The season will end on a happy note, capturing and exploring the happiness between Richard Watt V and Ada, it will focus on their impact on the Hall and provide an opportunity to discover more about our notable gothic collection.



# Programming Planning 2017

## Untold Tales of Speke Hall

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We will unlock the secrets of Speke Hall's haunting past by exposing a part of the Hall's history when it was in a state of ruin and decay. The event will reveal the truth behind one of Liverpool's most famous ghost stories...starting with the untold Tale of Mary Norris and working throughout the year until we reach the romantic tale of Richard and Ada Watt. Each of their stories will be revealed in the form of chapters, beginning with Chapter One: Seduction and Decay.

### *Spirit of Place*

This event will provide a great opportunity to reveal a hidden part of Speke Hall's history. Taking inspiration from a historic quotation which describes the Hall as *"The Great Parlour was referred to as 'a complete ruin' with crumbling wainscot, boarded up windows and ivy forcing itself in."* We can creatively explore this is a powerful and haunting visual of the unseen history of the Hall throughout the year.

We have documentation of the adverts the Beauclerk's created in order to sell on Speke Hall and the estate, describing it as the finest hunting ground in the country. This provides the opportunity to tie in the estate within this story and expand the programming across the whole site.

The historic characters from this time period are as fascinating and twistedly enchanting from 'worthless Sidney' described as a 'predatory fortune hunter' by Richard Dean and Mary Norris to their child Topham and his wife Lady Diana Bolingbroke. This untold tale has as much drama as Wuthering Heights spanning two generations.

### *Cause and Conservation*

By embracing the conservation work such as dust sheets and dark rooms we can tie directly in with national cause led marketing strategies and turn what could be seen as a negative visitor experience into a fantastic opportunity.





# Programming Planning 2017

## Chapter One: Seduction and Decay

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### *Inspirational History*

Whilst the Hall stood abandoned the Charles Beauclerk put emphasis on the potential of the Estate . This should be reflected through our programming to weave the estate into this story and again is an opportunity to attract the curious minds with a chance to hear about an untold tale of the estate.

#### **Quotations Regarding the Estate:**

“Richard Watt bought the Hall and Estate in November 1795 for £73,500

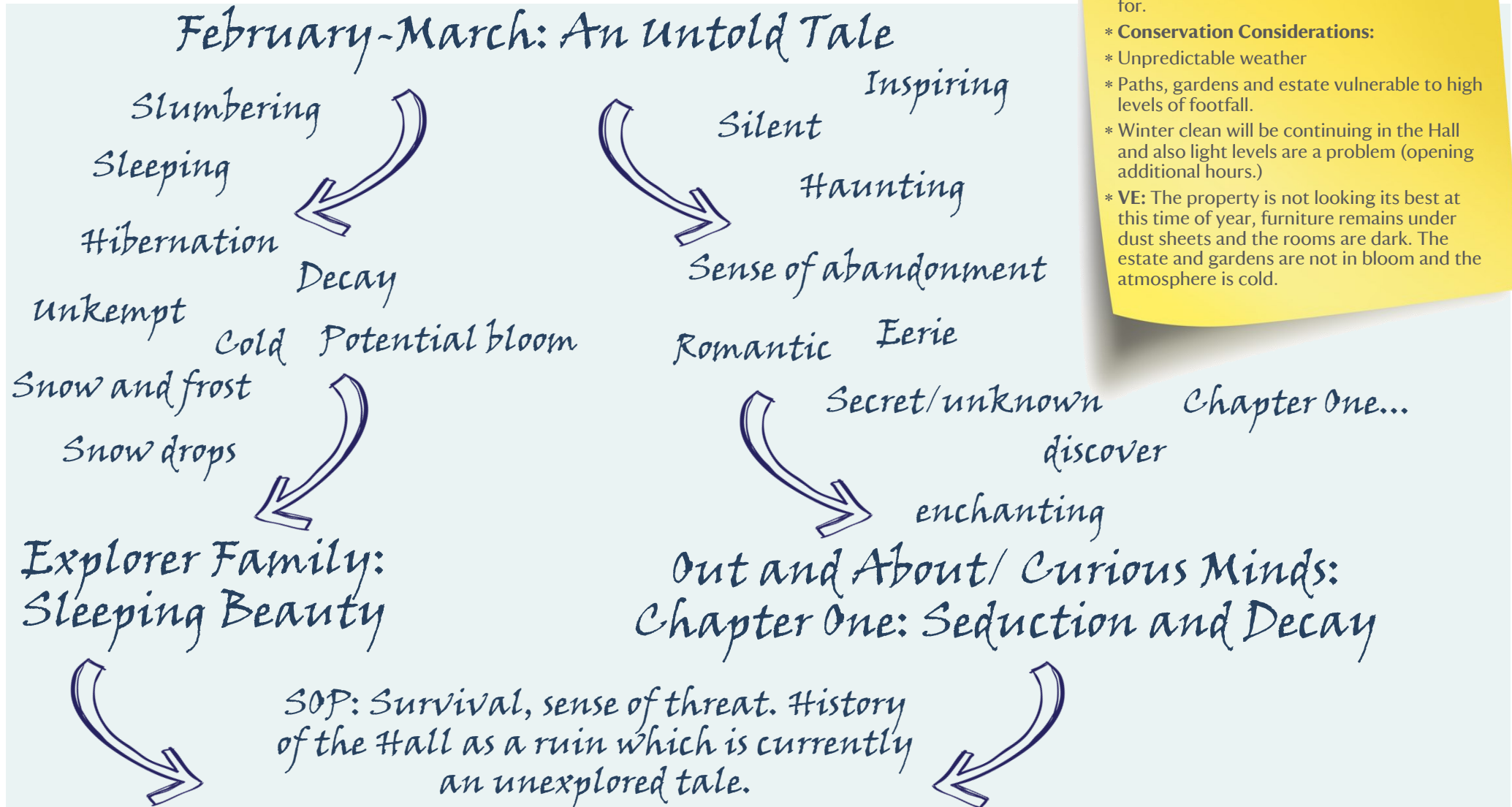
The sale particulars described it as ‘ a very valuable and truly desirable freehold estate....on which is an antient, beautiful and spacious mansion called Speke Hall, with gardens, orchard, plantations and pleasure grounds.’ The rich agricultural nature of the land was stressed.... The manor was said to abound with ‘Game of all kinds, and is perhaps the most eligible situation in the Kingdom for Hunting and Shooting...’





# Programming Planning 2017

## Programming and Event Breakdown



### February

#### Considerations:

- \* **Marketing Theme:** Inspire
- \* **Business Problem:** The unknown-first time we have been open mid week at the property. Unclear what to expect or budget for.
- \* **Conservation Considerations:**
  - \* Unpredictable weather
  - \* Paths, gardens and estate vulnerable to high levels of footfall.
  - \* Winter clean will be continuing in the Hall and also light levels are a problem (opening additional hours.)
  - \* **VE:** The property is not looking its best at this time of year, furniture remains under dust sheets and the rooms are dark. The estate and gardens are not in bloom and the atmosphere is cold.

# Programming Planning 2017

## Chapter One: Seduction and Decay

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### *Inspirational History*

**'Worthless Sidney': Extract taken from new NT Guide Book (Richard Dean)**

Mary Norris, last of the Norris owners of Speke, married Lord Sidney Beauclerk, son of the Duke of St Albans and grandson of Charles II and Nell Gwyn.

As a landless younger son, Sidney Beauclerk (1703-44) was a predatory fortune seeker. Lady Mary Wortley Montagu wrote of him, 'He is Nell Gwyn in person, with the sex altered, and occasions such fracas amongst the ladies of gallantry that it passes belief.' According to Sir Charles Hanbury Williams, the suitors of 'worthless Sidney' included wealthy widows like Lady Betty Germain, over 20 years older, who was eventually dissuaded and 'gave Lord Sidney £1,000 to be off.'

Within a year of his marriage to Mary Norris in 1736, Sidney Beauclerk acquired another substantial estate – that of a former MP for Windsor, Richard Topham. The Windsor property, which was larger than the Crown estate there, was left to him with a life interest to Chief Justice Sir Thomas Reeve (d.1737), whose personal fortune had also been in Sidney's sights. The Beauclerks probably lived at Windsor, where Sidney was MP from 1733 until his early death in 1744, and where their only son Topham, born in 1739, would have spent his childhood.



# Programming Planning 2017

## Chapter One: Seduction and Decay

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### *Inspirational History*

**Topham and Dr Johnson: Extract taken from new NT Guide Book (Richard Dean)**

At the age of 17, Topham became a lifelong friend of Dr Samuel Johnson, despite the dissipated life the young man was already known to live. Johnson, according to his biographer Boswell, 'delighted in the good qualities of Beauclerk, and hoped to correct the evil.' Both men valued learning and wit, and became founding members of the Literary Club which brought together all the leading lights of the day. The brilliance of Topham's conversation was such that Johnson remarked, 'Everything comes from Beauclerk so easily that it appears to me I labour if I say a good thing.'

Such talents were not inherited from his mother, who once upbraided Johnson for encouraging Topham with word play about popular amusements. Johnson later commented, 'She had no notion of a joke, sir; had come late into life, and had a mighty unpliant understanding.' After her death in 1766, Topham inherited Speke and sold the Windsor estate, but rarely visited Lancashire, admitting to a friend that 'there is nothing in this world I so entirely hate as business of any kind.' Indeed, the highlight of one of his few visits to Speke, in December 1766, was meeting the French philosopher Rousseau at Ashbourne on the way back to London.





# Programming Planning 2017

## Chapter One: Seduction and Decay

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### *Inspirational History*

**Topham and Lady Di: Extract taken from new NT Guide Book (Richard Dean)**

Topham Beauclerk's marriage to Lady Diana Bolingbroke, daughter of the 3rd Duke of Marlborough, took place in 1768, two days after her divorce from her first husband and eighteen months after bearing twin daughters to Beauclerk. 'The woman's a whore, and there's an end on't,' was Johnson's reply to Boswell's defence of her, but Lady Di (as she was known) was universally admired – not least for her delightful Rococo drawings, and her Neo-classical designs for Wedgwood's Jasperware.

Beauclerk was described by Lady Louisa Stuart as 'elegant and accomplished' but with 'personal habits beyond what one would have thought possible in anyone but a beggar or a gipsy.' When found to have infected some guests at Blenheim with lice, he owned up, disarmingly, 'Why! I have enough to stock a parish!' At another time, he confessed to 'insuperable idleness', and yet despite bursts of painful illness and laudanum-induced misanthropy, he frequently entertained in princely fashion at one of his London houses. A Fellow of the Royal Society, he had a passion for scientific experiments. A discerning bibliophile, he collected an astonishing 30,000 books, and had a library designed by Robert Adam for his house in Great Russell Street.

Topham Beauclerk died in 1780 at the age of 40, directing himself to be buried beside his mother at Garston, and leaving Lady Di to bring up their 6-year-old son Charles – whose first action on coming of age was to sell the Speke estate outright.



# Programming Planning 2017

## Chapter One: Seduction and Decay

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### *The Offer and Visitor Experience*

*When: Mid week 22nd Feb – till normal open season*

*Indoors: The Hall*

- \* A creative visual presentation of the Hall, which will use theatrical technology working in partnership with Magic Light Productions. This will give a sense of the emptiness of the Hall during this time, including sound effects and projection. This will create an opportunity to have a deep emotional impact on our visitors. **Until this has been confirmed please do not commit anything to marketing/ print deadlines.**
- \* It will involve tours and talks around the subject with a focus on the Mary Norris tale.
- \* The ideal situation would be to have this experience involving actors playing the roles during mid week days but this is dependant on budget (inspired by Dunham's Sanctuary and Hampton Court's Encounters with the past.)
- \* Visitors will be taken on an enchanting tour. The quality of this will need to be outstanding to mitigate any damage against VE scores at this time of year. This is also helpful for conservation as we can focus on selected rooms whilst the rest of the Hall will remain closed.
- \* Conservation talks could also be held to discuss any objects from this period and could explore the history of restoration.
- \* During the weekends the Hall will need some form of curious mind trail or written information to guide people round via free flow so the quality of information will be maintained.

*Please note marketing will need to remain vague on details until budget setting*

# Programming Planning 2017

## Chapter One: Seduction and Decay

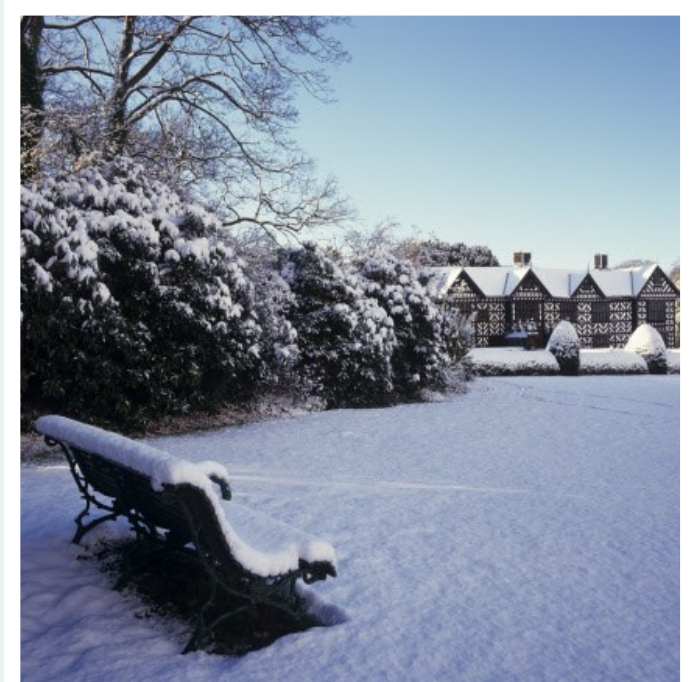
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### *The Offer and Visitor Experience*

*When: Mid week 22nd Feb – till normal open season*

### *Outdoors: The Gardens, Estate and Sporting Offer*

- \* It will also involve an outdoor offer with the potential for short tours and trails based around the estate during the period of Beauclerk ownership. We know that the estate was an attractive selling point in the sale.
- \* We know that the estate is very popular at this time of year for walkers, we could tie in romantic gothic tale walking trails and interpretation. We could also tie the sporting offer in with this and offer organised winter walks and jogs. **This could also apply during January.**



*Please note marketing will need to remain vague on details until budget setting*

# Programming Planning 2017

## Chapter One: Seduction and Decay

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### *The Offer and Visitor Experience*

*When: Mid week 22nd Feb – till normal open season*

### *Evening Offer: Pre Bookable Events After Hours*

- \* We will be hosting special limited access Spooky Speke tours which will be based around this time in the Hall's history and focus on these characters throughout February to March.
- \* A commercial offer could be linked to this event with pre bookable catering.

### *Commercial Offer: Feb – March*

- \* Membership has a great selling point in terms of a repeat offer to see everything in its beauty and find out the next chapter and twist of this complicated tale.
- \* There is a great opportunity to talk about cause during this event as conservation will be visible.
- \* Catering could provide dishes inspired by the tales we are telling or offer a dish relevant to the period. We have done this in the past with Tudor Bucknade and it was extremely popular.
- \* Retail could have a great display and offer sale of books such as "Improper Pursuits: Scandalous Life of Lady Di" a book based on Lady Di (Topham Beauclerk's wife)

*Please note marketing will need to remain vague on details until budget setting*

# Programming Planning 2017

## Chapter One: Seduction and Decay

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### *The Appeal and Marketing*

There is a hunger amongst local audiences to discover more about Speke Hall's famous ghost story. It is fair to say that around 70% of visitors will make reference to the Hall being haunted and relate it back to the Mary Norris tale. Through research we know that the story itself is not true and by holding this event we can lay this story to rest in the most creative of ways. Discovering the truth behind this tale will provide a fantastic marketing hook and is bound to appeal to the local visitor catchments that we are trying to attract.

### *Tone and Aims of Marketing*

The whole site programming and marketing should all weave back to this tone of haunting abandonment. It can have an air of romance about it connecting to the sense of a fallen love story of Mary Norris. Gothic literature often held romanticised theme and this will help us build a sense of a revival is coming (building up to the summer season and tying into the spirit of place Watt family– restoring the Hall etc., hinting at the sense of soon things will be in bloom again; from the daffodils along the drive, the wildlife returning to the characters we discuss.)

At its heart the marketing should have a sense of mystery and provocation around it, really using the historic people connected to this period of time (please see example posters for further inspiration.) It should encourage a sense of discovery, of finding out the unknown, revealing the truth but with a limited access with phrases such as *uncover the truth before its too late*; (as this is a limited opportunity and will be removed as soon as we hit usual open season.) This method will tie into the marketing phase of discovery and inspiration and would fit perfectly with attracting both Curious Minds and Out and Abouts who are tempted in by this kind of language and opportunity.



# Programming Planning 2017

## Chapter One: Seduction and Decay

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### *Marketing to Desired Audiences: Inspiring Curiosity*

#### *Out and Abouts*

This event provides a perfect opportunity according to NT Audience Insights Guidance:

- \* OAA believe membership should involve consultation: They will see conservation at work and see the benefits of conservation both in a historic sense (if the Watts had not restored the Hall it wouldn't be here today.) Part of the appeal could also involve fund raising opportunities connected to the masterplan such as the maple bedroom.
- \* They benefit from strategically placed marketing materials across this property: This means we should create a strong onsite marketing campaign that involves quirky and curious language. This should begin winter 2016 to draw their attention for the next season.
- \* They enjoy an opportunity to experience the unusual. This should be reflected through the marketing campaign as a limited opportunity, a chance to see the Hall as never before.
- \* An active tone is preferred “you decide....” “uncover....” “discover” “join us”
- \* This audience group are concerned with catering and commercial opportunities. This should be considered through marketing as well as the offer itself.

#### *Curious Minds*

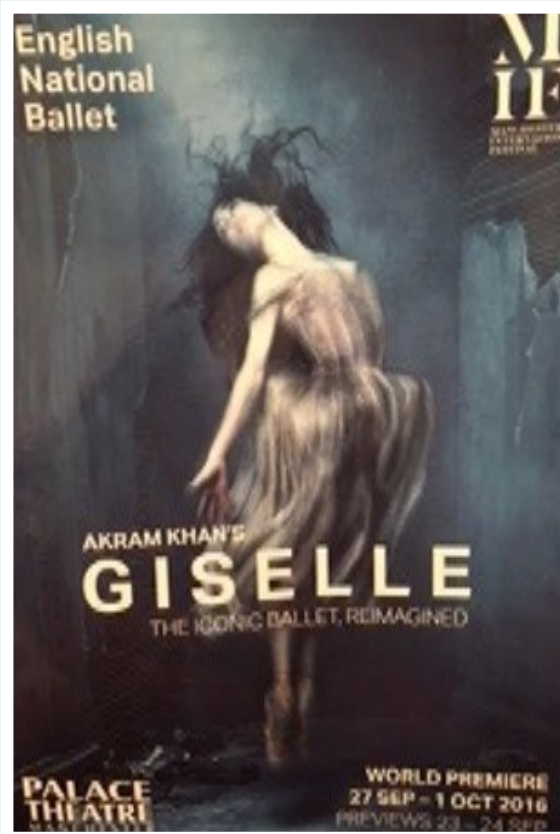
This event provides a perfect opportunity according to NT Audience Insights Guidance:

- \* Curious Minds love an opportunity to discover something new which they can really learn about and which will enhance their knowledge. We should market this as one of the only opportunities they will have to see the Hall in this way and hear these untold tales in such a creative way.
- \* They are not spur of the moment people and plan their days carefully in advance. Therefore the pre visit marketing must be really both inspiring and highly informative to support them along their visitor journey.
- \* An active tone is preferred “you decide....” “uncover....” “discover” “join us”
- \* This audience group are concerned with catering and commercial opportunities. This should be considered through marketing as well as the offer itself.

# Programming Planning 2017

## Chapter One: Seduction and Decay

### Marketing Campaigns: Inspiration



*The haunting appearance and tone of this leaflet campaign provides a perfect example of the look and feel we want for our curious mind and out and abouts.*

*Historic Royal Palaces have created a fantastic video campaign to support their event and is used through their social media marketing.*



# Programming Planning 2017

## Chapter One: Seduction and Decay

### Marketing Campaigns: Draft Visuals



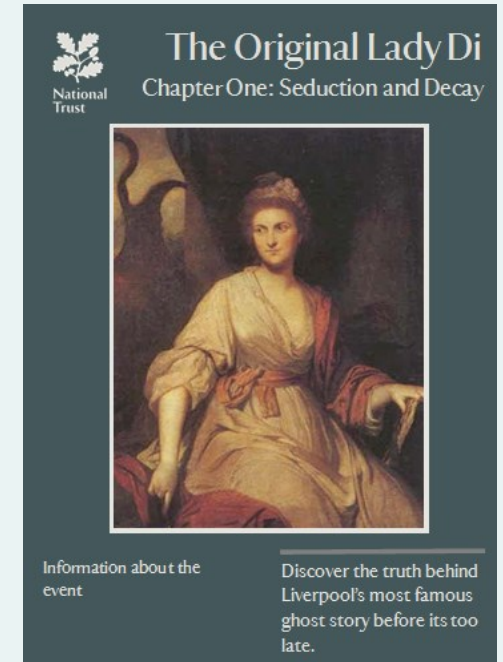
← Eye catching provocative subtitle which is connected to the character. In this example Sidney was historically referred to as 'Worthless Sidney.'

← A cool colour palette is important for this to create a chilling feel.

← The format of this poster follows Speke Hall's visual language rules.

← Curious call to action filled with doing words and a sense of urgency.

The historical pictures could be switched around with actors in costume, once budgets have been confirmed.



# Programming Planning 2017

## Family Programming: Enchanted Speke

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# Programming Planning 2017

## Enchanted Speke: Sleeping Beauty

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This season we will link all of family programming to Victorian fairy tales tying in with the over arching theme of an *untold tale*. Each story will be selected based on a seasonal connection or a direct connection to the property's spirit of place. The selected story for February half term and weekends until full season opening will be *Sleeping Beauty*.

### *Spirit of Place*

By focusing on the story of Sleeping beauty we will be able to present the Hall using the same methods as we use for Chapter One: Seduction and Decay (the curious minds programme) and inspire children's imaginations. The Hall can be eerie but mystical, as if a child has stepped into a fairy tale.

The estate and formal gardens can have an enchanting sense of abandonment during this time of year, with frost and snow drops speckled across the drive way. This theme could bring out conversations around what is sleeping; such as the wild life and plants sleeping in their winter beds.

### *Cause and Conservation*

By embracing the conservation work such as dust sheets and dark rooms we can tie directly in with national cause led marketing strategies and turn what could be seen as a negative visitor experience into a fantastic opportunity.

We can also discuss the need to conserve wildlife when it is at its most vulnerable during their hibernation period.





# Programming Planning 2017

## Sleeping Beauty

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### *Event Inspiration: The Enchanted Palace*



*A play on shadows and lighting will illuminate a child's imagination and allow them to engage with the space in a way they may not have previously (if they are a repeat visitor). This also help with issues around light hours.*

# Programming Planning 2017

## Sleeping Beauty

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### *The Offer and Visitor Experience*

*When: February Half Term 11th– 19th (closed Mon– Tues) and Weekends (tbc)*

*Indoors and Outdoors: Capturing the Imagination*

- \* A creative visual presentation of the Hall, which will use theatrical technology working in partnership with Magic Light Productions. This will give a sense of the abandonment and encourage a fairy tale atmosphere, including sound effects and projection. This will spark imagination in our young visitors.
- \* It could involve interactive tours or performances (budget depending)
- \* There will be readings (both pre school offer and older offer) of the story throughout the event.
- \* An enchanting trail will be created to explore the house.
- \* Child friendly conservation talks could also be held about why put the house to bed and why Speke Hall is slumbering.
- \* The key to this event is to showcase a sense of this hidden Hall's past in a creative way.
- \* We can host interactive talks on hibernation and encourage the children to learn about nature.
- \* A special outdoor winter trail will be created to spot wildlife which can be fed back to the ranger team.
- \* Workshops and activities can link to this experience and help children prepare for the coming spring.
- \* It is a chance for families to experience the Hall as never before and for a limited time only.

*Please note marketing will need to remain vague on details until budget setting*

# Programming Planning 2017

## Sleeping Beauty

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### *The Offer and Visitor Experience*

*When: February Half Term and Weekends*

#### *Commercial Offer:*

- \* Membership has a great selling point in terms of a repeat offer to see everything in its beauty and return in the next school holiday for the next themed fairy tale.
- \* There is a great opportunity to talk about cause during this event as conservation will be visible.
- \* Catering could provide dishes inspired by the fairy tale we are telling or offer a dish relevant to the period. We have done this in the past with Alice in Wonderland and it was extremely popular.
- \* Retail could have a great display and collection of fairy tales and a display that could link to Sleeping Beauty.

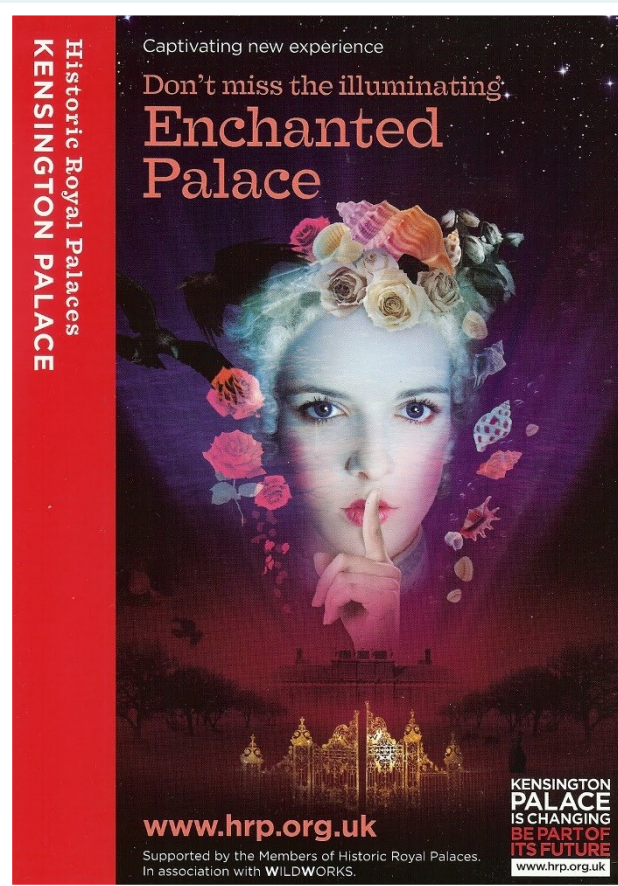
*Please note marketing will need to remain vague on details until budget setting*



# Programming Planning 2017

## Sleeping Beauty

### Marketing Campaigns: Inspiration



*This image creates a lot of curiosity to the viewer and sparks interest. We will need to create some marketing images with Magic Light Productions.*

*The tones and delicacy behind this teaser image is perfect for capture a family's imagination.*



*This theme has worked successfully for another National Trust property and was presented beautifully.*



# Programming Planning 2017

## Sleeping Beauty

### Marketing Campaigns: Draft Visuals



← Eye catching relatable titles and main heading of Enchanted Speke should always feature underneath

↗ The example image is just a rough draft version. We will create silhouette cut out images that are original to go in each poster.

← A muted palette is important for this to create a Victorian feel.

← The format of this poster follows Speke Hall's visual language rules.

← A friendly call to action filled with doing words and a learning opportunity and memory making will entice families to visit.

# Programming Planning 2017

## Related Teaser Campaigns

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### *Marketing Campaigns: Inspiration*

 **Slumbering Woodland**  
A spring awakening  
.....May-June.....



See our treasured carpet of bluebells in full bloom from.....(MAY DATE) Join us for talks and tours around our precious woodland and help us preserve them forever.

Our beautiful bluebells are sleeping in their woodland beds. Why not join us again this May to see them awaken?

*By sticking with the current programming theme and playing with words we can create a teaser campaign to entice people to return in future.*

