**Hull 2017 Strategic Touring application**

Hull 2017’s approach to ‘Back to Ours’ (the new name for the Network Neighbourhood Touring Programme) has been revised and enhanced as we continue develop the programme and legacy for Hull’s year as UK City of Culture.

Back to Ours is one of our largest and most in important projects with an overall cash budget of £385,000 plus £78,300 in kind support (£463,000 in total) . This includes:-

* £344,000 of 'core' Back to Ours costs. This includes programme, access, overheads, access and development
* £41,300 Cinematic Experience
* £78,300 In kind support

In addition the project will be supported with kind in support from venue providers (East - Archbishop Semantu academy & Freedom Centre, North – North Point Shopping Centre, Kingswood academy, Winifred Holtby Academy, West – William Gemmell Club, Sirius Academy West) each of the venues will be provided free to the project.

Assuming a venue hire cost of £10 per hour for 12 hours per day the cost per day is £120 for each of 8 venues. A total cost of per day of £960. Each Back to Ours festival lasts 4 to 5 days (a total of 18 days), therefore the total kind in venue contribution is £17,280. The cost savings from the original budgets will be invested in creative content as part of the programme.

For each of the days of the festival each venue will provide at least 2 members of staff to support the delivery of back to ours (front of house and back of house). Assuming an hourly rate of £10 per hour (as there are range of partners involved including teachers, managers and other staff) and an average monthly commitment of 3 days per month (this will naturally peak during festival periods and taper during planning time). Over the 18 month period of the project 16 people (2 per venue) will contribute 3 days per month (7 hours per day), therefore over the lifetime of project each member of staff will provide an in-kind contribution of £3,780, with the total staff in-kind contribution of £60,480. On non festival months staff will attend programming meetings and participate in other preparatory tasks

**Project summary**

Building on lessons learnt from the project's development phase Festival 1 is more of a testing ground and gives us the opportunity to recruit our local teams to work in close collaboration with the Back to Ours central team.  This would enable us to have strong first events and kick off the concept.

The infrastructure of people for the project, both central team and local, is the backbone of the delivery and critical to the project’s success.  So we have kept the structures here but reduced local team time in the earlier festivals to meet the new budget and shaved the central team.  Some costs are fixed and scalable.

 We have kept the three areas and the four festivals (in half terms, in Feb, May, Oct ’17 and into Feb ’18).

The change to the programming is to start smaller, with a 4 day ‘long weekend’ Festival 1 in Feb ’17.  The original model was to have a double weekend and interim week of events in each area from the start i.e. a festival over a 10 day period.  This also means we reduce the number of venues in each area for the first festival to 2 or 3 in each area.

For Festival 2 in May 17 we move to a 5 day festival, for Festival 3 in Oct ’17 we move to a 7 day festival and Festival 4 in Feb ’18 is a consolidating 8 day festival.

**Recent activity**

The Hull 2017 programme was launched on 22 September with one of showcasing videos highlighting Everyone Back to Ours (see <https://www.youtube.com/watch?v=BovHd3xTneA>) this will be used to promote the Everyone Back to Ours programme.

In order to help develop audiences for Back to Ours the project team are continuing to engage with schools on a regular basis, for example attending the parents evening at Archbishop Semantu Academy or the Sirius West showcase event attended by 2,000 parents and pupils.

To date 3 programming meetings have taken place with venues playing an active role in developing the programme for the festivals and this learning and development has been shared on a national basis with Tony Forrester from the Freedom Centre speaking about arts and community engagement at the HAT at Drury Lane Theatre on 20 September.

**Emerging Progamme**

The programme is being developed in collaboration with a number of creative partners, these include

* Circus - Ockhams razor, Upswing
* Theatre – Milk Presents, Shona Reppe, Little Angel Theatre, Kid Carpet, Candoco Dance Company (disabled and non-disabled dancers) & Curious Seed.
* Comedy – Avalon & Dead Man comedy label
* Music – Dean Shakespeare
* Film – see below.

**Back to Ours: Cinematic Experience (Budget = £41,300 excl staffing & marketing)**

Hull 2017 is working with Film Hub North having submitted a successful funding application to the British Film Institute which will bring affordable cinema to Hull’s communities as part of Back to Ours. £280,692 funding has been secured, of which £41,300 will be used to deliver the Back to Ours Cinematic Experience working with Hull Independent Cinema, Leeds International Film Festival, Sensoria and Live Cinema UK. In addition Hull Independent Cinema will be providing curatorial advice with Hull 2017 support from producers and marketing teams. The legacy of the project will be cemented as part of a 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. This includes showing Jaws at East Park on a large outdoor screen. Details can be seen in the appendix attached

**Aligned projects**

In aligned to the project will be maximising opportunities to utilise venues and networks to expand the reach and impact of the Back to Ours programme with a range of activities such as:-

* Learning – Community and within schools.
* Great Blueness (supported by BBC)
* PRS New Music Biennial (part of £255,000 project which Paul Hamlyn Foundation are supporting)
* Creative Communities Programme (in part supported by Big Lottery Fund)

These projects are fully funded through the Hull 2017 programme, with additional support from the Big Lottery Fund, Paul Hamlyn Foundation and the BBC.

* Learning - – Community and within schools (budget TBC)

Back to Ours will be supported by Hull 2017’s community learning activities as part of our continuing approach to engaging with families.

We are also working with BBC learning to extend the duration and reach of the BBC Skills Academy into a year long programme (usually one week) linked to the Back to Ours Programme. This will start during the February 2017 Back to Ours programme, aimed specifically at engaging young people into the music and creative sector. BBC Learning provide the programme of workshops with celebrity endorsement via BBC Radio 1 (e.g Tinie Tempah being interviewed by Clara Amfo with a live studio/school audience).

* Great Blueness (supported by BBC)

Hull 2017 is collaborating with Northern Ballet and CBeebies to create a colourful new interactive ballet, based on the book *The Great Blueness and Other Predicaments* by Arnold Lobel. The ballet will be created with children in mind to create a family friendly and accessible experience, supported by an extensive engagement programme.

The event in West Hull, which will take place in August 2017, will culminate in a finale featuring local dancers and school children, with the City of Hull (and the neighbourhoods targeted by Back to Ours) providing a backdrop as the story unfolds. The ballet will then subsequently be broadcast on CBeebies, with a host of supporting digital resources available online.

* PRS New Music Biennial (part of £255,000 project which Paul Hamlyn Foundation are supporting)

Five New Music Biennial Composer Residencies will take place between September 2016 and July 2017 so that local communities in Hull can spend time and create music with some of the New Music Biennial’s brilliant music creators**.** Composers will have residences across Hull’s communities, including Brian Irvine who will have a residency in East Hull and Jason Singh in the North of the city reflecting the geographies of the Back to Ours Project. This will engage with schools, young people and other hard to reach groups enriching the community learning programme driving audiences for Back to Ours’ music programme.

* Carmina Burana (£500,000)

One of the reasons cited for attending Place des Anges which took place in July 2016 was ‘it is a unique experience not to be missed’ and therefore events of this stature have the opportunity to play engage with hard to reach audiences. La Fura dels Baus' performance of Carmina Burana is a reinterpretation of Carl Orff's opera. Hull 2017 will stage a large scale outdoor event featuring the orchestra and chorus of English National Opera (tbc) playing to an audience of 6,000 to 7,000 at non city centre venue, options include schools which are used as part of the Back to Ours project.

* Creative Communities Programme (£750,000 Hull 2017 and Big Lottery Fund)

60 projects, ranging from photography exhibitions to music and food festivals and choral and orchestral concerts to audio-visual installations will receive funding as part of the Creative Communities Programme. These will see local artists, community groups, cultural and other organisations in the city working with local people of all ages to create new artistic work, events, installations and other activity throughout 2017, one of the most significant years in Hull's history. Some of these projects will have the opportunity to be delivered within and alongside Back to Ours.

**Annex 1: 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

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, the venues and Hull 2017 to curate an accessible, high-profile, one-day film event which will tour the three locations in Hull. The programme will begin with family friendly screenings, present teenage content early evening and adult only films for the closing film 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, sharing the talents of excellent short makers like Rocket Boy Roger (2003). LIFF and HIC will be designing an enticing film programme with links to Hull, like Road Games (2015) whose musical score was director by Daniel Elms of Hull.

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

#### Back to Ours: Jaws Attacks Hull

Dates: 26th May – 5th June

Location: East Park

Partner: Hull 2017, Live Cinema UK, Alamo Drafthouse, Hull Cultural and Leisure and HIC

Hull sits 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 Drafthouse, 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.