

# THE UNION STREET PROJECT

PRESENTED BY STONEHOUSE ACTION  
SPONSORSHIP PACK

DESIGNED BY 51 STUDIO [WWW.51STUDIO.CO.UK](http://WWW.51STUDIO.CO.UK)

# WHO WE ARE AND HOW TO CONTACT US

**The People:** Established in 2005 Stonehouse Action is made up of a group of volunteers from various backgrounds. Sitting on the committee are the three City Councillors for the area, Chris Penberthy, Ian Tuffin and Sue McDonald. MP Oliver Colvile is also on the committee and has been working throughout the neighbourhood and local Councils to push the agenda and promote the great work the Stonehouse Action team have achieved and continue to achieve.

Primarily, the board care deeply about the area of Stonehouse, raising aspirations within the local community and making sure everyone feels welcome to the events they lead. The majority of the board either live or work locally and want to celebrate the area of Stonehouse.

*'Do it again! This is unique to our area and it's about time there's something special again on Union Street.'* Local Resident

# WHO

**Mission:** Stonehouse Actions's Mission is to work with and within the community to celebrate the neighbourhood, raise aspirations in the area and highlight opportunities such as the future of the Palace Theatre.

**Vision:** To have a street party in Stonehouse where everyone feels welcome, has fun and has a chance to meet someone new in their local area, and to use this to improve the appearance of Union Street throughout the year.

# ABOUT THE UNION STREET PROJECT: CELEBRATING THE PALACE THEATRE

## Making this work

Stonehouse Action are a group of volunteers that look for opportunities to unite the local community and promote the positive aspects of the neighbourhood, whilst raising aspirations and the economy of Stonehouse. One of the ways they will achieve this is through a Street Party with a strong, bespoke and conversational visual identity that will ensure that everyone in the local area has an equal opportunity, to find out about and take part in all of the activities. Additional projects along Union Street will ensure that, by celebrating the diversity inherent throughout the neighbourhood and celebrating a part of the City that is often associated with negative perceptions they can provide a legacy: Creating and developing something for the local community that they can hold onto, be proud of and changes perceptions of one of the most deprived areas in the City.

*'Lots of fun, great to see the street buzzing and full of life.'*  
*Local Resident*

In 2009 they successfully closed Neswick Street for a Street Party. It was attended by over 200 people and the overwhelming feedback was that they should do it again: even bigger and better. It also resulted in a group of residents getting together to form a group to look at local issues.

In 2010 they closed Union Street for the first time. The party was attended by over 800 people, it generated a huge amount of interest. This year they want to be bigger and better and are also aiming to raise awareness of the threat to the Palace Theatre as part of the party.

To achieve this and to create a lasting legacy, they need your help. To find out how you can be part of this legacy please read on...

Their ambition this year is to host a similar event, celebrating the music hall and variety act performances as homage to the rich history of the once magnificent Palace Theatre. On the 25th September 2011, the group will host their second annual Union Street Party. Through community events and projects over the summer they will build relationships and interest creating decorations, costumes and activities for the day. Furthermore, the group aim to raise the profile of the Palace Theatre: concentrating upon its role as an icon of the diversity of Plymouth's heritage and culture.

***"This year our intention is to host Union Street as a venue to showcase citywide contemporary skills and talents that in some way rekindle the essence of The Palace Theatre's history and culture as well as reflecting the diversity and vibrancy of Stonehouse."***  
**Oliver Colvile MP**

# THE HERITAGE

Union Street was designed by John Foulstan in the early 1800s and was created as a grand boulevard to connect the towns of East Stonehouse, Devonport and Plymouth.

The Palace Theatre, built later in the 19th Century, symbolised the beginning of the streets history as a popular centre of entertainment. The popularity of the theatre continued throughout the war years as a music hall and then more recently as a nightclub. However, the success of the venue slowly dwindled.

In its heyday, the theatre hosted spectacular performances by artists such as Laurel and Hardy, Charlie Chaplin, Houdini, Little Titch, Danny La Rue and many others. The following links give a taster of the type of performances that would have been staged.

- Little Titch  
[www.youtube.com/watch?v=DpoGy\\_WIcCY](http://www.youtube.com/watch?v=DpoGy_WIcCY)
- Houdini  
[www.youtube.com/watch?v=EbVZZsYZmEY&feature=related](http://www.youtube.com/watch?v=EbVZZsYZmEY&feature=related)
- Wilson Keppel and Betty - Yet Another Sand Dance  
[www.youtube.com/watch?v=FxAr66vtUoQ&feature=related](http://www.youtube.com/watch?v=FxAr66vtUoQ&feature=related)
- Max Miller  
[www.youtube.com/watch?v=sBBonVMUIFY&feature=related](http://www.youtube.com/watch?v=sBBonVMUIFY&feature=related)
- Madame Rosa's incredible Flea Circus  
[www.youtube.com/watch?v=X4XQdek541c&feature=related](http://www.youtube.com/watch?v=X4XQdek541c&feature=related)

*So, the announcement that people in Stonehouse are set to turn back the clock by staging a community get-together on one of Plymouth's most historic and iconic routes is a welcome and brilliant way to celebrate their neighbourhood.*

# HERITAGE

# THE PLAN TO BEGIN A LONGSTANDING LEGACY

Plans for the day include a range of activities, events and installations that reflect a music hall, variety theme and the character of Union Street in its prime including a parade to kick the day off with a bang.

The street is a shared public space, open to all and normally the cars get in the way.

During the street party, the road will be closed to traffic and people can mingle and meet neighbours of all ages and backgrounds. A quiet empty road for the day is a rare experience and offers the community the chance to reclaim the street as theirs and have fun in an area that is very run down and neglected.

**'Great food, great fun what more could we ask for.' Local Resident**

Street Parties are a way of bringing communities together. The people who come to a street party tend to be more varied than those that will make an effort to go to local events in parks or community centres. There is an element of curiosity and as it is right outside your front door, people are more likely to come and see what is going on.

This street party will be a celebration of local talent and diversity, a stage will be set up to showcase local music and entertainment. This will be very varied to appeal to the widest audience.

Activities, food and refreshments will be available throughout the day, these will also reflect the diversity of the local community from Cornish pasties to Kurdish and Polish delicacies.

Local groups and providers of services will be asked to join in on condition that they provide an interactive activity that promotes the vision and/or objectives of the event.

Union Street is a main route into the City Centre and has so far not attracted the regeneration strategies that have been bestowed on Devonport and Millbay. Stonehouse Action believe that in creating a legacy and raising the profile of the area they will create regeneration opportunities throughout the neighbourhood: with particular focus this year upon the Palace Theatre.

**'Union Street uniting our community - fantastic idea.'**  
**Local Resident**

## WHAT YOU WILL SEE ON THE DAY

### Activities/installations/events will include:

A variety show  
A parade  
Redecorated Shop windows  
Craft, food and game stalls providing entertainment and instruction

### Performances could include:

Strongman/women  
Circus Acts  
Bodybuilders  
Magic acts and mind reading  
Fire eating and fire walking  
Stilt walking  
Cycling and roller-skating  
Trapeze acts  
Tattoo Artists  
Adagio  
Snake charming  
Flea circuses  
Hoola Hoop acts  
Ventriloquist acts  
Cowboy and Wild west enactments  
Roasted chestnut stalls  
Popcorn stalls  
Homemade lemonade stalls  
Coconut shy stalls

# YOU WILL

Opportunities are open to your imagination. Prospective contributors are welcome to contact the organisers via email, phone or letter, stating their intentions and proposals.

Please contact through [www.stonehouseaction.btck.co.uk](http://www.stonehouseaction.btck.co.uk) or phone **07851 178633** to register your intent. Also keep an eye on the Stonehouse Action Facebook page for updates. <http://goo.gl/FTouU> and Twitter [@Stonehouse\\_Act](https://twitter.com/Stonehouse_Act)

*“Street parties and fetes are a traditional part of community life; they are a simple way for us to get to know our neighbours and meet members of our community.”*  
*Eric Pickles, Secretary of State for Communities and Local Government*

# SEED

# HOW YOU CAN GET INVOLVED AND BACK A DAY THAT WILL BEGIN A LEGACY

Stonehouse Action has already proven the success of holding a Street Party in Union Street. A year on, the team of volunteers have streamlined the success of last years event to create a package that will see a real economic impact, and begin building a legacy so that impact can continue for a whole year, rather than one day.

The neighbourhood is one of the most deprived areas in Plymouth. Therefore, stakeholder investment on a city-wide basis is needed to help. Investment in the identity, marketing campaign, installations, stalls and event itself is paramount to the success of realising the opportunities. Work has already begun on creating awareness for this event using social media and linking up with local groups and organisations, and is being received well from the business sector, the public sector, Councilors and an MP.

*'Where else can you see a pole dancer, street dancers and a climbing wall on the street?!' Local Resident*

Following consultation, Stonehouse Action have developed a strategic model to implement this project.

This will be achieved by;

- Centralising the core brand values, vision and mission to create a consistent and recognisable visual identity throughout Union Street that will be developed to create a lasting legacy through; promotional material, dressing empty shop windows and covering Union Street in a fresh and a vibrant language and look based on old Palace posters from the 1800's onwards.
- Ensuring through this visual identity that everyone in the local area has an equal opportunity to find out about and take part in the day and are educated about how they too can help raise the profile of the Palace Theatre and Union Street as a whole.
- Bringing people from different backgrounds together and by recognising the array of diversity across the neighbourhood and the City as a whole.
- Creating a day for individuals, families and friends to take part in, to help raise their aspirations and pride in their neighbourhood.

Given that Stonehouse Action is a voluntary community group, resources are stretched so the team is looking for local members of the public and businesses to help achieve their goals and ambitions. This is a very noteworthy opportunity for businesses to contribute to those most in need in the City and to try and tackle the current deprivation levels the area faces and improve one of the key routes into the city centre.

**Continued on next page**

# HOW YOU CAN GET INVOLVED AND BACK A DAY THAT WILL BEGIN A LEGACY ——— CONTINUED

Supporting Stonehouse Action can also create opportunities for those businesses involved in the endeavour. These opportunities include;

- Media Exposure: Coverage of this event will include local newspapers and newsletters. The BBC and local radio stations will also be invited to document the event.
- Extensive Market Appeal: The significance of Union Street and the Palace Theatre have a unique cross-generational appeal resulting in brand visibility in hard-to-reach target markets. Markets will extend across all media involved and is not specific to the event attendees alone.

The Union Street Project and Palace Theatre initiative is a unique and inspirational event that represents a sponsorship and partnership opportunity like no other. It will be an event of local significance and when the profile of the Palace Theatre is raised, a national one, that will create an endearing legacy. Support of the Union Street Project will build relationships that will endear a business to its target audience across the mediums utilised (BBC / Radio / promotional material) and improve brand perception. It allows the corporate message to be fully integrated, impacting more powerfully on the consumer than other marketing disciplines as a result.

We believe supporting this cause is the right choice for your business because;

- The Union Street Project and Palace Theatre have a high level of emotional involvement in the City. The Theatre's Trust place it at the top of the at risks list and English Heritage and the Millfields Trust have been looking into what the opportunities are. Stonehouse Action see this project as supporting this work.
- It has extremely strong associations with your company's brand values and the potential for a very strong tangible link.
- The Union Street Project has already proved successful and this year we will reach a significant proportion of your company's target audience in a unique and memorable way.

**'This reminds me of what community events really should be like.'**  
**Local Resident**

A huge amount of passion is invested in the Union Street Project and such street parties have long been a prized means of targeting existing and potential target markets at a grass roots level. Supporting the initiative can utilise this passion in order to leverage brand loyalty and assist in winning new customers and retain existing ones for the associated product or service.



# THE SPONSORSHIP PACKAGES

Please note that the closing date for primary sponsorship for the day is 16th September 2011. However, as this is a legacy strategy we will gratefully receive sponsorship beyond this date.

To the right and on the next page is a breakdown of the three different sponsorship packages available to those who want to be a part of the legacy that is the Union Street Project:

*Organisers believe this is the first time since the 1970s that Union Street has hosted such an event, and have organised a host of activities to keep residents entertained on September 19.*



## Platinum Sponsorship

£750.00 (x5)

- All aspects of Gold Sponsorship.
- A limited edition A2 screen printed poster with a special message of thanks to your company for you to keep and display.
- Printed coverage in this instance will include the incorporation of your brand/logo on one banner (location TBC) or stage banner\*. There will also be a specific single designated A3/A4 poster giving thanks to your company alone\*.
- Online coverage in this instance will include the incorporation of your brand on our site with a link to your own site. We will also include a note of thanks in a specially designated electronic newsletter/report of the event.
- Exclusive branded company T-shirts to be worn by the Stonehouse Action Group on the day of the event
- Social media in this instance will extend across all platforms which will provide further exposure for your brand. You will also receive up to five messages of thanks through either us, or the design team.

# THE SPONSORSHIP PACKAGES ——— CONTINUED

## Gold Sponsorship

£450.00 (x10)

- All aspects of Silver Sponsorship
- Printed coverage in this instance will include the incorporation of your brand/logo on one dedicated Gold Sponsor A3 poster as well as up to five\* A4 posters in the style of the Union Street Project visual identity, giving thanks to all Gold Sponsors.
- Online coverage in this instance will include a note of thanks in our electronic newsletter/report of the event.
- Social media in this instance will extend across all platforms which will provide further exposure of your brand, You will receive up to three message of thanks through either us, or the design team.

## Silver Sponsorship

£300.00

- Printed coverage on a specially dedicated A4 poster giving thanks to your company alongside other sponsors in the style of the Union Street Project visual identity.
- Social media coverage in this instance will extend across all platforms which will provide further exposure of your brand. You will receive one message of thanks through either us, or the design team.

\* Unless stated otherwise, all printed material will include other sponsors logos/names.

\* Single Posters will not incorporate your logo but rather a typographical reference to your organisation in the style of the Union Street Project visual identity to show and reinforce your support for the project.

\* Number dependant on funds secured.

# POSTER EXAMPLES

Poster 1



Poster 2



Poster 2



## OUR SUPPORTERS SO FAR

At the moment we have support financially or in kind from:

- Police
- Plymouth City Council
- Stonehouse Playspace Association
- The Millfields Trust
- Local Schools
- Local Restaurants
- Local religious groups
- 51 Studio
- Local Community/Residents Groups

*“It’s a very powerful thing, because so many people live on streets where they don’t know anyone, and then they have a street party and meet their neighbours, and a whole new world opens up for them.” Mr Gettins, Streets Alive*

# SUPPORT

*What a brilliant idea, and what a great way to get neighbours who might not know each other talking and enjoying their community.*

# Us

# THE FUTURE

The Stonehouse Action Group have already maintained a high level of commitment from stakeholders across the City but are now looking to increase stakeholders level of involvement. This is an opportunity for you to back a promising endeavour with exceptional potential. If our work interests you, or you would like further information, then please do not hesitate to contact a member of the board on the details below.

Finally, thank you for taking the time to learn about us and we look forward to hearing from you soon.

The Stonehouse Action Group.

**Hannah Sloggett, Chair**

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**Wendy Hart, Vice Chair**

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*We wish this splendid idea every success, and hope the sun shines on this wonderful day." The Plymouth Herald 2010*

# PALACE THEATRE



All information contained within this document was, to the best of Stonehouse Action's Knowledge, correct at the time of printing