**The PumpHouse Theatre**

**Project Plan**

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| **Project Name** | The PumpHouse Picnic 23 |
| **Date(s)** | Sunday November 12 2023 |
| **Project Lead** | James Bell, Meg Andrews, Mags Delaney-Moffatt |
| **Project Description** |
| Briefly describe the project, what will happen and who will be involved |

A **fundraising event** for The PumpHouse comprising of Craft Market, Guided Tours of Theatre, entertainments and food trucks.

Volunteers will carry buckets for donations.

Buskers/entertainers

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| **Project Goals** |
| What will the outcome of the project be and how will this contribute to The PumpHouse Theatre’s vision and goals? |

Increased diversity of events and participation

Growing and maintaining stronger community stakeholder relationships

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| **Project evaluation and feedback** |
| How will we measure the impact of the project? e.g. audience numbers, participants etc. How will we seek feedback from event participants? |
| Number of attendeesFeedback survey from attendees |
| How does the proposed event or project link to our Key Performance Indicators? |

The measurable outcomes of number of CT’s held

The number of attendees.

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| **Detailed plan and key dates** |
| Detail step-by-step how the project will be implemented. Ideally this section can be turned into a project checklist to follow to ensure the project remains on track. Some items may have more than one sub-step. You may wish to attach additional documentation to the plan. |

Event Saturday November 12 2023

Time 2pm – 7.30 pm (overall event timing 12 noon – 8pm)

Publicity Launch Date 1st September 2023

Planning meetings to be held – every three weeks? **Next one would be 3rd July**

Mags and Meg to meet with volunteers Teresa, Christine and Natalie to outline plan and delegate tasks.

Meg and Mags to research images for James to develop a branding image for project.

Meg contacting Hannah from TBBA to come for a chat about collaboration with Meg and Mags.

Look for some sponsorship – Prestige Real Estate (contact through Sabine)

Meg will curate Market stalls, marketing

Mags curating permit from council, Food Trucks, volunteers

Inviting hirers to provide entertainment - or have their own stall

(e.g Haunted Auckland, Shoreside, Peter Thomas, Tim Bray, Pform etc)

Have a published list of performers

Buskers too?

Chill zone in the amphitheatre

Raffle run by the Board

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| **Key people involved** |
| Who are the key people involved in the project? What is their role and what experience do they have which means they can deliver the project successfully? |

James Bell – Business manager – Budget and finance

Meg Andrews – Marketing – liaising with stall holders, promotion

Mags Delaney-Moffatt – liaising with volunteers, tour guides, food trucks, permits

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| **Promotional Strategy** |
| How will we promote the event/project? Especially highlight any opportunities for press coverage. |

 Use of PH Website/ Newsletter, Facebook,

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| **Budget** |
| Provide a breakdown of the income and expenses expected from the project. Don’t include anticipated funding or sponsorship at this stage unless it has been confirmed in writing. |

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| **Funding / Sponsorship Opportunities** |
| Detail any funding or sponsorship opportunities. This might be people or businesses who have expressed interest in sponsorship, or grants such as Creative Communities where we have confirmed the timing and eligibility are suitable. |

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| **Approval** |
| Approval of the project plan by the Business Manager is required before The PumpHouse is committed to any financial arrangements with artists or suppliers. The project plan should be submitted to the Business Manager at least one month before the project is due to start or funding applications are due. |

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|  |  | Approved |
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|  |  | Approved subject to successful funding/sponsorship application |
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|  |  | Not Approved |

**Comments:**

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| **Signed:** |  | **Date:** |