

The Women of Steel Statue Appeal Campaign Devised and Run by John Palmer with the South Yorkshire Community Foundation for Sheffield City Council

Sheffield City Council launched a public appeal for £150,000 for a bronze statue to be erected outside the City Hall as a lasting tribute and celebration of the women who worked in the steel works during the war.

Inspired after meeting some of the surviving women – now in their 90s – John Palmer offered to create and deliver a campaign with four objectives:

1 Raise the money for the statue.

2 To create a community-based campaign, attracting small donations rather than major benefactors by using one big event to spur them.

3 Increase the profile of the women and their achievements so they would know they were appreciated even if they did not survive to see the statue unveiled.

4 To pay for as much of the campaign as possible through sponsors and pro bono.

The outcome between June 2013 and June 2014 was:

1 The £150,000 was raised – and the appeal has continued to deliver more commemorations around the women (medals, an archive).

2 More than 250 donations have been received, with marathon runners; bake-ins; quiz nights; film premiers; dinners; councillors pledging cash; money from Unite the Union; a download album featuring Lesley Garrett; Kate Rusby; Richard Hawley; a World Snooker Championship Ball and more.

3 The central event was a pop concert at City Hall with Sheffield's famous stars, including Tony Christie; Heaven 17; ABC; Rev and the Makers; Janet Devlin appearing for free. More than 2,000 people attended and the show and associated fundraising raised £64,000.

The four women fronting the campaign have enjoyed the limelight on National and local TV and radio; national and local newspapers; as VIP guests at dinners, conferences and other public events. One opened a new shop.

4 Design; website creation and management; printing; advertising space; artwork; album preparation; the full sound and light rig for the City Hall concert; hotel rooms; Yorkshire Tea and Henderson's Relish were all donated.

The campaign was built around the agreement of the pop stars to perform for free at Sheffield City Hall in November. The show was launched in June, with the intention of attracting and inspiring other people in South Yorkshire to do something for the Women of Steel until the money was raised.

This June launch marked the major push on the appeal as a whole and saw the beginning of an integrated campaign built around regular follow up stories featuring artiste interviews; the Women of Steel and donors who had done something special to raise money.

Exclusives were tailored to match the audiences of each of the media outlets and new stories or advertising activities were scheduled so that there was something new every ten to twelve days. When appropriate, co-ordinated advertising, editorial and on line releases were organised. Mini- campaigns were built around specific fundraising events, including a Starlit Walk; the London Marathon and an alternative Burns Night

The women and the appeal were placed in:

NATIONAL AND LOCAL TELEVISION

National and local television: BBC Breakfast x2 (1.5m viewers); BBC TV Look North x2 (600,000 viewers) ITV Calendar (300,000).

NATIONAL AND LOCAL RADIO

National and local radio: BBC Radio 2 The Jeremy Vine Show (ave 1.3m a day); BBC Radio Sheffield x3 (256,000); Hallam FM x 2 (386,000) Heart FM x 2 Capital Radio x 2 (1m per week)– plus regular mentions by presenters from each station who were hosts at the pop show.

NATIONAL NEWSPAPER

Full page feature in The Guardian (200,000) plus on line coverage.

LOCAL NEWSPAPERS PRINT, ONLINE AND ADVERTISING

Hard copy editorial, free display advertising and regular on-line coverage in:

Local newspapers: Sheffield Star, 3 front page leads; 3 double page spreads; editorial columns and free display advertising (60,000 daily); Sheffield Telegraph 2 front page leads plus free display advertising; 19 weekly papers in Johnson Press group, pre-pop show story and free display advertisement.

REGIONAL MAGAZINES PRINT, ONLINE AND ADVERTISING

Regional commercial magazines: Exposed; Toast; Now Then, local music magazines.

Business to Business magazines: Sheffield Chamber of Commerce; Rotherham/Barnsley Chamber of Commerce; East Midlands Trains; Sheffield Hallam University; Sheffield University.

Staff/ student publications: Sheffield City Council; Sheffield Hallam and Sheffield University Students' Unions.

SPORTS MATCHDAY PROGRAMMES

Football programmes at Sheffield United x 2 (ave crowd 17,507) and Sheffield Wednesday x2 (21,239).

ONLINE AND SOCIAL MEDIA

Two Twitter sites of our own @SWomenofSteel and @WomenSteelShow (c 500 followers) provided regular updates and were retweeted by Katie Price (1.93m followers); Melanie Sykes (137,000) and Dame Kelly Holmes (95,300).

The Facebook site provided regular updates on the appeal and the pop show.

City Council; Chambers of Commerce; unions and sponsoring companies websites also promoted the appeal.

All the artistes, the radio stations and Sheffield Star reporters tweeted about the appeal and their involvement in either the show or the album.

3x video features from Sheffield Star were also favourited and retweeted.

Website coverage was delivered by all online outlets of newspapers and magazines who wrote about the appeal.

Feature on East Midlands Trains site as they provided free travel for artistes coming to the pop show.

South Yorkshire Women's Institute Newsletters.

OUTDOOR ADVERTISING

Design, printing and advertising sites were provided pro bono.

100 Posters and 10,000 flyers were distributed prominently around public places in Sheffield. These included 3x art galleries; museums; leisure centres; record shops; other music venues; tourist information office; newspaper front offices; hotel foyers; public houses; hospital waiting areas; an arts cinema and the railway station.

VIDEO SCREEN ADVERTISING AND PROMOTION

Design and production for an advertisement on high visibility screens around Sheffield were donated and it was screened for a month free of charge by Meadowhall Shopping Centre (largest centre in Yorkshire with ave 500,000 shoppers a week); Sheffield Arena (capacity 13,500 – one show was Arctic Monkeys); Sheffield United FC; Sheffield Wednesday FC; Sheffield Sharks Basketball; foyers at 3 art galleries, 2 Universities, the City Council House; entrance foyers at Chambers of Commerce and Sheffield Newspapers.