



HULL CITY OF CULTURE – TUVALU + LIVE SCORE PROJECT UPDATE – OCTOBER 2017

MAIN SUCCESSES

Marketing and outreach via Hull Box Office

Hull Box Office have assisted us greatly with a full marketing campaign including:

- Print advert for event in 7000 Hull Independent Cinema brochures
- 5000 x flyers and 100 posters distributed across Hull
- Targeted social media adverts from Hull Independent Cinema and Fruit channels
- Targeted emailout to 1500 HIC bookers
- Targeted emailout to 4000+ Fruit and music bookers

The project has to date invested over £1000 back into paid outreach from HBO.

Industry engagement

The event has received international engagement through discussions with Rijeka Capital of Culture 2020 and the Croatian Embassy, who have also promoted the event to Croatians living in the UK.

The event will be attended by funders Creative Europe, plus key industry figures from the British Council and Sheffield Doc/Fest, with more TBC.

PR and press

'Face of Hull' BBC reporter Kofi Smiles will attend the event, playing one of the volunteer instruments himself. The event will feature on Look North, TXing one week before the event on Thursday 2nd November including footage from the world premiere show in Motovun.

Production support

Fruit Space have been incredibly accommodating with an unusual set up involving water bottles on top of band set up as well as full band sound set up and video needs. The recruitment of Live Cinema UK's new coordinator has been essential in providing project support for this.

MAIN CHALLENGES

Venue Availability

Initially the event was planned to be hosted at Hull Truck Theatre on the evening prior to This Way Up film exhibition conference. Every effort was made by Live Cinema, Hull Truck and Film Hub North to accommodate this, but although the space was available, Hull Truck could not provide technical staff to cover to event, and were unable to allow us to provide our own technical team. Approved freelance staff were suggested

This has led to the event being held at the lower capacity Fruit Space, on Thursday 9th November. With most delegates from This Way Up leaving on the evening of the Wednesday, we are losing a substantial large audience of conference attendees, as well as the large reach and international reputation that would have been afforded to the event were it to be hosted at Hull Truck.

Learning and feedback: capacity for venues and support staff in Hull has been stretched with the sheer volume of events, directly impacting on the events attendance potential.

Film certification and impact on Into Film event

As Tuvalu is unrated by BBFC in the UK, Tuvalu was issued to Hull City Council for licensing. The film received a 15 certificate despite the film being licensed at U of PG equivalent in all other countries, and we were denied the opportunity to appeal this. The film contains no swearing, violence, graphic scenes, and just one background scene of topless nudity as the film is set in a swimming pool with people undressing. This impacted directly on our schools matinee with Into Film as only year 11 and older groups could be approached to attend.

Learning and feedback: Hull City Council's licensing of films unrated in the UK appears vastly out of line with consensus of other countries and BBFC guidelines.

International travel

Our planned flights for the band to attend from Croatia were hosted by Monarch Airlines, the only provider of direct flights from Zagreb to the North of England in November. Monarch went into administration in late September 2017, leading to us needing to rebook indirect flights at 3 x the cost. This has impacted on our budget significantly

Learning and feedback – circumstances beyond our control. More flights from Croatia are available in the Summer season so off season travel from Croatia should be considered if working internationally again.