#### Project Name: Back to Ours: Cinematic Experience

***Project Reference: HULL2017-FEB-BTO***

Dates: 22nd, 23rd 25th February 2017

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

Lead Partner: Hull 2017 (contract holder)

Partners: Leeds Film, HIC and 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.

**Aims:**

* To develop Hull’s film programme content
* To develop of audiences (new and existing) for Hull’s film programme
* To develop of HIC’s capacity, knowledge of audience demands and partnerships
* To develop of marketing and publicity activity for film exhibition in Hull.

**Audience Target:** 390

**Marketing and Audience Development Plan:**

This film programme is part of the Back to Ours outreach programme of Hull 2017.

*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.

Marketing:

The following mediums will be used to market the event:

Local:

1. The event is in the Hull 2017, Made in Hull, Season Guide.
2. The event is on the Hull 2017 website with a direct link to their box office.
3. Hull 2017 is providing social media content to their 68,000 fans and followers.
4. A local press releases will be sent to local press including Hull Daily Mail

Local:

1. 2000 film programmes will be distributed in the target areas

2. Flyers and Posters will be distributed in the local areas

3. The event will be advertised through Into Film contacts in the local schools.

4. The event will be in the Hull Independent Cinema programme

5. The event will be on the Hull Independent Cinema website

6. The event will be advertised on Hull Independent Cinema social media

**Marketing contacts:**

Lisa Mayes (Hull 2017)

Chris Fell (Leeds Film)

TBC (Hull Independent Cinema)

**Payment Timeline:**

Payment 1: 80% November 2016 to contract holder.

Payment 2: 20% April 2017 to contract holder.

**Project Update procedure:**

Contact: Anna Plant

Please keep Anna Plant (FHN) up to date with how the project is proceeding. If there are any major issues with the project, for example: the event will not happen or the programming has to change, please inform as soon as you become aware.

**Reporting Deadline to FHN:**

4 weeks after the event: 27th March 2017

**Project delivery:**

Project Manager: Louise Yates (Hull 2017)

Programming: Chris Fell (Leeds Film)

**Project Deliverables**

* Signed contract with Hull 2017
* KPIs completed
* Evaluation table completed
* Copy of marketing materials
* Contract between Hull 2017 and Leeds Film
* MoU between Hull 2017 and Into Film
* MoU between Leeds Film and Hull Independent Cinema

**Contract Signatory:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Date:**

**Email:**

**Reporting period for BFI:** Quarter 4, 2016/17