

Stage Two BFI application for Transformative Film Culture for Hull 2017

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Introduction

Hull was announced as the winner of the UK City of Culture 2017 in 2013. This award is given to a city every four years that demonstrates a belief in the transformational power of culture. To deliver the programme, Hull City Council have set up Hull UK City of Culture 2017 as an independent company and charitable trust.

Hull 2017 has been set up to produce 365 days of transformative culture in 2017 through a range of diverse and high profile events and projects. After the Olympics and Paralympics, Commonwealth Games and the Tour de France in Yorkshire this will be the biggest, highest profile event that the UK will be staging over the next few years. It will be a celebration of Hull's rich history and its future and will position Hull as the UK host city of cultural activity and debate throughout 2017.

In line with the BFI Film Forever Strategy, this Transformative Film Culture for Hull 2017 proposal is building towards the priority actions that will see the independent film audience grow and develop in Hull. As Tom Fleming states:

'Film is an incredibly powerful medium – for story-telling, personal and collective expression. It also presents ways to connect communities – from the local to the global.⁶

The City of Culture year has been split into four seasons to present a narrative to audiences about Hull's history, creativity and place in the world. Each season is intended as a curatorial framework to explore ideas and act as a starting point for the creative process, the themes are there to give an extra context to the programme and help create a continuing momentum through the year, with four opportunities to launch and four programmes with a distinct identity. The film programme will reflect and respond to the four seasons:

Made in Hull

In the opening season, we welcome the world to Hull. Hull makes things; from theatre, music and poetry to wind turbines and caravans. Hull has long inspired great ideas, great people and great artists. Hull knows about its contribution to the world, now it's time that everyone else did.

Routes and Roots

Hull is a city of migration and transitions, a place, like the tidal that govern its rivers, that is constantly in flux, often buffeted by outside influences beyond its movements control. A place rooted in history and a clear sense of itself, it is a place on the edge, seemingly remote yet at the heart of international networks, a place to enter the West and depart to the East, a terminus and start of the line. Roots and Routes will explore Hull's connections and its place in the networked, globalised and digital world. With a distinctive international flavour, new partnerships and collaborations will rub up against old friends.

Freedom

Hull played a pivotal role in the emancipation movement. It helped ignite the still unfinished global journey towards equality and social justice for all. Hull has always attracted creative risk takers and rule breakers; it is a place that seems to inspire rebellion and freedom of thought, not bound by the conventions of others, a place of pioneers. And freedom allows people to celebrate, enjoy and to share. In the summer, as the sun shines, we will join that celebration with a party to remember!

6. Appendix II. Fleming, T. January 2015, *A Film Strategy for Hull – Towards a Programme Framework for Hull, UK City of Culture 2017*.

Tell the World

Looking to the future, exploring what's next. We will celebrate the qualities that make Hull, and indeed the UK, stand apart. Our sense of independence, our individuality, integrity and sense of humour. How will Hull redefine itself as a key city within the Northern Powerhouse? It will be a confident city, a city reborn and a people on the up. As 2017 draws to a close you can tell this is the start of something special for Hull and something the world should hear.

The Transformative Film Culture for Hull 2017 programme has been designed to reflect the themes and seasons of the year and to contribute towards the aims of the City of Culture Hull 2017.

This document reviews the current economic, social and cultural situation of Hull and the current climate of the independent film culture. The document outlines the full year programme of film activities and how it reflects the themes of Hull 2017. It presents the aims of the programme and how the film activity will engage with the local, national and international audiences, how it will build the audience for independent cinema thus placing Hull on the map for cultural film activities.

The document explains how the film programme will be delivered, the roles and responsibilities of each organisation involved and how the programme will be evaluated, ensuring the aims and objectives are delivered.

1. Executive Summary

1.1 An overview of Hull

Since the heavy bombing of Hull in World War Two and the dramatic decline of the fishing industry, Hull has struggled both economically and culturally. For years Hull has carried a reputation of being both one of the worst places to live¹ and having one of the lowest average wages in the UK². Unlike its northern counterparts: Sheffield, Leeds, Manchester and Newcastle, who have grown and established themselves economically and culturally within the country, Hull has struggled to develop.

Despite Hull's negative reputation, there are many positive elements to the city. The University of Hull, founded in 1927, has maintained an excellent reputation. The University of Hull enrolls over 16,000 students a year and in 2012 it was voted the friendliest university in Britain³.

Hull has a large port, Queen Elizabeth Docks, which services both cargo and passenger ferries. Daily runs to Rotterdam and Zeebrugge by P&O Ferries and regular journeys to Helsinki, Hamina and Rauma, operated by Finnlines, welcome over 1 million visitors⁴ into East Yorkshire every year.

Hull is situated on the east coast of the north of England, north of the river Humber, and borders the more affluent county of the East Riding of Yorkshire. East Yorkshire attracts millions of visitors each year and the county has been voted as one of the best places to visit in the UK⁵.

Many residents living in the East Riding area work in Hull, travelling to and from the city centre on a daily basis. Hull is well linked with railway routes heading both north of the city, linking Hull with Scarborough, and west of the city, linking Hull with York, Doncaster, Leeds and the rest of the UK.

In the year 2000 direct trains between Beverley and London (via Hull) were established under the brand Hull Trains. Hull also has adequate road links. The A63 brings traffic directly into the centre of the city, linking Hull to Lincolnshire via the Humber Bridge and Hull to Liverpool/Manchester/Leeds through the M62 motorway, providing easy access to the city.

The city is made up of 23 wards, which include a disproportionate share of low-income, poorly qualified, unemployed and economically inactive residents². The city has been noted for its high number of uneducated residents, with 12.1% of working age residents having no qualifications²- higher than the national average, but significantly lower than in 2005.

Figures from 2014-2015 show that only 64.2% of working age residents are in employment - 9% lower than the national average. Of this group 28.4% are employed on low level occupations: i.e. processing and machinery. The average income per household is significantly lower than the national average².

Hull's demographic is unusual in the fact that it has a high proportion of 0-4 year olds and 20-24 year olds living in the city. The largest population group is 20-29 year olds, yet there is

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1. Rosin O'Connor, Independent, accessed 25th July 2016, <http://www.independent.co.uk/news/uk/top-10-worst-places-to-live-in-the-uk-a6704046.html>
 2. Appendix I: Hull: An Overview, Business Intelligence Team, November 2015
 3. Hull Daily Mail, 2011, accessed 25th July 2016, <http://www.hulldailymail.co.uk/hull-voted-friendliest-university-britain/story-13312744-detail/story.html>
 4. Associated British Ports, accessed 26th July 2016, http://www.abports.co.uk/Our_Locations/Humber/Hull/More_about_Hull/
 5. BBC News, 29 October 2013, accessed 26th July 2016 <http://www.bbc.co.uk/news/uk-england-24713858>

a significant lower number of 35-44 year olds. Only 10% of Hull's population are black or minority ethnic, half the national average. Since 2001 Hull's Polish community has grown 84-fold to over 4,000 people².

Hull has four mainstream cinemas: Cineworld, Reel, Odeon and Vue, with over 30 screens between them. Currently none of them make room for independent world and art-house cinema content. The only deviation from mainstream releases is a monthly event at Cineworld, WeWatchFilms, curated by Paul Terry, a board member of Hull Independent Cinema.

Hull Independent Cinema is the main provider of independent cinema in Hull. It is a voluntary organisation that provides weekly or biweekly screenings of the latest independent cinema releases. Currently HIC use four venues across Hull: Hull Truck (which has DCP and satellite technology), Fruit, Union Mash Up and Trinity House Theatre, and from September 2016 Middleton Hall at the University of Hull which will feature DCP technology.

1.2 Research

The City of Culture award has provided an opportunity for research to be undertaken into the City of Hull's current cultural offer. The BFI Film Strategy and Hull 2017 commissioned Tom Fleming to conduct research into the film culture of Hull, from which the report *A Film Strategy for Hull*⁶ was written.

In the report, Fleming has suggested some Priority Actions⁶ for Hull to take in order to build a strong and sustainable film culture in Hull. These Priority Actions cannot be completely achieved within the year of 2017 and therefore this proposal has been shaped on the steps and actions that need to take place in order to achieve the Priority Actions. For the presentation of film, Fleming's key steps are:

1. **Three-year community film-watching programme:** An unparalleled programme of screenings across the city, co-created with the community sector, targeting areas of low cultural participation and exhibition in 'unusual' locations (from floating cinema to the imaginative re-use of retail and industrial spaces).
2. **Festival Capacity-building:** Grow Hull Film Festival; and encourage film across Freedom and other major events.
3. **Digital R&D Programme for film distribution:** This will explore opportunities for cross-platform exhibition across Hull – to grow active local audiences through new and emergent technologies.
4. **Rank Heritage Programme:** A high profile celebration of the contribution of J. Arthur Rank to global film culture.
5. **Film Search Hull:** A deeply engaged programme to unlock film content from across the city.

Fleming's five key steps have been used to shape the film programme for 2017.

2. Appendix I. *Hull: An Overview*, Business Intelligence Team, November 2015
4. Associated British Ports, accessed 26th July 2016, http://www.abports.co.uk/Our_Locations/Humber/Hull/More_about_Hull/
5. BBC News, 29 October 2013, accessed 26th July 2016 <http://www.bbc.co.uk/news/uk-england-24713858>
6. Appendix II. Fleming, T. January 2015, *A Film Strategy for Hull – Towards a Programme Framework for Hull, UK City of Culture 2017*.
7. Appendix III. Yates. L. 2015, *Audience Development Plan*, Hull 2017 Team

As indicated by point one of the Fleming report there are communities in Hull which have very low cultural engagement and to help address this, Hull 2017 have set up a community touring brand: *Back to Ours*.

Qualitative research was undertaken by the Hull 2017 team in the form of Programming Poker⁷. The research was conducted in three areas of Hull: Bransholme, East Hull and West Hull.

The research demonstrated that the people of Hull would like to see more happen in their local area with 83% stating that they would attend a show in their local community venue, with only 68% of people stating they would travel to the city centre to see a show.

Research indicated that the communities would like a local family film clubs. They would also like films to be presented in interesting ways⁷.

As indicated in section 1.2, An Overview of Hull, the average income in Hull is lower than the national average, and this low income contributed heavily to the outcome of the Programming Poker research. The cost of a ticket is high priority, with many participants stating £5 to be the optimum price and a family ticket to be available on all activities⁷.

1.3 Hull 2017

Hull 2017 has been set up to produce 365 days of transformative culture in 2017 through a range of high profile events and projects. After the Olympics and Paralympics, Commonwealth Games, and the Tour de Yorkshire, this will be the biggest, highest profile event the UK will be staging over the next few years. It will be a celebration of Hull's rich history and its future, and will position Hull as the UK host city of cultural activity and debate through 2017.

Hull 2017 aims to increase total audience (attenders and participators) for Hull's art and heritage offer by 25% by March 2018 aligning directly with Film Hub North's ambitions to increase audience access to a broader film programme.

The independent film provision in the city is currently delivered by the voluntary organisation Hull Independent Cinema (HIC), which was established in 2012 after the dissolution of Hull Screen. HIC is a combination of three independent cinema groups: Cult Cinema, We Watch Film Monday, and Friends of Hull Screen, and they are currently delivering a strong programme of new releases in independent, world and art film screenings to the city. HIC have been identified as the strongest organisation to build an independent film culture, and they will be working with partners from across the UK to broaden and strengthen their operating and programming experience.

As well as the regular programme of film that HIC deliver, the Transformative Film Culture for Hull 2017 programme will deliver immersive cinema experiences, cinema in unusual locations, film events, talks and Q&A's, to cultivate the audience for independent film in Hull.

Transformative Film Culture for Hull 2017 aims to take advantage of the opportunity the City of Culture year presents and to deliver a diverse programme that enables HIC to gain in-depth programming and operating experience and to gather evidence to prove the case for permanent, formalised film provision beyond 2017. Putting HIC development at the heart of the activity will ensure that they build relationships with partners, build a strong audience and develop skills and organisational capacity that will take them through 2017 and beyond.

7. Appendix III. Yates. L. 2015, *Audience Development Plan*, Hull 2017 Team

1.4 Project Aims and Objectives

Aim: To develop Hull's film programme content

Objectives:

1. Strengthen HIC's ongoing film programme
2. Enrich a wider film programme with Hull 2017's access to talent and broader programme plans
3. BFI initiatives make a key contribution to the wider film programme.

Aim: To develop of audiences (new and existing) for Hull's film programme

Objectives:

1. Increase access to film viewing opportunities across the city
2. Diverse, target audiences across Hull are identified and targeted through specific programmes and events
3. Audiences can identify their own stories represented in the film programme
4. Audiences feel invested in film programming for the city
5. Audiences level of expectation regarding film provision in Hull is raised.

Aim: To develop of HIC's capacity, knowledge of audience demands and partnerships

Objectives:

1. Strengthen the FHN network through programming collaboration and supporting HIC
2. The project benefits from key FHN members' expertise
3. Increase the capacity and develop the industry expertise of HIC
4. Provide fundraising and development expertise for HIC
5. Assess feasibility of having an independent film venue in Hull
6. Learn more about audience demand and preferences for film screening activity
7. A fundraising plan for HIC is developed

Aim: To develop of marketing and publicity activity for film exhibition in Hull.

Objectives:

1. Ensure film benefits from Hull 2017's press and publicity campaign
2. BFI and FHN support and ambitions for Hull 2017 are recognised and understood

Aim: To develop the film exhibition infrastructure in Hull

Objectives:

1. Profile Hull 2017 film plans at This Way Up 16 in Glasgow to raise industry awareness and introduce Hull 2017 seasons
2. Host This Way Up 17 bringing the exhibition industry to Hull and increasing access to Hull 2017 programme
3. Sharing learning from project at This Way Up 17 to benefit the exhibition industry and build connections with Hull's burgeoning sector.

HIC, in partnership with Hull 2017 have developed a programme of film seasons and events in collaboration with key exhibitors based in the FHN region. FHN have encouraged HIC to work with Sensoria, Sheffield Doc/Fest, Live Cinema UK, Leeds Film and Berwick Film and Media Arts Festival to bring a range of audience development, programming and event management expertise to the project. The partner exhibitors also have a level of brand awareness that will attract Hull audiences to their activity.

In response to the Hull 2017 themes HIC, FHN and Hull 2017 will offer several programme commissions forming an integral part of the City of Culture programme. These commissions will respond to Hull 2017's themes, develop HIC's programming offer and BFI Curatorial priorities such as BFI Fantasy and Britain on Film Coastal.

2. Activity Plan

2.1 Hull Independent Cinema

Regular screenings and new partnerships

Current activity

Between January 2016 and June 2016, Hull Independent Cinema (HIC) have presented 39 art-house and world films in four venues across Hull. Films recently screened include: *13 Minutes, The Wolfpack, Tangerines, The Diary of a Teenage Girl, Dope, Nina Forever, Love & Mercy, Love, Suffragette, The Lobster, and Son of Saul*. This programme attracted an average audience size of 55 and the audience numbers ranged from a low of 10 to a high of 125. This is a significant growth from their inauguration in 2014 which only saw an audience high of 67.

HIC are building a robust core audience and reputation in Hull for delivering independent cinema. In June 2016, for the first time, HIC produced a week-long season of themed retrospective films. This season comprised of four Hitchcock films introduced by academics from Hull University, which concluded with a screening of the new Hitchcock / Truffaut documentary. The season was well-received by those who attended.

Hull Film Festival (HFF)

2016 was the third Hull Film Festival and the festival has grown from strength to strength in programming and audience numbers. In 2012 HIC presented five films to a total audience of 195. In 2016, HIC curated a programme of thirteen films, over six days to a total audience of 817 people. The festival programme included a Director's Q&A after the screening of *Chicken (2015)*, a premier screening of the short film *The Bagpipe Maker's Baby (2016)* which was followed by a Q&A with the director and star of the film, and Studio Ghibli's *When Marnie Was There (2014)*.

2017 Activity and New Partners

Throughout 2017 Hull Independent Cinema will continue to bring the latest art-house, world, independent cinema to Hull through their regular programme. The following partnerships are on top of HIC's current activity, and they have been developed to expand and diversify the independent cinema offering in Hull in line with the BFI FAN strategy and Hull 2017 aims.

Back to Ours: Cinematic Experience

Back to Ours, a brand under the Hull 2017 banner, are touring cultural events to three areas in Hull: Bransholme, East Hull and West Hull during the school half-terms. HIC are working with Leeds Film, Sensoria and Live Cinema UK to bring an accessible, family orientated programme of film into the heart of Hull's communities.

Hull on Film: Yorkshire Film Archive

In partnership with Doc/Fest, Yorkshire Film Archive and Britain on Film, HIC are presenting archive material of Hull back to life. Bringing archive footage back to the screens with live accompaniment and working with local celebrities to introduce and present the films.

WOW Hull: On Screen

HIC are working with The Time is Now and Women of the World Hull team to incorporate film into the first Women of the World festival.

Doc 'n' Roll Film Festival

A new partnership between HIC and Doc 'n' Roll Film Festival to bring the best music documentaries to Hull.

Hull Film Festival with the Floating Cinema

HIC, Up Projects and Artlink will be working in partnership to bring the Floating cinema to Hull from Sheffield. Using the Floating Cinema to hold events and to celebrate Arthur J Rank's contribution to cinema.

Docs on the Docks

Working with Doc/Fest to present documentaries at The Floating Cinema at Hull Marina.

Where are we Now?

A high octane programme of concerts, salons, exhibitions, provocations and lively debates around a radical film festival will light the fuse.

Hull Noir

In November 2017 the famous Icelandic writer's festival, Iceland Noir is coming to Hull and HIC are working with the writers behind the festival to present a season of crime films.

Substance

Substance is a new celebration and exploration of the culture and creativity of The North – the people, stories, music, arts, culture, urbanism and architecture.

2.2 Year Long Additional Programming

LIFF in Hull

Dates: Monthly from January - December
Locations: Fruit, Hull Truck, Middleton Hall, Trinity House Theatre, Union Mash Up
Partners: Leeds International Film Festival and HIC,

Leeds International Film Festival 2016 are bringing a wide range of art-house and foreign films which do not have UK distributors into the country. HIC have a strong core audience who are seeking a wider selection of independent cinema in Hull. On top of HIC's regular weekly screenings, a selection of the best non-UK distributed films from Leeds International Film Festival 2016 will be screened in Hull.

Monthly Programme at Middleton Hall

Dates: Bi-monthly and more from January - December
Locations: Middleton Hall
Partners: University of Hull and HIC,

HIC are working in partnerships with the University of Hull to present art- house, world and independent cinema on a regular basis at Middleton Hall. Middleton Hall, due to open September 2016, is newly refurbished theatre which has a 400 capacity auditorium, a large café area and DCP technology.

Hull Short Film City

Dates: Monthly from January - December

Locations: Fruit, Hull Truck, Middleton Hall, Trinity House Theatre, Union Mash Up
Partners: Leeds International Film Festival and HIC

For ten months, Hull Independent Cinema partnered with Leeds International Film Festival and created Hull Short Film City, a monthly screening of short films. The short film programme was greatly received, but the funding came to an end. In order to continue screening short films, HIC have reduced the events to four times a year to make it financially viable.

The City of Culture Hull 2015 provides an opportunity for HIC to continue building the audience for short films. From January 2017, Hull Short Film City will return to its monthly slot in HIC's regular programme.

2.3 Made in Hull

A celebration of Hull's culture and heritage.

2.31 January

An Anthony Minghella Retrospective

Dates: 24th – 26th January
Location: Middleton Hall, University of Hull
Partnership: University of Hull, BFI, HIC and Into Films

Anthony Minghella, arguably the most famous alumni of Hull University, was a graduate of and a lecturer at the university. Following his academic career, Minghella became a successful scriptwriter and director. His accomplishments include writing for the BBC and Jim Henderson's *The Storyteller*, directing *Madame Butterfly* and winning the Best Director Oscar for *The English Patient* in 1996.

Over the first three months of 2017 the city is celebrating all things Hull, from new work made in Hull to the inspirational individuals of Hull. Minghella made a big impact in the theatre and on the screen, and in memory of his achievements, Minghella's work will be presented at the University of Hull.

As part of this season, young members of Into Film will visit the university and learn about Anthony Minghella's achievements. They will have an opportunity to speak with his colleagues and watch some of his work.

This season will present Minghella's TV work, his cinematic achievements, and readings from his scripts. There will be Q&A sessions with some of the talent from his films and discussion with his former colleagues. The event will include screenings of:

- The Talented Mr Ripley
- Cold Mountain
- The English Patient
- Madame Butterfly

2.32 February

Mind on the Run: The Basil Kirchin Story

Dates: 17th – 19th February

Location: Hull City Hall
Partners: Serious, J-Night, Nova Studios and the School of Arts of the University of Hull
HIC and Live Cinema UK

Celebrating Basil Kirchin - the forgotten genius of post-war British music, and a founding father of ambient sound.

Kirchin's roller-coaster of a life stretched from the days in the 40s and 50s when British dance music mutated into rock'n'roll, through a headlong succession of film scores and pop songwriting, before retreating to Hull, where he created sonic landscapes that challenge convention and fire the imagination.

This weekend will explore the legacy and inspiration of Kirchin's world in immersive weekend that includes a rare concert from Jerry Dammers' Spatial AKA Orchestra, contributions from St. Etienne's Bob Stanley, the BBC Concert Orchestra, Evan Parker, and a range of individual creative spirits from Steve Cobby to David Toop.

This weekend will conclude with an extraordinary presentation of **The Abominable Dr Phibes**, which will be accompanied by Alexander Hawkins playing the original score by Basil Kirchin on the organ.

Back to Ours: Cinematic Experience

Dates: 17th – 27th February
Locations: Archbishop Sentamu, East Hull
Hymers College, West Hull
Kingswood Academy, Bransholme
Partners: Hull 2017, Archbishop Sentamu, Hymers College, Kingswood Academy, HIC, Leeds Film, Into Film

The producers of Leeds Film have over 15 years' experience engaging new audiences and building a strong independent cinema following in Leeds.

Leeds Film are working in partnership with HIC, local schools and Hull 2017 to curate an accessible, high-profile, one-day film event which will tour the three locations in Hull.

The purpose of bringing films into local schools is to help change the local community's perception of the school and create socially engaging community activities. The programme will begin with family friendly screenings, and present teenage and adult films through the evening to encourage all ages to engage with independent cinema.

To continue celebrating all things *Made in Hull*, a short film from a Hull film maker will be screened before each feature film, celebrating the talents of excellent local film makers like Russell James Holliss who directed *Rocket Boy Roger* (2003). Into Film have been working with local schools and local film makers like Chris Hees and Tracey Seaward to make new short films and these films will premiere at the Back to Ours tour.

Each event will be presented in the local school, encouraging audiences to experience their local school in a new way. The venue will offer themed food and drink, hands-on activities, and offer a communal space for communities to meet, building communities and a sense of place.

Hull on Screen: Yorkshire Film Archive

Dates: 24th February
Location: Middleton Hall, Hull Truck, Fruit

Partners: Doc/Fest, Yorkshire Film Archive, HIC

Yorkshire Film Archive have a collection of material made in Hull, about Hull, by people living/working in Hull, spanning a number of decades and genres – local advertising films, home movies, TV content etc. We propose a presentation and live screening event of a specially curated selection of material, with each clip introduced by YFA, presented alongside a notable "Hullensian."

The Alternative Oscar Season

Dates: February
Location: Middleton Hall
Partners: University of Hull and HIC

In contrast to the Hollywood film heavy Oscar night of 2017, the University of Hull and HIC are presenting an alternative Oscar's season of films which will celebrate exceptional independent cinema. This season will present the award winning independent cinema of 2016 and include a selection of films from the 2016 BFI Blockbuster season *Black Star*.

2.33 March

HIC Additional Programme

Dates: March
Location: Middleton Hall, Hull Truck, Fruit, Trinity House Theatre.
Partners: The Time is Now, Hull 2017 and HIC

On the lead up to WOW Hull, The Time is Now and HIC are presenting a selection of powerful films that question female equality, identity and challenge the issues that face women today. This programme will be additional to the weekly screenings of HICs programme and it will reflect the themes of the WOW Hull festival and lead up to the WOW Hull Festival through the partnership with Hull 2017 WOW Hull curatorial team.

WOW Hull: On Screen

Dates: 10th – 12th March
Location: Hull City Hall
Partners: Hull 2017, The Time is Now, Creative Europe Desk, HIC, Into Film

WOW Hull will be a collection of talks, debates, workshops, films and performances celebrating not only women and girls but equality in all its forms. WOW Hull is inspired by the Southbank Centre's annual WOW festival. The Hull team will work closely with Southbank and other WOW festivals across the globe to deliver a programme which is broad ranging and thought provoking but also uniquely Hull.

This high-profile film weekend provides an opportunity for young reporters to come and meet the inspiring women of the cinema. In partnership with Into Film, a selection of young women will have the opportunity to interview and talk to the talent coming to WOW Hull.

Hull 2017, The Time is Now and HIC are working with the women of Hull through steering groups to curate Hull's Women of the World festival. This festival will have film as one of its core threads and it will use the medium of cinema to explore topics which are close to the women of Hull. During the festival, a main feature film with a discussion panel, including the director and cast, will feature in the City Hall. A pop-up cinema with café will be built in the empty shops underneath the City Hall to screen films relevant to the day's topics,

encouraging a community of women and girls to come together, watch, discuss, identify and be empowered by the medium of film.

Ziggy Stardust and the Spiders from Mars- The Motion Picture

Dates: 16th March
Location: Fruit
Partners: Sensoria, HIC, Hull 2017

Sensoria and HIC are taking audiences on a journey through the cosmos to Mars to explore the legacy of Mick Ronson's life, his musical contribution and influence on some of the most prominent music heroes of the 70's. This event will celebrate a Hull born legend through film with a double bill screening of *The Sacred Triangle* and *Ziggy Stardust and the Spiders from Mars*, followed by a discussion in the unique space of Fruit, one of Hull's cultural venues.

City of Cinema

Dates: 24th – 26th March
Location: Middleton Hall
Partners: University of Hull, HIC, Creator College, Hull & Humber Film-makers Forum

This three-day event will celebrate Hull and East Yorkshire's place in British film and television culture. It is designed to appeal to aspiring film- and television-makers, members of the public in the city/region and scholars of British film and television.

The event will feature a blend of screenings, Q&As with industry professionals, roundtables with local filmmakers and exhibitors, and presentations by film and television scholars. Three film producers with a Hull connection have been invited to attend the event: Jeremy Thomas, producer of films including *High Rise* and *Sexy Beast*, and son/nephew to the Thomas brothers, famous 20th-century film directors from Hull; Tracey Seaward, long-time collaborator with prolific and successful director Stephen Frears; and Chris Hees, BAFTA-winning and Oscar-nominated animator.

2.4 Routes and Roots

An exploration of Hull's connection and its place in the networked, globalised and digital world. A season of international flavour, new partnerships and collaborations.

2.41 April

Doc 'n' Roll Film Festival comes to Hull

Dates: 27th – 30th April
Location: Fruit
Partner: Doc 'n' Roll Film Festival and HIC

The beginning of a new relationship. Doc 'n' Roll Film Festival established itself in 2014 to celebrate the subcultures of music and their cinematic expressions. Music runs through Hull's roots, from Mick Ronson to Beautiful South to The Neat. The New Adelphi Club (est. 1984) is the longest standing alternative music venue in the city, hosting Pulp on numerous occasions before they became international super stars.

Hull has a thriving alternative music scene: electronic, indie, break-beat, jazz, and classical, demonstrating great appreciation for music in all its forms. This new partnership between Doc 'n' Roll Film Festival and Hull Independent Cinema will present a wide range of music

documentaries, show love to the leftfield music titles and watch them loudly (as they should be watched) in music venues across Hull.

2.42 May

Britain on Film: Coastal Launch

Dates: May
Location: Hull Maritime Museum
Partners: Independent Cinema Office and HIC

The Independent Cinema office (ICO) are working with Britain on Film to curate a programme of 6 -10 films from the archives of Britain focusing on the Coast. As an island our coast has always played a large part in our society, economically, culturally and socially.

This programme will tour the UK, and the opening night will be taking place in both Hull and Devon's Maritime Museums through satellite technology.

Back to Ours: Jaws Attacks Hull

Dates: 26th May – 5th June
Location: East Park
Partner: Hull 2017, Live Cinema UK, Alamo Draffhouse, Hull Cultural and Leisure and HIC

Hull sits on the cusp of the River Humber; dependent on the tidal barrier to keep it safe, bound by the routes of the seas, rooted in maritime history, an entrance to the world. Working in partnership with Back to Ours, Live Cinema UK, Alamo Draffhouse, HIC and Hull Cultural and Leisure, East Park's lake will be used like it has never been used before.

For one weekend the people of Hull will be submerged into a cinematic experience that they will never forget.

A programme of water themed films, including the 1970's classic Jaws, will be presented on a large outdoor screen, surrounded by a landscape of pop-up shops, giant games, characters from the films, freshly made food, and locally brewed drink. Audience members are invited to step inside a boat, be cast out to 'sea', and watch jaw dropping adventures.

Back to Ours: Cinematic Experience

Dates: 26th May – 5th June
Location: Archbishop Sentamu, East Hull
Hymers College, West Hull
Kingswood Academy, Bransholme
Partners: Hull 2017, Archbishop Sentamu, Hymers College, Kingswood Academy, HIC, Leeds Film

Leeds Film are working in partnership with HIC for a second season to present an accessible, high-profile, one-day film event to the three locations in Hull, building on the first season in February half-term.

The programme will look at the theme *Roots and Routes*, focusing on the migration of children and families. Many children and families move across the world and live in many

different countries, and these stories are relevant to the families of Hull, identifying with the films through their own experiences and the experiences of their friends and neighbours. The programme will begin with family friendly screenings, and present teenage and adult films through the evening to encourage all ages to engage with independent cinema.

The event will follow the same trend as the first season in February and it will be presented in local schools, developing the audience's relationships with their local school. The venue will offer themed food and drink, hands-on activities, and offer a communal space for communities to meet -building communities and a sense of place.

2.43 June

Where Are We Now?

Dates: 10th – 11th June

Location: Multiple locations across Hull

Partner: Neu! Reekie!, Hull 2017, guest curator

Now entering their 6th year of programming, Neu! Reekie! is a writers', musicians & artists' collective, DIY record label and independent publishing house. They showcase a unique fusion of spoken word, animation, film and music and they are coming to Hull to produce the festival: *Where Are We Now?*

The title *WHERE ARE WE NOW* is a homage to the maestro / magic maker David Bowie but also aims to tackle head-on the fractured state of the UK at the moment - no politicians, just provocations through pertinent and ground breaking arts and culture - the voices that unite us.

As the UK lurches into uncharted political terrain, fracturing along geographical and social fault lines, schisms are opening up which suggest increased tension and volatility lie ahead. Neu! Reekie!, Scotland's most cutting edge arts collective, pose the question: *Where Are We Now?*

Mixing it up with hip-hop, live music, film, animation, poetry, spoken word, literature, visual art, street theatre and staged happenings representatives from Scotland, England, Northern Ireland and Wales will debate and explore their own relevance.

A high octane programme of concerts, salons, exhibitions, provocations and lively debates around a radical film festival will light the fuse.

The film program will be both important to frame the identity, direction and scope of the weekend Festival. Screening 20-25 documentary and feature films (with shorts where appropriate) to create a cultural tapestry or snapshot of where the UK is at in 2017, and where the boundaries and dominant narratives are being challenged. These will involve hosted screenings featuring directors, participants and guest curators, followed by discussion and debate.

Neu! Reekie! has always had a visual identity to our shows, with a filmic integrity running through our events. *'Where Are We Now'* will stand testament to this.

Within the Festival new works will be commissioned and unveil bespoke collaborations between film-makers and headline music/spoken word acts. We also have plans to assemble archive footage and film provocations that followed by panel discussions, debates

and reactive performances. Film installations using unique spaces within Hull and outside projections represent some of the more experimental elements of the program.

Working with guest curators – who come with an international reputation – will be invited to collaborate with some of our headline acts. The resultant film program will be provocative, responsive to social flux, and attempt to question/deconstruct/dismantle the dominant social, political, cultural & sexual narratives.

Doc/Fest Satellite Screening at HIC

Dates: 7th – 14th June
Location: Hull Truck
Partners: Doc/Fest, Hull Truck, HIC

Hull is connected to Sheffield by roads, rails and waterways, but these physical routes are no longer needed as satellite provides a route for the cinematic future.

In 2016 Doc/Fest presented the UK premier of *Where to Invade Next* (2015) followed by a Q&A with director Michael Moore to 116 cinemas across the country using satellite technology... what will 2017 bring? Doc/Fest and HIC are working together to bring something really special to the screens of Hull.

Hull Film Festival (HFF) and Hull Short Film City

Dates: 29th June – 9th July
Location: Stage @the Dock
Partners: HIC, LIFF, Up Projects, Artlink, Berwick-upon-Tweed Film & Media Arts Festival

2017 will be the fourth Film Festival in Hull and since its inauguration in 2014 this young festival has quickly become a firm favourite in the Hull's calendar. This year the HIC team will be working with Leeds International Film Festival to bring an excellent array of short films to the city and continue Hull Short Film City.

HIC are working with Berwick-upon-Tweed Film & Media Arts Festival to deliver a programme of feature and short films which celebrate the 55-year oceanic relationship with Rotterdam. IFFR in its 46th year and HFF in its fourth, decades apart, separated by hundreds of miles, but both have a passion for showing carefully hand-picked selection new work from all over the world, and this year some of the best IFFR will be coming to HFF thanks to Berwick-upon-Tweeds Film and Media Arts Festival long standing relationship.

HIC are collaborating with Up Projects, Doc/Fest and Artlink to bring a varied and thought-provoking programme of films, talks, workshops and events to explore the routes and roots of Hull in Hull Film Festival.

The Floating Cinema (part of HFF)

Dates: 1st June – 9th July
Location: Sheffield –Hull Marina
Partners: Up Projects, Artlink, HIC, Hull 2017
(pending funding)

Hull and Sheffield have a long history of trading and this trading route began on the canal's, waterways, and rivers that took cargo and people to and from UK. The Floating Cinema will be travelling this historical route; beginning in Sheffield and destined for Hull.

Along their voyage the canal boat can moor in multiple locations and hold intimate screenings for just 20 people, large screenings of up to 500 people (with their outdoor screen), hold talks and tours, workshops, and events themed around local heritage. Up Projects have a team of in-house curators and producers who will create a unique programme in collaboration with HIC, Artlink and local organisations along their journey.

During The Floating Cinema's residency in Hull's Marina, Up Projects and HIC will curate a key strand of the Hull Film Festival (HFF) programme and explore the theme of Hull's international shipping port and the movement of goods around the world.

HFF and The Floating Cinema will also be playing homage to the Hull born founder of the Odeon, Arthur J Rank. Artlink, a community arts organisation in Hull, are commissioning six artists to pay homage to the short films made by Rank: *Look at Life*. The newly commissioned and original shorts will be screened as part of HFF and The Floating Cinema's project.

2.5 Freedom

Hull: a place that seems to inspire rebellion and freedom of thought, not bound by the conventions of others, a place of pioneers.

2.51 July

Docs on the Docks (part of HFF)

Dates: 9th July
Location: The Floating Cinema
Partners: Doc/Fest, HIC

Hull's rich maritime heritage is reflected throughout the city, from the fish trail to iconic landmark The Deep and Docs on the Docks, part of Hull Film Festival, is presenting a specially curated selection of 3-4 documentary's which depict trawling and port life on screen, screening: *Drifters* (1929) to *Leviathan* (2012) and *Flotel Europa* (2015).

Tea Break Short Film Festival

Dates: 8th July
Location: The Floating Cinema
Partners: Creator College and Up Projects

Tea Break Film Festival celebrates short films which are refreshing and restful, engaged and drifting. From the ancient Japanese tea ceremony to the British tea-cosy, the tea break is a time for reflection or chat. A time to be interested or switch off. A time to relax and focus.

TBFF puts out an international call for short films and includes all types and genres - documentary, experimental, fine art, corporate, animation, music, narrative fiction, promotions and all the genres and sub-genres. The shorts are hand selected by a panel and they are automatically entered into a competition which is voted for by the audience. The winner receives *La Grande Théière - The Big Teapot*.

The shorts are assimilated into 20 minute presentations because this is the official UK tea-break as defined by the Department of Trade and Industry. Tea Break believes: The shorter the better, because it fits well with a cup of tea.

Tea Break is all about perfect timing and the perfect situation: you were just thinking about making a cup of tea and one turns up. Served with a cup of tea and a biscuit, the selection of shorts will feature at The Floating Cinema, and appear around town on a tiny cinema for two.

LGBTQ 50

Dates: 22nd – 30th July
Location: Fruit, Hull Truck, Middleton Hall
Partners: Scottish Queer International Film Festival and HIC

A celebration of 50 years since the de-criminalisation of homosexuality, LGBTQ Cinema will be at its core with a Hull 2017 programme led by former Creative Development Director of CAN (Cinema Arts Network) Cian Smyth. The programme advisors will be the leading Queer Film festival, (SQIFF) Scottish Queer International Film Festival, ensuring that quality and diversity are at the heart of the film programme for this major national celebration.

SQIFF will be bringing a diverse programme which will reflect on how far the country still has to go. Highlighting the ongoing battles for improved gender recognition legislation across the UK and the continuing illegality of same-sex marriage in Northern Ireland.

2.52 August

BFI Blockbuster: Fantasy

Dates: TBC
Location: Hull City Centre
Partners: Hull 2017, HIC and an immersive cinema delivery partner tbc
(pending funding)

The opening event of the BFI Blockbuster 2017 is coming to Hull. Launching the fantasy season with an immersive experience into the 1986 cult classic Labyrinth. We will be taking audiences through the strange and mystical maze of eye tricking never ending walls and talking hands, chattering rock faces and strange characters. Who will make it to the Castle? Only those who can solve the riddles and navigate the labyrinth.

2.53 September

Freedom Symposia

Dates: September and October
Location: Middleton Hall
Partners: University of Hull

A curated programme of films to explore the contemporary legacy of William Wilberforce which will underpin a new university-led event featuring leading thinkers and activists involved the continuing struggle against modern slavery, in partnership with University of Hull's Wilberforce Institute for Slavery and Emancipation (WISE)

2.6 Tell the World

Looking to the future, exploring what's next. Our sense of independence, our individuality, integrity and sense of humour.

2.61 October

Back to Ours: Cinematic Experience

Dates: 28th Oct – 5th Nov

Location: Archbishop Sentamu, East Hull
Hymers College, West Hull

Kingswood Academy, Bransholme

Partners: Hull 2017, Archbishop Sentamu, Hymers College, Kingswood Academy, HIC, Sensoria

This is the third of four accessible, high-profile, one-day film event which will tour the three school venues in Hull. The programme, curated by Sensoria, will begin with family friendly screenings, and present teenage and adult films through the evening to encourage all ages to engage with independent cinema.

Presented in the local school, the third film tour will continue to develop the audiences' relationship with their local school, and develop the way they perceive their neighbourhood. The school will offer themed food and drink and offer a communal space to meet, thus building communities and a sense of place.

This programme will feature films from all over the UK, celebrating the diverse country we live in.

New Live Cinema Europe Screening

Dates: October

Location: Unique location in Hull

Partners: Live Cinema UK, Film Festivals: Motovun, Wroclaw and Reykjavik, Hull 2017, King's College London and the University of Brighton, Creative Europe

Three European film festival partners (Motovun, Wroclaw and Reykjavik), plus Hull 2017 UK City of Culture, will work with Live Cinema UK, King's College London and the University of Brighton over a 1-year period in the area of live cinema.

They are working together over 3 seminars/workshops in host countries to establish the current scope for live cinema events in that country. Using the skills of visiting experts from the UK, and the local film culture in each city to inspire programming ideas and cross-country learning.

From these workshops and partnerships, from working with expertise, and taking inspiration from European films and their festivals, up to 4 new live cinema events will be commissioned and one of these events will presented in Hull as part of the Transformative Film Culture for Hull 2017 programme.

Hull Scream

Dates: 31st October

Location: Unique venue in Hull

Partners: HIC and Live Cinema UK

Halloween is a significant season in Hull's calendar, it is preceded by Hull Fair, Europe's largest traveling fair. As the autumn nights draw in, the smell of toffee apples leaves the air, and as the harr sweeps in from the River Humber, the people of hull carve their pumpkins and get into spirit of the season.

HIC are working with Live Cinema UK to present a scary, immersive cinema experience for films lovers all over the city. Audiences will find themselves living the nightmare, as they watch classic horror cinema.

2.62 November

Hull Noir

Dates: November
Location: Hull Truck, Middleton Hall,
Partners: Hull Noir and HIC

Leading up to the crime writing festival of the year, *Hull Noir*, HIC are presenting a range of exceptional crime films, focusing on the unsung hero of hull, Ted Lewis. The adaptation of his novel *Jack Twitter and Home, Get Carter* (1971), will be screened amongst other great crime films. This season will also include the adaptation of Ted Lewis *Plender*, which was made in France and called *Le Serpent* (2007).

The programme will focus on American, Islandic and Nordic crime films, bringing a thrilling season to the damp dark nights of November.

This Way Up Conference

Dates: TBC
Location: Middleton Hall and University of Hull
Partners: Film Hub North, University of Hull, Hull Independent Cinema, Hull 2017, British Council

This Way Up Conference is coming to Hull for 2017. Join film exhibitors from across the UK at this annual gathering that explores new ideas, emerging audience trends and the future of cinema. This year will bring international experts from across the world for a global look at independent cinema. The event will host discussions with key figures from the sector, workshops, talks, and lunch time labs to explore new ideas and merging audience trends.

2.63 December

Substance Festival

Dates: 8th – 10th December
Location: Multiple locations in Hull
Partners: Hull 2017, Luke Bainbridge

Substance is a new celebration and exploration of the culture and creativity of The North – the people, stories, music, arts, culture, urbanism and architecture. While most conversations around the idea of a 'Northern Powerhouse' have centred on politics and business. Substance will change the conversation and put artists and cultural architects at

the centre of any such debate, exploring how the culture of the north has defined its identity and how, in recent times, it has powered its regeneration, civic and regional pride, and international reputation.

Central to the artistic programme of Substance is the exploration of how 'northern culture' has been depicted on film from Kes to Kill List (and that's just Yorkshire) there are myriad ways the nuances of community demonstrate there is no one way of depicting 'the north' and also highlight the world class culture and creativity that the top half of England has always produced and continues to through invention, innovation and talent.

Led by Substance Artistic Director Luke Bainbridge (Festival No6, Blue Dot) the film programme will complement the live programme of performance, debates and talks all exploring the role of culture in the regeneration of northern cities, the concept of 'The North' and the future of cities like Hull. Central to the film programme will be the premier of a major commission from Brighton's Blast Theory, a science fiction film created between Hull and Arhus (European Capital of Culture 2017) exploring the role of these cities from the perspective of 2097.

2.7 Transformative Film Culture for Hull 2017: Legacy February 2018

Back to Ours: Cinematic Experience

Dates: 10th – 18th February 2018

Location: Archbishop Sentamu, East Hull
Hymers College, West Hull
Kingswood Academy, Bransholme

Partners: Hull 2017, Archbishop Sentamu, Hymers College, Kingswood Academy, HIC, Sensoria

This is the final accessible, high-profile, one-day film event which will tour the three school venues in Hull. The programme, curated by HIC and Leeds Film, will begin with family friendly screenings, and present teenage and adult films through the evening to encourage all ages to engage with independent cinema.

Presented in the local school, the final film tour will continue to develop the audiences' relationship with their local school, and develop the way they perceive their neighbourhood. The school will offer themed food and drink and offer a communal space to meet, thus building communities and a sense of place.

The Back to Ours tour aims to continue past February 2018 through the relationships established between the venues and HIC.

3. Audience Development and Marketing Plan

Marketing Strategy

The eyes of the UK will be on Hull in 2017, offering a once in a lifetime opportunity for Hull to stand on a national stage.

If successful in this funding application, BFI would join Hull 2017 and gain association with the brand with access to the Hull 2017. This will create a yearlong opportunity for the BFI to be in the spotlight supporting Hull 2017 and providing opportunities linked to key milestones in the film programme.

This will be achieved in partnership with the BBC and the British Council's involvement providing a credible platform to achieve this. The press and media coverage of the bid alone has been worth over £20m and it is anticipated that coverage throughout Hull's time as City of Culture will be significantly more than this.

Our plans for 2017 are to build on the existing largely local and regional audience, by spreading the word further afield through our partnerships organisations, Doc/Fest, Leeds Film, HIC, University of Hull and to work with Hull 2017 to develop a strategic engagement with audiences on a national and international scale bringing further attention to any investment by the BFI into Hull 2017.

Hull 2017

At present Hull 2017 has over 68,000 fans and followers across social media channels, a database of 22,486 emails, 170,000 views of our film 'This City Belongs to Everyone' on YouTube and attracts over 250,000 website page views per month.

The 365 days have been split into four seasons, each with a distinctive theme and story to tell. Hull 2017 will utilise these seasons to shape our marketing with supporting campaign activity including: season brochures, monthly listings guides, offline and online advertising campaigns and an ongoing programme of digital editorial coverage.

Each of these four season marketing plans will be shaped to complement the marketing activity planned for each show within that 3-month window. Working to identify audience experience packages, day visit plans and how we can utilise access initiatives and public programming to grow our audiences with those who least engage.

Key festivals and events: Back to Ours, WOW Hull, Where are we Now? and Substance will have their own brochures printed and distributed, as well as key PR and social media strategies delivered, of which the film programme will be a prominent feature.

Within the marketing and communities team at Hull 2017 we have dedicated staff who work on audience engagement, schools engagement and volunteer engagement – this has resulted in a network of local influencers who can help us to cascade information about events and participation opportunities across the 23 wards of the City.

Hull 2017 also has four retained PR agencies who will be supporting to generate national and international coverage of events across the year, this includes Bolton & Quinn and Corner Shop PR.

The film programme for Hull City of Culture 2017 is a key strand of the Hull 2017 programme and the programme manager and Hull independent Cinema marketing assistant will be directly liaising with the Hull 2017 marketing team to ensure a cohesive marketing and PR activities are delivered throughout the year.

University of Hull

The University of Hull are one of the key delivery partners for the film programme of Hull 2017 with the newly developed Middleton Hall and they have over 4,000 fans and followers on social media, an email list of 1200 which has a strong link with the students and lecturers of the University of Hull.

The University of Hull produce 8,000 seasonal print to co-inside with their semester timetable and the new film programme at Middleton Hall will be a key part of this.

Culture Net is a new marketing arm of the University of Hull, which with the newly developed Middleton Hall (opening September 2016) will grow as more cultural activities are offered at the university. They will be targeting students, as well as the local neighbourhood, developing their connection with the city through social media, print and online media.

Hull Independent Cinema

Hull Independent Cinema have built a strong independent cinema audience over the last 4 years, through their cross promotion with their brands WeWatchFilms and Cult Cinema Sunday, they have a collective 14,000 social media fans and followers, an email list of 1,151 and they attract over 6,000 website page views a month.

Hull Independent cinema currently distribute 5,000 brochures seasonally which co-insides with the seasons of the City of Culture Hull 2017 four seasons. Over the year of 2017, Hull Independent Cinema's marketing assistant will work to increase the social media followers, increase print distributed across the city and deliver offline advertising campaigns.

Partner Organisations

Each partner organisation who works as a public facing film delivering partner will use their existing platform to promote their activities in Hull and they will work with Hull 2017 marketing department, through HIC and the programme manager, to ensure a cohesive marketing plan is delivered.

Doc/Fest

Doc/Fest are delivering three events in 2017 and they have a following of over 50,000 people on social media, 15,000 email subscribers, and they welcome over 32,000 documentary makers and lovers to their festival every year. This platform will be used to cross promote their activities in Hull over 2017. Extra marketing activities and PR will be provided for each event.

The Floating Cinema: Up Projects

Up Projects is an established organisation who has worked worldwide to deliver community and arts projects. They work with existing arts organisations in each location on the Floating Cinema's journey to ensure successful events.

With over 4900 followers on social media, 7,000 email subscribers, and 4,800 website hits a month, Up Projects will be able to engage with their existing audience, bringing them to Hull for a unique programme.

Where are we Now? by Neu! Reekie!

Neu! Reekie! Is an established brand that has been delivering events since December 2010 and since that date Neu! Reekie! has produced over 90 shows, each 2-3 hours in length, conceptualised from scratch, never repeating the same show twice. The majority of shows are sold out before doors open.

Neu! Reekie! are presenting the festival *Where are we Now?* to Hull in 2017 and with a fan base of 10,000 followers on social media and 3,500 email subscribers, they have a strong platform to advertise their festival in Hull, combined with the Hull 2017 Marketing platform, HIC and extra PR and marketing activities.

Audience Development

The audience development approach to Hull 2017 is split into three key areas, audience engagement, community engagement and audience development, to create an inclusive and accessible programme that brings the city together through art and culture.

Through the audience engagement strategy for Hull 2017 the awareness of art forms, especially those that do not currently have a high profile in the city or those that have been identified by residents as under-appreciated / under-valued, will be raised. This also includes participatory opportunities available through the programme and related activities to help us achieve a 7% increase in participation in art and culture across the city.

Other objectives include using art and culture to increase the wellbeing of residents and reducing isolation, through the bringing together of residents and communities.

The film programme has been designed with the three key audience development areas in mind and different events and programmes have been curated to target these audiences.

Back to Ours

Back to Ours is working in the neighbourhoods to bring arts and cultural events into the key areas of Hull which have high levels of deprivation and low levels of achievement. Utilising the newly built, community facing local schools, the four programmes of films are delivered in the centre of the community, for the community. The target audience is the local residents who feel under-appreciated and under-valued in those areas.

University of Hull

Middleton Hall is the first building on the University of Hull campus which can be seen from the main road. The university is situated in the west side of the city which is close to the residential areas of Newland Avenue, Beverley Road, and Chanterlands Avenue which has a high number of students, young professionals, families and adults living there.

Currently the closest film provisions for these residents is Vue cinema (a 20 minute drive away) or Reel Cinema (a 15 minute drive away) neither which offer anything other than main stream cinema. This means that Middleton Hall, with its DCP provisions, is a venue situated in a large residential area, an audience who can be reached though door to door and local community marketing.

Jaws Attacks Hull

Jaws attacks will be delivered in the heart of East Hull, transforming their local park into an immersive cinema event. East Park is situated off Holderness road, a residential area of low cultural engagement and high unemployment. Partnered with *Back to Ours* brand this event is designed to engage the local audiences and community by bringing an engaging, participatory event and transforming public spaces.

WOW Hull

This festival is engaging with all the women of Hull, working with a focus group of 20 prominent women of Hull and holding open think-in's in Hull, this festival is aimed to appeal to all ages and ethnicity.

With no lower or upper age limit and a programme of activities girls and women, WOW Hull festival will engage girls and women of Hull. Into Film, who work in local schools, to bring young reporters to the festival which will help engage the young audience and their guardians.

Doc 'n' Roll Film Festival

Hull has a thriving music scene, with music venues/nights The New Adelphi Club, Fruit, The Sesh, Freedom Festival and Humber Street Sesh putting on a wide array of music events. Doc 'n' Roll Film Festival have a large music loving audience to engage with.

As well as engaging with the local music audience, this festival will also engage with regional music and film followers too. At the moment the north east of England does not offer a music documentary film festival with guests, artists and Q&A sessions, therefore there is a regional appeal for this festival. This event will help fulfil Hull 2017 strategy of bringing over 1 million visitors to Hull, as well as developing Hull's regional reputation of excellent film events.

Hull on Film

Yorkshire Film Archive (YFA) and Doc/Fest have had great success in drawing large and diverse audiences for archive screenings, and they hope that a high profile figure to introduce the presentation or add a live element would help create an even larger reach. For the price of the screening, YFA would also create a bespoke trailer – a recent trailer for a screening in Beverley (a local market town) had over 40,000 views, hence sell out audience and repeat presentations already in demand in the region.

Hull Film Festival

2017 will deliver the largest and vibrant film festival that Hull has ever seen and this will target current independent film audience lovers and engage new audiences through the local yearly programming and the increase in film activities in Hull.

Partnering with Berwick-upon-Tweed Film and Arts Media Festival, Doc/Fest, Leeds Film and Up Projects will ensure a strong platform to grow the film offering and the regional film audience for Hull.

Docs on the Docks (part of Hull Film Festival)

As part of Hull Film Festival, HIC and Doc/Fest want to create a season of documentaries that explores and celebrates life on the harbourside and fishing culture internationally, in order to make a point of connection to a big part of Hull's identity as a port, and connect to those who live by or work on the harbour. We will reach such communities through distributing posters and flyers locally especially targeting the east side of the city where the fishing industry was vibrant.

The Floating Cinema

Up Projects (the organisations behind the Floating Cinema) are working with Artlink, an arts community organisation in Hull, and HIC to bring a community engaging, site specific diverse film programme to Hull. The Floating Cinema will feature in Hull Film Festival, holding participatory film events and live cinema events, which will engage families of Hull.

Positioned in the Marina in Hull, the cinema will bring the two sides of the city together for outdoor cinema events.

Hull Scream

Hull Scream will be a mass participation event, which will bring classic horror films to life. The event will take over a local space in the heart of the community. The programme for Hull Scream will be an accessible programme, engaging the local West Hull audience and building on the existing cult cinema audience.

Fantasy

This event will be a key film event in Hull 2017's calendar, bringing regional, national and local people and families together on an exciting adventure through the labyrinth. Demonstrating that Hull can be a great location to hold high-profile, immersive cinema events, accessible to all.

Where are we Now?

Where are we Now will draw audiences from fans of art-house cinema, mainstream pop, avant-garde film buffs, animation, hip-hop, literature, history and beyond. With high-profile performers and guests gracing the streets of Hull, the audiences will be drawn from surrounding cities whilst appealing to community cinema groups, student film-makers and the cultural go-ers of Hull.

Substance

Substance will be the culmination of 14 months audience development activity across 'the North', in the lead up to the festival there will be a series of mini-festivals and satellite events taking place in multiple towns and cities across the north of England all exploring different elements of the main festival set to take place in Hull, December 2017. The festival will be multi-arts and designed to appeal to a regional and national arts audience, the programme will reflect the diversity of that audience and the interests they possess. Substance is currently the last major event planned as part of the Hull 2017 City of Culture celebrations and as act as an impromptu review of the year and a real-time look at the impact of arts and culture-led regeneration.

4. Evaluation Plan

Film Hub North, Hull 2017 and film delivery partners are working together to ensure that the film programme for the City of Culture Hull 2017 is monitored and evaluated.

Hull 2017 have established a partnership with the University of Hull (as their academic research partner) to lead the development and management of a comprehensive Monitoring and Evaluation (M&E) programme. This will be managed by Professor Franco Bianchini, who joined the University to lead the newly-created Institute for Research on Culture and the Creative Industries.

By placing the work with the University, the M&E programme is able to continue after the Culture Company closes in 2018. The University of Hull is committed to continuing the M&E work beyond 2017.

In addition, the project will be monitored closely by Hull 2017's Monitoring & Evaluation Manager, other members of staff, and the Hull 2017 Board via internal meetings and ongoing communications with the University.

The Transformative Film Culture Programme is integrated into the Hull 2017 monitoring and evaluation strategy and will feed into the overall evaluation of the City of Culture Hull 2017 as well as providing specific information of the film audience.

Hull 2017 have outlined five key areas of impact which align with the aims of the Transformative Film Culture Programme:

- A. Arts & Culture
- B. Place making
- C. Economy
- D. Society & Wellbeing
- E. Partnerships, Development & Legacy

M&E will be integrated by Hull 2017 from the point of project development through to implementation and completion. It will help the team, its partners and the arts and film sector to:

1. Manage programme implementation, monitoring its efficiency and effectiveness;
2. Assess whether and understand how Hull 2017 has achieved its intended purpose; Identify how efficient Hull 2017 was in converting inputs into activities, objectives, aims and outcomes;
3. Assess how meaningful the project was for its various stakeholders (e.g. attendees, participants, residents, volunteers, artists and cultural organisations, and partners);
4. Inform decision makers and future UK Cities of Culture how to build on/improve UK CoC.

M&E will not only be about demonstrating the successes of Hull 2017, but will also seek to learn from mistakes.

4.3 Data Collection Methodology

Hull 2017 envisage that a range of data collection methodologies will be considered across all projects, drawing from the M&E Framework, though at the top level we expect it will include:

- **Counts** - Hull 2017 is in the process of developing a digital platform, to be a one-stop-shop for engaging with the cultural programme. Audiences/participants will be required to register on the website to buy tickets and access content, enabling us to monitor their activity and collect demographic and socio-demographic information.
- **Beneficiary interviews** - to gain an understanding of the interaction between different project partners, stakeholders, and staff and/or participants experiences of being involved.
- **Goal setting** – Beneficiaries would set their own goals at the beginning of the project and then revisit this during and/or at the end of the programme (e.g. production staff working on Caravan of Love would outline objectives for learning at the beginning of their time working with Hull 2017 which can be reviewed upon completion).
- **Case studies** - Case study approaches could be considered on two levels – a case study of a specific project strand and case studies of individual beneficiaries taking part in a project. The data presented in these case studies will most likely be gathered via interviews; observations; audio and video data; documentation and would be shared via conferences, online and through written reports.

As projects are still being developed the data collection methodologies are still to be finalised. However, our approach with regard to selection of these methodologies is as follows:

- M&E will be integrated into each project in collaboration with the delivery team, so that it is not an “add on” that detracts from audience/participant experience;
- Methodologies selected will be appropriate to the project strand, so approaches will be informed by who the target audience(s) is(are), the project team involved in delivery and the resources available.

In partnerships with Hull 2017, University of Hull and Hull box office the following methods will be implemented to monitor and evaluate the programme. The approach will reflect the spirit of programme as a whole with a preference for digital collection methods. Methodologies selected will be appropriate to the project strand, so approaches will be informed by who the target audience(s) is(are), the project team involved in delivery and the resources available.

The Transformative Film Culture Programme for Hull 2017 will be monitored and evaluated against the aims established in section 1.4 and Transformative Film Culture team will work in partnership with Hull 2017, Hull Box Office and film delivery partners to monitor and evaluate the project through the following methods:

Aim:	Data Collection Method:
To develop Hull’s film programme content	<ul style="list-style-type: none"> • Programme audit • SWOT analysis and comparison • Database of partnership from project • Feedback forms • Phone call interviews

<p>To develop of audiences (new and existing) for Hull’s film programme</p>	<ul style="list-style-type: none"> • Audience focus groups • Audience surveys • HBO Spektrix Box Office report • Venue mapping • Photographs and Vox Pops • CRM system reports • Social media analytics • Community consultations • HIC membership database
<p>To develop of HIC’s capacity, knowledge of audience demands and partnerships</p>	<ul style="list-style-type: none"> • Partner organisation database analysis • Partner organisation feedback forms • Partner organisation interviews • HIC interviews • HIC feedback forms • HR records • Training records • Business confidence survey • SWOT analysis • Audience surveys • Audience focus groups • Social Media analytics • Vox Pops • 5 year Strategic Plan with funding plan and venue analysis
<p>To develop of marketing and publicity activity for film exhibition in Hull.</p>	<ul style="list-style-type: none"> • Season brochure audit • Website analytics • Social Media analytics • Audience survey • Box Office report • Partners feedback forms • HIC feedback forms • Press clippings • Media monitoring • Media analysis
<p>To develop the film exhibition infrastructure in Hull</p>	<ul style="list-style-type: none"> • TWU 2016 Programme • TWU 2017 Programme • Conference survey • Audience survey • Box office report

A detailed monitoring and evaluation plan can be viewed in appendix IV.

4.4 Risk Assessment

Potential Risk	Who/What is at risk	Control/Preventative measures	Responsibility
BFI application is unsuccessful	The Project	The application contains all of the supporting evidence for the strategic importance of the project	BFI/ FHN/HCoC
Activity doesn't meet audience targets	Project KPIs and successes, box office income	Programmes are developed with clear target audiences in mind. PR and marketing in place prior to events to increase audience reach	FHN and all partners
Unexpected absences from key staff team	Project delivery	FHN staff team will manage any expected and unexpected absence to ensure delivery stays on track	FHN/HCoC
Unable to recruit Project Manager	Timeline and overall project delivery	Job description and advert to be advertised by key partners and sites, liaise with known suitable candidates.	FHN
Film activity is lost within overall Hull 2017 programme	Project KPIs and successes, box office income	Hull 2017 are committed to ensuring press and marketing activity promotes all events. Project Manager is responsible for liaising with communications staff	HCoC/PM
Planned BFI Programming Development Fund applications are unsuccessful	Programme breadth, box office income	Ensure applications are a high standard and clearly enhance the film programme. Secure support from UK partners to make the case for the proposals. Maintain contact with BFI Audiences and Curatorial to ensure proposals are developed in line with wider programming strategy. Consider contingency programmes at a smaller scale.	FHN/PM/HCoC
Legacy outcomes for Hull's film exhibition	Project KPIs and successes	A clear evaluation framework is established to identify key points of audience insight and HIC skills development opportunities that need to be gathered/met during 2017. A	FHM/PM/HCoC/HIC/Dev Manager

sector are not generated		Development Manager establishes and implements a fundraising plan for HIC during 2017.	
Programme is unwieldy	Project KPIs and successes, box office income	Curation and programme planning is given due consideration by all partners ensuring film elements are embedded in the wider programme operationally and thematically. Project follows clear evaluation framework to ensure all activity identifies target audiences.	FHN and all partners

5. Delivery Plan

The Transformative Film Programme for Hull has been carefully designed to ensure that each event or programme of films has an experienced manager leading the event. These partners will be working with Hull Independent Cinema and other Hull partners to build knowledge and experience in film programming and event. The expertise of FHN exhibitors have been called upon to ensure a high-quality, significant programme is delivered.

To ensure the project runs to time, a project timeline has been developed and can be viewed in appendix V.

5.1 Roles and Responsibilities

Programme Manager

For the second stage of the bid, a Programme Manager will be employed by SMEC on a freelance contract to oversee the full film programme for Hull 2017. Line managed by the Film Hub North Manager, the Programme manager will be responsible for:

- Ensuring that the 2017 programme of film presentation and events is fulfilled
- Managing and sustaining good relationships with all partners
- Ensuring that the aims of the programme are fulfilled
- Time management and target management
- Working with partners to implement the M&E plan
- Collecting the M&E information and complete the report
- Managing HIC's organisational development

Finance Coordinator

For the second stage of the bid, a Finance Coordinator will be employed by SMEC on a freelance contract to coordinate the financial administration of the project. The Finance Coordinator will be responsible for:

- Budget and spend tracking on the project with the Programme Manager
- Issuing partner contracts and MOUs with the Programme Manager
- Coordinating finance reporting to SMEC and BFI
- Making payments
- Draw down requests from BFI

Hull Independent Cinema (HIC)

As highlighted previously, Hull Independent Cinema are a voluntary organisation that are currently running at full capacity to deliver weekly to bi-weekly screenings and events. However, the programme for Hull 2017 means that Hull Independent Cinema film activity is going to increase 3 fold and therefore to ensure that HIC can fulfil their 2017 programme, new team members need to be recruited.

One of the aims of the Transformative Film Culture for Hull programme is to invest and expand Hull Independent Cinema capacity and there are two advantages to recruiting new team members for 2017:

1. There is support from the Film Hub North and the Programme Manager during the recruitment process and during Hull Independent Cinema's first year as employees.
2. Hull Independent Cinema's board will have time to focus on developing the organisation through partnerships and training opportunities.

The following two posts will be recruited to manage and deliver Hull Independent Cinema programme in 2017:

HIC Coordinator (full time)

- Managing HICs weekly film screenings
- Managing the new partner weekly film screenings and events
- Manage and deliver Hull Film Festival
- To work with the venues and film distributors to ensure successful film presentation
- Recruit and manage volunteers
- Work with the Programme Manager and Hull 2017 to collect audience data
- Work with all Hull 2017 partners to deliver a successful City of Culture 2017
- Work with partners and Programme manager to fulfil the M&E Plan
- Report ticket sales and event evaluation to partners, funders and stakeholders
- Report on the programme to HIC Board

Marketing Assistant (part-time)

- Work with film distributors to collect film images and logos
- Work with the Board to develop a marketing and social media plan
- Deliver HIC's marketing and social media plan
- Work with Hull 2017 marketing team to deliver a coherent marketing plan
- Work with partner organisations to ensure a coherent marketing plan is delivered
- Write copy and organise images for print
- Manage the distribution of HIC's print
- Assist Coordinator and Programme Manager and partners to fulfil the M&E plan.

Development Consultant

The investment and development of Hull Independent Cinema is key to the outcome of this project and to ensure Hull Independent Cinema develop as an organisation a Development Consultant will be employed. The consultant will work with the board and team members to develop skills, accrue funding for 2018 and develop a 5-year strategic plan so that Hull Independent have the ability to maintain the 2017 president and to continue building the audience for independent cinema in Hull.

5.2 Partner Organisations Responsibilities

Film Hub North and Hull 2017 will draw up contracts between themselves and the partner organisations to establish roles and responsibilities

Co-ordinator for Hull Independent Cinema (HIC)

Hull Independent Cinema are working with 30 partners to expand the independent film offering in Hull throughout 2017, and they are continuing to deliver their weekly screenings. When Hull Independent Cinema are the lead delivering organisation on a programme, Hull Noir, Hull Film Festival, the co-ordinator will be responsible for:

- Budget
- Delivery of the event
- Licences
- Programming
- Marketing
- Achieving project aims and objectives
- Working with all partners

- Assist with and deliver the M&E plan

Marianne Lewsley-Steir: University of Hull

The University of Hull are delivering a weekly film night at Middleton Hall and for their key events: Anthony Minghella Retrospective, Alternative Oscars, City of Cinema, Abolition of War and Freedom of Art, Marianne will be responsible for:

- Budget
- Delivery of the event
- Licences
- Programming
- Marketing
- Achieving project aims and objectives
- Working with all partners
- Assist with and deliver the M&E plan

When the University of Hull are working with Hull Independent Cinema to deliver weekly screenings, HIC Co-ordinator will be responsible every aspect of the event, with University of Hull providing Middleton Hall and production.

Melanie Iredale: Doc/Fest

Doc/Fest are managing three events: Virtual Reality Cinema, Hull on Film, Doc/Fest on Satellite, Docs on the Docks.

For each event, Melanie is responsible for:

- Budget
- Delivery of the event
- Licences
- Programming
- Marketing
- Achieving project aims and objectives
- Working with all partners
- Working with HIC to increase their knowledge and capacity and facilitate new relationships
- Assist and deliver the M&E plan

Chris Fell: Leeds Film

Leeds film are working with HIC and Back to Ours team to deliver 5 programmes: Back to Ours: Cinematic Experience in February, May and February 2018, Short Film City Hull and LIFF in Hull.

For the Back to Ours programme, Chris is responsible for the following:

- Budget
- Delivery of the event
- Licences
- Programming
- Marketing
- Achieving project aims and objectives
- Working with all partners
- Working with HIC to increase their knowledge and capacity and facilitate new relationships

- Assist with and deliver the M&E plan

Short Film City Hull and LIFF in Hull is part of Hull Independent's regular screening programme and therefore Chris will only be responsible for negotiating licences and obtaining the films.

Lisa Brook: Live Cinema UK

Live Cinema UK are delivering three events: Basil Kirchin, Jaw Attacks Hull, New Live Cinema Europe. For each even Lisa will be responsible for:

- Budget
- Delivery of the event
- Licences
- Programming
- Marketing
- Achieving project aims and objectives
- Working with all partners
- Working with HIC to increase their knowledge and capacity and facilitate new relationships
- Assist with and deliver the M&E plan

Jo Wingate: Sensoria

Sensoria are delivering the October Back to Ours: Cinematic Experience and Ziggy Stardust programme. For these programmes, Jo will be responsible for:

- Budget
- Delivery of the event
- Licences
- Programming
- Marketing
- Achieving project aims and objectives
- Working with all partners
- Working with HIC to increase their knowledge and capacity and facilitate new relationships
- Assist with and deliver the M&E plan

Joan Parsons, The Time is Now

Joan is working with WOW Hull project Manager and Hull Independent Cinema to deliver the WOW Hull Film programme during the festival. For the programme leading up to the festival, HIC Co-ordinator will be responsible for delivering the programme.

Joan will be responsible for the WOW Hull Festival Programme, including:

- Budget
- Delivery of the event
- Licences
- Programming
- Marketing
- Achieving project aims and objectives
- Working with all partners
- Working with HIC to increase their knowledge and capacity and facilitate new relationships
- Assist with and deliver the M&E plan

Colm Forde: Doc 'n' Roll Film Festival

Colm is working with HIC to bring a music documentary film festival to Hull. Colm will be responsible for:

- Budget
- Delivery of the event
- Licences
- Programming
- Marketing
- Achieving project aims and objectives
- Working with all partners
- Working with HIC to increase their knowledge and capacity and facilitate new relationships
- Assist with and deliver the M&E plan

Michael Pedersen and Kevin Williamson Neu! Reekie!

Kevin and Michael are bringing *Where are We Now?* Festival to Hull and they will be responsible for:

- Budget
- Delivery of the event
- Licences
- Programming
- Marketing
- Achieving project aims and objectives
- Working with all partners
- Assist with and deliver the M&E plan

Peter Taylor: Berwick-Upon-Tweed Film and Art Media Festival

Peter is working with HIC to deliver a Rotterdam Film Programme in Hull Film Festival. Peter will be responsible for programming, negotiating licences and obtaining the films.

Anna Ramsay: Up Project

Anna and team are bringing the Floating cinema to Hull and this will be used to bring Arthur J Rank work back to life as well as being a key location to deliver some of Hull Film Festival.

- Budget
- Delivery of the event
- Licences
- Programming
- Marketing
- Achieving project aims and objectives
- Working with all partners
- Working with HIC to increase their knowledge and capacity and facilitate new relationships
- Assist with and deliver the M&E plan

LGBT 50

Scottish Queer International Film Festival are producing the LGBT50 film programme in Hull. For this season, SQIFF will be responsible for:

- Budget
- Delivery of the event
- Licences
- Programming

- Marketing
- Achieving project aims and objectives
- Working with all partners
- Working with HIC to increase their knowledge and capacity and facilitate new relationships
- Assist with and deliver the M&E plan

Substance

Luke Bainbridge (Festival No. 6 and Blue Dot) is programming a diverse and compelling film programme for Substance Festival. Luke and his team will be responsible for:

- Budget
- Delivery of the event
- Licences
- Programming
- Marketing
- Achieving project aims and objectives
- Working with all partners
- Assist with and deliver the M&E plan

Hull 2017

The Hull 2017 team will be responsible for:

- supporting overall project management and delivery
- provision of match funds for this proposal
- leading on all press and marketing activity ensuring the film programme is fully integrated
- Working with HIC marketing and BFI Communications team to ensure cohesive marketing is delivered
- providing desk space and office support for the project post holders as required
- leading on monitoring and evaluation procedures and collection
- supporting the Programme Manager through the provision of useful contacts and opportunities
- Assist with and deliver the M&E plan

5.3 Experience and Qualifications

The Transformative Film Programme for Hull has been built using key exhibitors within the FHN region with significant event delivery, programming and audience development experience.

Key Team Members

Anna Plant

Freelance Programme Manager – Anna P is working under Anna Kime and is responsible for building the whole film programme for Hull City of Culture 2017. She has been building relationships with Hull Independent Cinema and partners to create a high-quality, impactful programme. Anna P has an MA in Arts and Cultural Management and has managed many projects over the years. Delivering large scale events, Edinburgh Festival Carnival, Edinburgh International Film Festival, to audience engagement programmes with the Hippodrome Festival of Silent Cinema and Look: Liverpool International Photography Festival.

Anna Kime (on maternity leave from 23rd September 2016)

Manager, Film Hub North – Anna is responsible for the delivery of Film Hub North's Business and Activity plans to develop audiences across the Film Hub North region. Anna has worked with cinemas, festivals and audiences for over 15 years. Previous roles include Picturehouse Cinemas, Cambridge Film Festival, Independent Cinema Office and Film London.

Annabel Grundy (from 26th September 2016)

Manager (Maternity Cover), Film Hub North – Annabel will cover Anna's maternity leave. Previous experience includes roles for British Council, Sheffield Doc/Fest, Screen East, East End Film Festival and BFI London Film Festival.

Sam Hunt

Executive Producer, Hull 2017 UK City of Culture – Before joining the team in Hull, Sam was in charge of producing the Signature Events programme for Scotland's year of Homecoming in 2014 staging of a series of large-scale events across the country designed to drive an increase in international event tourism in that year. Sam has a background in artistic direction of multi-arts venues and festival across the UK, founding a number of film festivals and managing film programmes in venues in Barrow In Furness, Croydon and Windsor ,he has worked as a consultant on the programming and strategic programme development of festivals such as Kendal Calling, Live From Jodrell Bank and Jersey's Branchage Festival, as well as producing various festivals such as Manchester's FuturEverything festival and Brighton's Soundwaves festivals.

James Russell

Hull Independent Cinema – James is Chair of Trustees at HIC. Having studied British Politics at the University of Hull, James has made a home in the city and a career in the charity and community development sector. His involvement in film in the city began when he joined Friends of Hull Screen, the campaign group set up to support the city's then independent cinema, in 2011. This led to his involvement in what became Hull Independent Cinema from 2014 onwards.

Damien Greco

Hull Independent Cinema – Damien is Head of Programming and Social Media at HIC. He has worked in film exhibition since his very first job as a projectionist at UCI Cinema Hull. After graduating with a Film and Media Studies degree, he went on to train as a college teacher and spent six years teaching A-Level and BTEC Film and Media courses. In 2011 he established Cult Cinema Sunday, which has developed a loyal following for its screenings of cult classics at Fruit in Hull's historic Fruit Market. This foundation work led to his involvement with the creation of Hull Independent Cinema in 2014.

Partner Biographies

Leeds Film

Chris Fell is Leeds Film Manager at Leeds City Council and Director of Leeds International Film Festival. The world's first moving images were created by Louis le Prince in Leeds in 1888, and today the city is a leading centre for film culture with an exciting year-round programme of screenings and events for all. The Leeds Film team organises Leeds International Film Festival and Leeds Young Film Festival, runs the Leeds Film Academy, and develops the audience for the year-round programme with over 75 partners through its Leeds Film City and Short Film City initiatives.

Sensoria

Sensoria is proud to boast a management team with a wealth of expertise, experience and management skills. Jo Wingate, Festival Director, has worked at many independent cinemas and film festivals for over 20 years including Broadway, Nottingham, Cornerhouse Manchester, Sheffield Doc/Fest, Derby Metro and Showroom, Sheffield. Jo is also a personal license holder and qualified as a Chartered Marketer. Nigel Humberstone, Festival Music Director, has over 25 years' experience of music composition, event production and as a journalist. He is an Apple Distinguished Educator and works within the education sector as an ICT lead professional.

Doc/Fest

Melanie Iredale is Deputy Director of Sheffield Doc/Fest, one of the top three documentary festivals and markets in the world. Doc/Fest is a hub for all documentary and factual content and across all platforms, comprising: Film programme for the very best international documentaries; Alternate Realities for digital and interactive innovation; Talks & Sessions to inspire, inform and debate; and Marketplace for international business.

Starting her career as an usher at Tyneside Cinema, Melanie has worked as a film curator and festival producer in the North of England over the past ten years. Melanie managed Northern Lights Film Festival in Newcastle-Gateshead, whilst working as a Film Programme Director at Nordic International Cultural Events in Liverpool, before spending five years developing Berwick Film & Media Arts Festival as Director, commissioning new works which have gone on to be exhibited at festivals across the world. Having worked with Sheffield Doc/Fest in a freelance capacity for five years, Melanie was appointed as Deputy Director in November 2014.

Live Cinema UK

Lisa Brook is the Director of Live Cinema UK, the UK's only organisation focused on bringing artists, exhibitors, distributors and producers closer together to create amazing experiential cinema experiences. Lisa recently completed the world's first industry research funded by Arts Council England into live cinema, which culminated at the world's first Live Cinema Conference in 2016. Live Cinema UK is a lead organisation for the Live Cinema Network, a group of representatives from industry, advocacy groups, exhibitor networks, academics and creatives working within, seeking to access or researching this emergent field. Lisa works with organisations and partners across the UK and internationally. Project partners include the BFI Film Audience Network, Leeds International Film Festival, Bradford City of Film and the National Media Museum.

Doc 'n' Roll Film Festival

Doc 'n' Roll Films Ltd. was set up in 2013 to build a nation-wide platform for the distribution and exhibition of alternative music documentaries in the UK. Focused primarily on first and second time filmmakers, Vanessa and Colm provide support and guidance through the industry's exhibition and distribution maze. Based in London, with an annual autumn headline festival of premiere films across the city's independent cinemas, they are gradually branching out to key regional cities with weekend editions in Brighton, Manchester and Liverpool. Producing bespoke events with high profile hosts and guest Q&As, private clients, such as Converse and the W Hotel group, are also catered for.

Up Projects

Since 2002, UP Projects has provided ambitious opportunities for artists to produce inspiring new work for public spaces ranging from parks, green spaces and waterways to civic

squares, urban developments and areas of regeneration. Up Projects are committed to developing creative ways to transform communities and empower people to access their cultural entitlement through participatory interventions, educational programmes and inclusive events.

Since 2012, UP Projects has been the only public art organisation in London to be awarded National Portfolio funding from the Arts Council England.

The Time is Now

Joan Parsons is a life-long cinema fan, having worked in all areas of cinema operations and programming. As Senior Programmer, Joan is responsible for managing the film programme of the Showroom, its educational and cultural outputs and multiple partnerships. Joan was the festival director for Showcomotion festival for children and young people from 2011 to 2013, and has curated many seasons and projects at the Showroom. Throughout the last year, via her role as a member of the Film Hub North Cultural Leadership team, Joan has curated and managed 'The Time Is Now,' a major national project supported by the BFI, Pathe and Fox Searchlight, which celebrates the rights and fights of women on screen. Joan has a degree in Film Studies from Sheffield Hallam University.

Neu! Reekie!

Neu! Reekie! is a co-curated collective by poets Kevin Williamson and Michael Pederson.

Kevin Williamson is a published poet and prose writer, and columnist and cultural Commentator. He is the founder and Editor-in-Chief of legendary publishing house Rebel Inc, and recipient of The Robert Louis Stevenson Travel Fellowship in 2005.

Michael Pedersen is a published poet with Polygon/Birlinn and a Canogate Future 40. Michael 's achievements include being a finalist for the 2010 Callum McDonald Memorial Award, and he was awarded with the John Mather's Charitable Trust Rising Star of Literature 2014. Michael was a Robert Louis Stevenson Fellowship awardee in 2015.

As a collective Kevin and Michael have produced over 90 shows since 2010 and they are proud to acknowledge that the majority of their shows are sold out before doors open.

Berwick-upon-Tweed Film and Media Arts Festival

Peter Taylor is the Director of Berwick Film & Media Arts Festival. Working as a programme advisor for International Film Festival Rotterdam since 2006, other recent activities include curating programmes for PLASTIK, Ireland's festival for artists' moving image and Opacities, a series of screenings and discursive workshops co-curated with Kathryn Elkin for Collective Gallery, Edinburgh. Peter has curated over 300 film programmes and performances at WORM (Rotterdam) and in 2015 was selected by the Mondriaan Fonds for a research based residency at AIR Berlin Alexanderplatz.

Substance

Luke Bainbridge was a founding editor of the award winning Observer Music Monthly and ghostwriter of Shaun Ryder's 2011 autobiography, the Sunday Times bestseller Twisting My Melon. He has been a music journalist since his late teens, becoming editor of Manchester's City Life (the first magazine to cover Oasis) in his early 20s.

Over the last 20 years, Luke has interviewed almost every top musician and popstar, from Jay-Z to Paul McCartney, Pharrell Williams to Oasis. He currently writes for publications including The Observer, The Guardian and GQ, is working on two new books to be published in 2013, and a feature length documentary with the legendary producer Arthur Baker.

He is also Head of Arts and Culture for Festival No.6, voted Best New Festival at the UK Festival Awards 2012, which is set in the magical village of Portmeirion, home of the cult 60s UK television series The Prisoner.