**Produced and Presented Season**

During Q4, HTT produced *The Hypocrite*, a co-production with the Royal Shakespeare Company, and show 1 for City of Culture. *The Hypocrite* reached a diverse and new audience, and exceeded both box office and audience figure targets, by selling out. Additional seating (15 seats/show) was added in to the set-design to accommodate waiting lists. *The Hypocrite* production is the culmination of two years’ work by both HTT and RSC teams, and was the largest and most successful production in its history. Receiving positive reviews, and with a world class creative team and company, it has been a huge success.

Defiance was a hugely successful companion price to The Hypocrite, staged at The Guildhall and directed by Associate Director (Engagement and Learning) Tom Bellerby and Associate Artists Rupert Creed. There were 37 cast members: 11 members of Act III (aged 55+), and 26 members of Youth Theatre (aged 16 - 21).

There were 588 audience members overall: 4 x shows sold out at 147 capacity. 

There was an overwhelmingly positive response from both participants and audiences. Participants particularly enjoyed performing in the Guildhall, working with the other generation and the sense of ownership they had over the work they created through the devising process and the autobiographical nature of a lot of the material.

Some recurring themes In verbal feedback were: refreshing and often surprising, especially in terms of the two generations performing together, some of the stereotypes they challenged and the bold, truthful nature of the material. It also ignited a lot of debate and discussion amongst audiences about some of the issues in the show. People found it funny and moving in equal parts.

Oscar aged 16   
"A poignant and emotional piece whose message was emphasised by the venue giving a sense of grandeur and importance and also by the skills of the actors. I really related to it and i felt less alone in my feelings about society. The understated lighting and sound really enhanced the performance. It felt real and authentic."

**Communications**

**Highlights of activity delivered to date**

***The Hypocrite*** - The sell-out run was the fastest selling in the theatre’s history. 73% of bookers were from HU postcodes, showing strong local support for our Year of exceptional Drama 2017.

* See separate marketing action plan and post-show report
* City centre advertising – Hull2017
* National press coverage, preview features and reviews, including a feature on Inside Out and mentions in several national feature articles. Reviews were predominantly good. Highlights include:

THE I ★★★★★

*'World-class farce...Hugely enjoyable and riotously funny historical romp’*

*‘This is an excellent choice for City of Culture – world class, locally situated farce’*

The Telegraph ★★★★

*‘Warmly recommended (and that includes making the culture-vulture trip to Hull and back)’*

The Guardian ★★★★

*‘Raucously merry piece’*

*‘So warmly received by its audience you could almost feel the local pride bouncing off the theatre walls'*

Whatsonstage.com ★★★★

*‘The striking performances continue throughout the cast’*

Daily Mail ★★★★

*‘A cartwheeling historical farce’*

Hull Daily Mail★★★★

*‘a riotous, music-filled farce’*

The Stage ★★★

*‘Boisterous and noisy’*

Mail on Sunday ★★

*‘frenetic and yet deeply tedious…Hullishly unfunny’*

The Times ★★

*‘exhausting rather than disarming’*

* Two Pay What You Can Nights, the second of which was held off public scale and targeted to local residents from areas of low arts engagement via the theatre’s Community Dialogues project.
* Audience response to the show was very positive overall. Some comments from the audience survey include:

*“Fantastic - congratulations to the writer, cast and behind the scenes team - brilliant from start to finish and made you proud to be from this great city of ours.”*

*“I heard another audience member, a middle-class lady in later middle age, tell her companion it had been "a privilege" to be at the performance. I have never heard anyone say they were privileged to be in Hull before! I concur - and have never been so proud of the city and its humour, culture and history. That is what this play and its superlative staging and performances has done. I can imagine no more important gift given by being the city of culture: a partnership with the RSC and the funniest, cleverest play I have seen in a very long time.”*

*“We don't go to the theatre. It's just something we don't make the time to do. However this show was Something that will make me find the time in the future. Great acting, great script, great characters and all in all a brilliant brilliant experience.”*

***Defiance***

* Sell-out production
* Successful site-specific Box Office
* See separate marketing action plan and post-show report

**Key Outputs / Learnings**

* Anticipating speed of sales, holding seats for audience development, schools and company
* Looking at how we ensure some PWYC seats are always available for Community Dialogues/ targeted audiences
* Press management learnings via the RSC
* Stronger relationships with national press

**Forthcoming Activity**

*Richard III*

* Relaunch artwork with Mat Fraser
* BBC coverage
* Press night & coverage
* Digital advertising campaign

*Mighty Atoms*

* Audience development with women’s exercise groups
* Targeting Hull Trilogy audiences
* Partnerships with Hull boxing clubs

*A Christmas Carol*

First stage marketing campaign to be delivered in May.

* Schools mailing, eshot and calls
* Large banner advertising on building
* Initial print run and distribution
* Social media campaign
* Homepage web banner
* Previous bookers eshot

Season Brochure & Announcements

* HTT Sept – Dec season announcement 26 June
* HTT NPO announcement 27 June
* **Legacy / James Graham announcement tbc**

**Working with Hull2017 MarCommDigital Team**

Highlights

* Press launch in Sept 16 had a huge impact on profile and sales.
* Joined up campaigns – e.g. Richard III mailing, Hypocrite city centre advertising
* Cornershop delivering feature coverage

Areas for improvement

* Marketing co-ordination group was a positive step towards joined up working. Shame it has been disbanded (opportunity for HTT to host?).
* Cornershop leaking Richard III casting announcement – management of multi-channels going forwards
* Box Office teething issues – customers with blank tickets, transfer of data

**Engagement and Learning**

Rehearsals for Defiance continued with three rehearsal weekly and an intensive during February half term. The production sold out prior to opening and delivered 4 performances in the Guildhall Council Chambers. The production was attended by a more diverse audience than the usual friends and family of the cast and was very well received.