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**Transformative Film Culture for Hull 2017:**

**Strategic Partners**

**REPORTING Template**

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| **Please note: Your FINAL REPORT should be made up of the following items:** |
| 1. **This completed NARRATIVE REPORT Template**   **Please use the EVALUATION tab on the KPI BUDGET Spreadsheet you received with your Project Plan as a guide to inform this NARRATIVE REPORT.** |
| 1. **Updated BUDGET sheets**   **Please update the BUDGET sheets on the PROJECT REPORT TABLE to provide your actual income and expenditure for the project set against your original proposed figures.** |
| 1. **An updated KPI and PROJECT REPORT TABLE**   **Please complete the PROJECT REPORT TABLE and feed screening activity information into the KPI tab. Please ensure to provide explanations for any variance (either way) to your projected figures.** |
| 1. **Copies of any marketing or other materials created for your project. Please ensure you include (where possible) images, press cuttings, and any other relevant materials.** |

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| **Organisation:** | Hull 2017 |
| **Project Title:** | Back to Ours - October |

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| 1. **Please provide a summary of the delivery of your project, highlighting in particular any critical successes, and any significant issues, you encountered.** |
| Shopping centres, school theatres and gymnasiums are bursting with everything from acrobatics to comedy as Back To Ours take over local venues during the half-term holiday. The October festival ran from 31st October to 5th November. In this iteration of the Back to Ours festival, there were initially scheduled 9 screening of 3 titles, though one screening of Beauty in the Beast was ultimately cancelled due to low ticket sales. The other titles were Monsters Inc and the Rocky Horror Picture Show. |
| 1. **Did the project meet your aims, objectives and intended outcomes (please see the Evaluation tab on your project’s KPI & Budget spreadsheet for guidance)? Please demonstrate how these were achieved. If they were not achieved then please outline why you think this is the case.** |
| There was low attendances at Sirius Academy West, however screening in the East of the city at the Freedom Centre were well attended. Sirius Academy West is located in the west of the city where there isn’t a suitable community base from which it is possible to sell tickets (like North Point Shopping Centre in the North and Freedom Centre in the East). As a result the requirement for residents in the West of the city to buy their tickets online may have proved a barrier and resulted in lower ticket sales at the venue in the West. |
| 1. **Please outline how your marketing strategy helped you achieve your Audience target figures. If you did not reach these figures, please explain why you think this is, and what you might do differently if dealing with a similar situation in the future.** |
| The marketing strategy included print marketing, online (both social media and website presence) and PR, as well as box office facilities at North Point Shopping Centre and the Freedom Centre. Further consideration is being given to ticketing on an ongoing basis. |
| 1. **Please describe how the project addressed issues of access, and how it engaged with diverse audiences and differing perspectives in the programme and activities.** |
| Within the festival a number of performances were signed or designated as relaxed performances. |
| 1. **Please provide an outline of your work with partners on this project. What went well? What didn’t? Did you engage with all the partners you intended to? If not, why not?** |
| The film screenings took place across three partner venues who have been involved with the Back to Ours festival through all of its iterations. Sirius Academy West and Winifred Holtby Academy are schools who we have been working with to explore the potential of their facilities for arts and cultural events. Freedom Centre is a community venue located in the east of Hull. |
| 1. **Please provide an overview of the press and media coverage that your project achieved.** |
| <http://www.hulldailymail.co.uk/whats-on/whats-on-news/massive-pillow-fight-kicks-back-707527>  <http://www.hulldailymail.co.uk/whats-on/music-nightlife/black-grape-announce-hull-gigin-393917>  <http://www.hulldailymail.co.uk/whats-on/whats-on-news/badly-drawn-boy-coming-hull-488659>  <https://www.theguardian.com/culture/2017/nov/19/what-next-hull-year-uk-city-culture-2017>  <http://www.itv.com/news/calendar/2017-08-31/famous-names-world-premieres-and-specially-commissioned-performances-for-hulls-final-city-of-culture-season/>  <https://www.broadwayworld.com/uk-regional/article/Hull-UK-City-of-Culture-to-Kick-Off-BACK-TO-OURS-Festival-Series-in-2017-20170221> |
| 1. **Please outline any further legacy from your project, and any potential for its future sustainability. How will your project’s outcomes contribute to future growth for a cinematic audience in Hull?** |
| The Back to Ours festival will continue with a further iteration in February 2018 and continue to provide access to screening and performances at low ticket prices at venues located within communities. |
| 1. **Please provide any other conclusions or recommendations you may have about any aspect of your project.** |
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| 1. **In what way(s) did your project benefit from its association with the wider Transformative Film Culture for Hull 2017 project? Were there any negative implications to being associated with the wider project? In what way did your project contribute to the cultural objectives of the wider project? If you have any further comments on this relationship, please also add these here.** |
| It has hoped that this project was able to contribute to the wider objectives of the Transformative Film Culture project by offering an opportunity to attend screenings in neighbourhood locations at low prices, thus increasing access to affordable film screenings, especially for families. Audience survey data disguises the rate of attendance of families due to only surveying those aged 16 and older. |

**Please email all elements of your report to** [megan@filmhubnorth.org.uk](mailto:megan@filmhubnorth.org.uk)

**OR post to Megan Liotta**

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**Thank you.**