#### Project Name: WOW HULL: ON SCREEN

***Project Ref: Hull2017-MAR-WOW***

Dates: 10th – 12th March

Location: Hull City Hall

Lead Partner: Hull 2017 (contract holder)

Partners: Hull 2017, The Showroom, HIC, Into Film

Budget: £21,500

WOW Hull will be a collection of talks, debates, workshops, films and performances celebrating not only women and girls but equality in all its forms. WOW Hull is inspired by the Southbank Centre’s annual WOW festival. The Hull team will work closely with Southbank and other WOW festivals across the globe to deliver a programme which is broad ranging and thought provoking but also uniquely Hull.

This high-profile film weekend provides an opportunity for young reporters to come and meet the inspiring women of the cinema. In partnership with Into Film, a selection of young women will have the opportunity to interview and talk to the talent coming to WOW Hull.

Hull 2017, The Time is Now and HIC are working with the women of Hull through steering groups to curate Hull’s Women of the World festival. This festival will have film as one of its core threads and it will use the medium of cinema to explore topics which are close to the women of Hull. During the festival, a main feature film with a discussion panel, including the director and cast, will feature in the City Hall. A pop-up cinema with café will be built in the empty shops underneath the City Hall to screen films relevant to the day’s topics, encouraging a community of women and girls to come together, watch, discuss, identify and be empowered by the medium of film.

* 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:** 50 people per screening x 8 screenings = 400

1 mains hall screening for 400 people.

**Marketing and Audience Development Plan:**

WOW Hull has been working since September 16 to engage with women, girls, men and boys across the city of Hull. In October and November a series of citywide ‘Thinkin sessions’ will take place with the aim of growing an audience for the festival. A visible online presence will continue to grow the audience in the lead up to the festival.

Target audience: WOW is a festival of equality and therefore open to everyone. However, it is reasonable to assume the audience will primarily be female.

**Marketing:**

Within the marketing and communities team at Hull 2017 we have dedicated staff who work on audience engagement, schools engagement and volunteer engagement – this has resulted in a network of local influencers who can help us to cascade information about events and participation opportunities across the 23 wards of the City.

The following mediums will be used to market the event:

National, Regional and Local:

1. The event is in the Hull 2017, Made in Hull, Season Guide.
2. The event was mentioned at the Hull 2017 press launch on 21st September
3. The event is on the Hull 2017 website. When tickets go on sale there will be a direct link to their box office.
4. Hull 2017 will be providing social media content to their 68,000 fans and followers.

Local:

4. The event will be advertised on X number of posters - TBC

5. The event will have X number of Press releases - TBC

6. The event will have X number of flyers distributed - TBC

**Marketing contacts:**

Alix Johnson (Hull 2017)

**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: 13h April 2017

**Project delivery:**

Project Manager: Henrietta Duckworth (Hull 2017)

Programming: Joan Parsons (The Showroom Sheffield)

Henrietta Duckworth (Hull 2017)

**Project Deliverables**

* Signed contract with Hull 2017
* KPIs completed
* Evaluation table completed
* Copy of marketing materials
* MoU between Hull 2017 and The Showroom
* MoU between The Showroom and HIC
* MoU between The Showroom and Into Film

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

**Date:**

**Email:**

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