CREATIVE BRIEF - DRAFT

HULL IMPROVEMENT PROGRAMME TEAM
HULL UNIVERSITY TEACHING HOSPITALS NHS TRUST
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OUR VOICES EXHIBITION

An art exhibition celebrating diversity at Hull University Teaching Hospitals (HUTH) NHS Trust and the gifts our diversity brings to our community. It will be held at the Brodrick Gallery of Hull School of Art & Design in 2021 and will feature creative images of staff in various media (photography, traditional illustration, digital illustration, painting, mixed media) highlighting the breadth of diversity in our hospital community and celebrating what that brings to the wider community of Hull and the East Riding of Yorkshire. The exhibition space will feature a soundscape of clips of HUTH staff voices speaking their lived experience.

OVERVIEW

Details of client, project information, message, goals, and measurable objectives

This project sits within HUTH's Our Voices programme of work. The chief aim of which is to open a dialogue leading to honest conversations about difference and the positives that come from engendering a greater mutual understanding between the indigenous people of Hull and its surrounding villages and the people who have purposely chosen to live, train and work here.

Key aims of this specific project are to:

- Raise awareness of the gifts diversity brings to the hospital and wider community
- Shine a light on the unique contributions HUTH staff make to the local area and global community (many support charities locally and abroad in addition to the work they do at the hospital)
- Inspire thinking and help others to value the challenges one another face in the course of living
- Value HUTH staff and raise morale
- Provide HSAD students with the opportunity to produce work in a variety of media input into an event with both tangible outputs and a purpose that contributes to positively engaging society and shaping world views. HSAD Students and staff will curate the exhibition and space, and produce marketing materials. A process which should give them meaningful and relevant experience which enhances their portfolios and CV (Photography, Design, Marketing & PR, Illustration, Sound Engineering)
- Serve as a marketing tool for both HUTH and HSAD
- Entice people to come to Hull to live and work by showcasing its vibrant community and offerings thereby supporting recruitment and retention in the area (including the variety of roles at the hospital)

Measurable Objectives

- To feature portraits in any media of at least 25 staff from a variety of roles at all levels at HUTH – Exhibition date to be agreed no later than 30 April 2021 (COVID-19 limitations being a core consideration)
- To gain positive coverage in local and regional media
- To generate commitment and other ideas for making conversations about Equality, Diversity and Inclusion part of normal business at HUTH and within Hull College (by March 2021)

MEDIUM

Photography, Design, Marketing & PR, Illustration, Sound Engineering

Exhibition promotional materials in print and digital media

PRIMARY AUDIENCES

Who they are, why this is of interest to them, how they will respond

- Members of the public
- Regional Trainees
- International Recruitment Agencies
- System partners (Clinical commissioning groups, local authorities, police, social care etc.)
- Students and staff of:
    - Hull University Teaching Hospitals NHS Trust (HUTH)
    - Hull School of Art & Design
    - Hull York Medical School
    - Hull University
- Local business owners

TONE AND IMAGE

Adjectives; what tone, imagery and words will be most effective, specific visual goals

REMARKABLE PEOPLE. EXTRODINARY PLACE.

Without variety there is no innovation no progress. We remain blind to our own extraordinarily small space. Hull is a land of vast horizons – let our quiet shores be shores of welcoming. Let our blank canvas be a space where dreams are realised and the promises of William Wilberforce are kept. Clear link to Hull's past and its history of standing up in the face of great adversity – going against the tide and overcoming overwhelming odds (WWII / The Cod Wars / The Hull Brigade). Hull's culture to call it like it is – and the belief that if we call out work to be done express a belief that the people of Hull will want to do what is right.

"The act of facing overwhelming odds produces greatness and beauty." – Malcolm Gladwell

"We have, I think, a very rigid and limited definition of what advantage is. We think of things as helpful that actually aren't and think of other things as unhelpful that in reality leave us stronger and wiser." – Malcolm Gladwell

MESSAGES, FEATURES, BENEFITS AND VALUE

Prioritise top features and facts about the product, service, company or idea you are marketing, and its value to target audiences. Outline how it compares to the competition. What's the one sentence that summarises its unique value? Other key points?

Features

For each profile:

- Representational (can be loosely representational) portrait (face, hands, eyes, unusual vantage point) of staff member
- Short Bio of staff member
    - Who they are (first name +/- last name)
    - Role in trust
    - Something they do or bring to the community beyond their job
    - If they are aware of a different perspective or way of being in the world some narrative around that
- Perhaps we ask them a universal question or favourite quote

THE HUTH PROJECT TEAM

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