

## Marketing your event at Hanger Farm

We're excited to welcome you to Hanger Farm, here are some tips to help you maximise the audience for your show with us.

### Contact

Marketing is handled centrally by Minstead Trust, the charity that runs Hanger Farm.

If you would like any advice or help marketing your event, please email our marketing executive, Nicole on [Nicole.venn@minsteadtrust.org.uk](mailto:Nicole.venn@minsteadtrust.org.uk)

If you have any general enquiries about your event, please contact the Hanger Farm team directly.

### Social media

We actively post on Facebook and Instagram about our recently booked and upcoming shows, and add all shows to our events page on Facebook.

Please send any additional marketing content to Nicole. We find video format works best for our audience so if you are able to send this to us, please ensure it is under 1 minute long and is portrait (or square). Here are some ideas of what you could send us:

- Clips of your show (this is a great way to showcase what you do to our audience, especially if they aren't familiar with you)
- A piece to camera introducing yourselves, explaining what your show is about and when you'll be heading to Hanger Farm
- Behind the scenes of rehearsals

If you are sending us more imagery to help promote your show, we find sharing posters with too much information don't get very much engagement, so please could you limit the amount of text.

Please do tag us or add us as a collaborator on any posts, we're always happy to share and work with you on our social platforms.

If you need anything from us in terms of logos or would like to create any content together, please email Nicole.

Paid ads – if you have a budget for your show, then you can transfer funds to us to give your show even more of a push through our Meta ads, which will appear on Facebook and Instagram. We have defined our audiences and target new audiences based on your genre and have found these have worked very well for other shows. If this is something you would like to explore, please contact Nicole.

**Facebook ad special offer: If you contribute £30 to the Meta ad we set up, we will contribute an extra £30, giving your ad an additional push.**

### Website

Your event will be listed on our What's On page: <https://www.hangerfarm.co.uk/whats-on/>

If you would like your listing adjusted or new photos/videos added, please email the Hanger Farm team.

Your event will also appear on our homepage in the run up to your show.

## Brochure

Every season, we create our What's On brochure which is mailed out to around 1.5k houses in the local area and have these available at Hanger Farm for people to look through and take home. An additional 1.7k are dropped off around local businesses by our volunteers, helping to further brand awareness. We always ensure all shows are booked in time for each brochure to be included so please speak with the Hanger Farm team on timings for this.

## Photography

We are always eager for high quality and varied photos for our marketing materials, website listings and social media posts. Good quality imagery is crucial to making sure your show sells tickets so please ensure you are sending us a selection of high res landscape and portrait photography, as well as some video links if possible.

## Printed materials

If you have flyers or a banner then please do send it to Hanger Farm as we are able to display in multiple areas to help raise exposure.

If you are looking to do a leaflet drop to local businesses, please do get in touch with Nicole and we can send you a list of addresses.

## Email newsletter

We send out an email newsletter each month where we feature upcoming shows to our 6,000 subscribers.

If you have some budget for your show and would like to send out a solus email to our subscribers, please take a look through our promotion packages and get in touch with Nicole.

## Local press

Our local press is usually in dire need of news to fill their papers so it is well worth sending even a short piece out to them telling them that your show is coming to Hanger Farm, with an accompanying image, or to invite them to review your show.

Please let us know of any coverage you receive or if you need a free press ticket to your show.

Here are some useful contacts, including some for TV and radio:

Name	Media Type	Outlet	Email
Andrew Napier	Local Newspaper	Hampshire Chronicle	<a href="mailto:andrew.napier@dailyecho.co.uk">andrew.napier@dailyecho.co.uk</a>
Lyndon Hogg	Local Newspaper	NewMilton Advertiser & Lymington Times	<a href="mailto:lyndon.hogg@advertiserandtimes.co.uk">lyndon.hogg@advertiserandtimes.co.uk</a>
Christopher Yandell	Regional Newspaper Website	New Forest Post (Online)	<a href="mailto:chris.yandell@dailyecho.co.uk">chris.yandell@dailyecho.co.uk</a>

Diana White	Magazine Website	BusinessPost South West	<a href="mailto:newsdesk@bbpmedia.co.uk">newsdesk@bbpmedia.co.uk</a>
Frankie Rudland	Local Newspaper	Hampshire Chronicle	<a href="mailto:Frankie.Rudland@newsquest.co.uk">Frankie.Rudland@newsquest.co.uk</a>
Gracey Williams	Magazine	Village Magazine (New Forest)	<a href="mailto:editorial@villagemags.co.uk">editorial@villagemags.co.uk</a>
Jez Walder	Local Newspaper	Mid Hampshire Observer	<a href="mailto:hampshiremedia@aol.com">hampshiremedia@aol.com</a>
Jez Walder	Local Newspaper	Hampshire Independent	<a href="mailto:hampshiremedia@aol.com">hampshiremedia@aol.com</a>
Katie Thomson	Magazine Website	NewForest Living (Minerva Publications)	<a href="mailto:katie.thomson@minervapublications.co.uk">katie.thomson@minervapublications.co.uk</a>
Katy Griffin	Local Newspaper	Salisbury Journal	<a href="mailto:katy.griffin@salisburyjournal.co.uk">katy.griffin@salisburyjournal.co.uk</a>
Katy Griffin	Local Newspaper	Forest Journal	<a href="mailto:katy.griffin@salisburyjournal.co.uk">katy.griffin@salisburyjournal.co.uk</a>
Mark O'Connor	Local Newspaper	Hampshire Independent	<a href="mailto:hampshiremedia@aol.com">hampshiremedia@aol.com</a>
Adam Clark	Television Network	ITVNews Meridian (TV)	<a href="mailto:adam.clark@itv.com">adam.clark@itv.com</a>
Andrew Napier	Regional Newspaper	SouthernDaily Echo	<a href="mailto:andrew.napier@dailyecho.co.uk">andrew.napier@dailyecho.co.uk</a>
Christine Alsford	Television Network	ITVNews Meridian (TV)	<a href="mailto:christine.alsford@itv.com">christine.alsford@itv.com</a>
Christopher Yandell	Regional Newspaper	Southern Daily Echo	<a href="mailto:chris.yandell@dailyecho.co.uk">chris.yandell@dailyecho.co.uk</a>
Darren Gamblen	Radio Station	Express FM	<a href="mailto:darren@expressfm.com">darren@expressfm.com</a>
Dave Goodings	Radio Network	CapitalSouth Coast	<a href="mailto:dave.goodings@global.com">dave.goodings@global.com</a>
David George	Regional Newspaper Website	TheNews (Portsmouth) (Online)	<a href="mailto:david.george@thenews.co.uk">david.george@thenews.co.uk</a>
Debbie Williams	Magazine	Primary Times in Hampshire	<a href="mailto:primarytimes.eyrie@gmail.com">primarytimes.eyrie@gmail.com</a>
Derek Johnson	Television Network	ITV News Meridian (TV)	<a href="mailto:derek.johnson@itv.com">derek.johnson@itv.com</a>
Elizabeth Kirby	Magazine	Hampshire Life	<a href="mailto:elizabeth.kirby@archant.co.uk">elizabeth.kirby@archant.co.uk</a>
Elsa Waterfield	Regional Newspaper	TheNews (Portsmouth)	<a href="mailto:Elsa.Waterfield@jpimedia.co.uk">Elsa.Waterfield@jpimedia.co.uk</a>
Emily Ford	Magazine Website	BBC Hampshire & Isle of Wight	<a href="mailto:emily.ford@bbc.co.uk">emily.ford@bbc.co.uk</a>
Jason Lewis	Regional Newspaper	Bournemouth Daily Echo	<a href="mailto:jason.lewis@bournemouthecho.co.uk">jason.lewis@bournemouthecho.co.uk</a>
Kate Taylor	Television Show	ITVNews Meridian - ITV Meridian	<a href="mailto:kate.taylor1@itv.com">kate.taylor1@itv.com</a>
Kelly Brown	Regional Newspaper	The News (Portsmouth)	<a href="mailto:kelly.brown@jpimedia.co.uk">kelly.brown@jpimedia.co.uk</a>
Kerri Watt	NewsWeb Site	NewForest Business News	<a href="mailto:ahoy@kerrilwatt.co.uk">ahoy@kerrilwatt.co.uk</a>
Kieran Davey	Regional Newspaper Website	HampshireLive	<a href="mailto:kieran.davey@reachplc.com">kieran.davey@reachplc.com</a>
Laurence Kilgannon	Magazine	SouthWest Business Insider	<a href="mailto:laurence.kilgannon@newsco.com">laurence.kilgannon@newsco.com</a>
Lorelei Reddin	Regional Newspaper	SouthernDaily Echo	<a href="mailto:lorelei.reddin@dailyecho.co.uk">lorelei.reddin@dailyecho.co.uk</a>
Mark O'Connor	Local Newspaper	Hampshire Observer Series	<a href="mailto:hampshiremedia@aol.com">hampshiremedia@aol.com</a>

Maya George	Regional Newspaper Website	SouthernDaily Echo (Online)	<a href="mailto:maya.george@newsquest.co.uk">maya.george@newsquest.co.uk</a>
Maya George	Regional Newspaper Website	Bournemouth DailyEcho (Online)	<a href="mailto:maya.george@newsquest.co.uk">maya.george@newsquest.co.uk</a>
News Desk	Radio Station	Express FM	<a href="mailto:news@expressfm.com">news@expressfm.com</a>
News Desk	Local Newspaper	Hampshire Observer Series	<a href="mailto:hampshiremedia@aol.com">hampshiremedia@aol.com</a>
Nicky Godding	Magazine Website	Business& Innovation Magazine	<a href="mailto:nicky.godding@nkmedia.co.uk">nicky.godding@nkmedia.co.uk</a>
Nikki Mitchell	Television Show	South Today - BBC South	<a href="mailto:nikki.mitchell@bbc.co.uk">nikki.mitchell@bbc.co.uk</a>
Phil Hornby	Television Network	ITV News Meridian (TV)	<a href="mailto:phil.hornby@itv.com">phil.hornby@itv.com</a>
Picture Desk	Regional Newspaper	The News (Portsmouth)	<a href="mailto:pictures@thenews.co.uk">pictures@thenews.co.uk</a>
Rebecca Carr	Magazine	Families Hampshire West	<a href="mailto:editor@familieshampshirenorth.co.uk">editor@familieshampshirenorth.co.uk</a>
Rebecca Carr	Magazine	Families Hampshire North	<a href="mailto:editor@familieshampshirenorth.co.uk">editor@familieshampshirenorth.co.uk</a>
Robert McHugh	Magazine	Business World	<a href="mailto:newsdesk@businessworld.ie">newsdesk@businessworld.ie</a>
Sarah Saunders	Television Network	ITV News Meridian (TV)	<a href="mailto:sarah.saunders@itv.com">sarah.saunders@itv.com</a>
Tom Morton	Regional Newspaper	TheNews (Portsmouth)	<a href="mailto:tom.morton@thenews.co.uk">tom.morton@thenews.co.uk</a>
Tom Orde	Regional Newspaper	Southern Daily Echo	<a href="mailto:tom.orde@dailyecho.co.uk">tom.orde@dailyecho.co.uk</a>
Tom Savvides	Television Network	ITVNews Meridian (TV)	<a href="mailto:tom.savvides@itv.com">tom.savvides@itv.com</a>
Zoe Wilson	Magazine	Enjoy Dorset & Hampshire Magazine	<a href="mailto:zoe@enjoydorset.co.uk">zoe@enjoydorset.co.uk</a>
Business Desk	Magazine	Business Echo	<a href="mailto:newsdesk@nne.co.uk">newsdesk@nne.co.uk</a>

**PRESS RELEASE TEMPLATE** – adjust areas in **red** and send via email to relevant contacts above, attaching a good quality image under 2mb of your show.

### **Name of show comes to Hanger Farm**

**Briefly name your show, say it is coming to Hanger Farm and include the date.**

**Give a few more details about the show, why it is worth watching and anything unusual or unique about it.**

**Detail who the show is perfect for and that it is affordable and entertaining, include ticket prices and a favourable review from the press if available.**

Hanger Farm is more than just a venue; it's a cornerstone of the local community, rich in history and filled with a spirit of togetherness.

Located just off the M27, Hanger Farm has been a gathering place for creativity, celebration, and connection for many years. The venue is part of a vibrant community and works alongside Minstead Trust, a charity dedicated to empowering individuals with learning disabilities.

**Add quote from you**

Kyle Maxwell, Hanger Farm Manager, said: 'We are delighted to welcome **show name** as part of an exciting season of shows at Hanger Farm.'

'We offer accessible entertainment for all in our characterful 18th century barn – you are sure of a friendly welcome and an enjoyable visit. We hope to see you in the audience at this performance.'

Book your tickets now at [www.hangerfarm.co.uk](http://www.hangerfarm.co.uk)

Notes to photo editors

Enter description of the photo you send out with the press release.

Notes to editors

Add background details about you or your company, if applicable.

## Hanger Farm

Hanger Farm is a performance venue located on the edge of Totton. An 18th century converted barn, it offers a working theatre space as well as a gallery, rehearsal room, exhibition area and studio space.

Its programme of activities includes comedy, dance, art exhibitions, drama, musicals, theatre and film. The venue can also be hired for business meetings, events, weddings and conferences. The venue has modern lighting and excellent technical facilities, making it a leading local performing arts facility.

Since 2018, Hanger Farm has been supporting people with learning disabilities to access live entertainment, join inclusive community theatre and with opportunities to be part of the Hanger Farm team through apprenticeships. So, every ticket you buy, event you book, or drink you purchase helps Hanger Farm improve the lives of people with learning disabilities.

## About Minstead Trust

Minstead Trust, established in 1986, is a charitable organisation whose aims are to support people with learning disabilities to achieve greater independence, lead fulfilled lives and live as full citizens in society.

Minstead Trust currently supports over 320 people across the south coast, from Poole to Portsmouth. We offer people the opportunity to develop skills for work, skills for life and improve their health and wellbeing.

1. Work-based skills: training in practical skills in a range of work settings, including the expectations of a workplace such as time management and health and safety
2. Health and well-being: physical and creative activities to promote health and leisure skills
3. Life skills: practical training in the skills of everyday living, both in the home and out in the community

Training and support is provided through day opportunities, support for people living in their own tenancies or our residential care home, respite short breaks and community pay-as-you-go groups.