#### Project Name: An Anthony Minghella Retrospective

***Project Reference: Hull2017-Jan-AMR***

Dates: 24th – 26th January 2017

Location: Middleton Hall, University of Hull

Lead Partner: Hull 2017 (signs the contract)

Key Partners: University of Hull, and Into Film

Budget: £1,600

**Project Aims:**

* To develop Hull’s film programme content
* To develop of audiences (new and existing) for Hull’s film programme
* To develop of marketing and publicity activity for film exhibition in Hull.

**Project Overview:**

Anthony Minghella, arguably the most famous alumnus of the University of Hull, was a graduate of and later a lecturer in the Drama department. Following his academic career, Minghella became a successful playwright, screenwriter 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 1997.

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, watch some of his work and read some of his scripts.

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 English Patient
* The Talented Mr Ripley
* Cold Mountain

**Audience Target:** 235

**Marketing and Audience Development Plan:**

The opening film event, An Anthony Minghella Retrospective, is hosted at the newly refurbished Middleton Hall at the University of Hull. The new building hosts an auditorium of 400 people with DCP facilities.

The new cinema facility opened in September 2016 and this event is to build the independent cinema audience within Hull University and for the local residents.

The event is the first film event of the Hull 2017 calendar and it is aimed towards an audience of students, lecturers and local residents, Anthony Minghella and film fans.

The following mediums will be used to market the event:

Regional and Local:

1. The event was mentioned in the Hull 2017 PR launch on the 21st September.
2. The event is in the Hull 2017, Made in Hull, Season Guide.
3. The event is on the Hull 2017 website with a direct link to their box office.
4. Hull 2017 will be providing social media content to their 68,000 fans and followers.
5. Press release for launch of ticket sales

Local:

1. University of Hull has the event in their seasonal print, 8,000 copies, which are distributed across the city.

2. The event will be advertised on University of Hull social media, *CultureNet* which has 4,000 fans and followers.

3. The university use email database of 1,200 people to market the event.

4. Posters or flyers printed and distributed in the local cafes/bars/library and distributed in Cottingham and Beverley week of ticket sale launch.

5. Press release written for ticket sale launch on 5th Dec and sent to regional press

6. Post-Christmas holidays target students

The event will work with Into Film, an organisation that works with secondary school children to grow the young audience for independent cinema, through film clubs and workshops which aim to inspire and engage children with film.

During this event, a group will be brought to the University of Hull to see and learn about the work of Anthony Minghella,

**Marketing contacts:**

Ben McKnight (Hull 2017)

Megan Kinsey (University of Hull)

**Payment Timeline:**

Payment 1: 80% November 2016 to contract holder.

Payment 1: 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: 23rd February 2017

**Project delivery:**

Project Manager: Liam Rich (Hull 2017)

Programming: Liam Rich (Hull 2017)

James Zborowski (University of Hull)

Programming adviser: Rhidian Davis (BFI)

**Project Deliverables**

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

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

**Date:**

**Email:**

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