**PROJECT PLAN
29.1.16

Hull 2017 Network Neighbourhood: Culture on your doorstep.**

 **PROJECT SUMMARY**Multi-art form festivals of performances touring to outer-Hull venue hubs at the heart of their neighbourhood, offering high quality, relevant, affordable and surprising cultural experiences for all the family from inspiring, entertaining, national and international artists, developing new confident and engaged audiences, creating a new network for future touring.

**BACKGROUND**Current consultation, survey data and statistics of Hull residents demonstrate that Hull consistently scores in the lowest categories on almost all UK economic indicators: deprivation, children in poverty (under 16), statutory homelessness, GCSE achieved, violent crime and long term unemployment.

Provision in the city centre in terms of cultural infrastructure is minimal for a city with a population of 250,000. The cultural offer is limited in quality, frequency diversity and relatively expensive. This is not to say that there is not excellent practice, there is and the rate of change and improvement, particularly in the city centre, in the last few years, and since the award of City of Culture, is remarkable.

Where the city centre offer is limited; the cultural offer in the neighbourhoods of Hull is almost non-existent. Large housing estates of differing eras, were developed over most decades in the 20th Century and did not provide community facilities. Housing is low-rise in the main, un-imaginative in terms of architecture while enjoying generous green space, and each estate has a small parade of shops and an estate pub. There are no community halls, venues or small squares, market areas or parks. Recent commercial development has delivered two multi-plex cinemas, bowling alleys.

It is not surprising to discover that residents in neighbourhoods around the city centre, do not engage in activities or cultural activities either locally or in the city centre.

Barriers to engagement

Ref BIT Data; Peoples’ Panel.

**OBJECTIVES**
To create four new arts venue hubs in the East, West and North of the city.
To present four festivals of multi-artform programmes of the highest quality, profile and diverse work delivered to the ‘doorstep’ of Hull neighbourhoods.
To engage and build audiences in each locality with frequency of attendance.
To develop audiences to take risks and engage in wider cultural programme in Hull city centre and beyond.
To create focal point around which communities can cohere.
To engage with local businesses for services and support
To exploit and animate facilities of venues in BSF schools.
To support local programmers develop practice and networks.
To develop new accessible network for touring professional artists and companies.
To connect teams across the venues and connect the teams into wider 2017 opportunities.

**PROGRAMMING**
ARTISTIC VISION
The presented programme will be multi-dimensional in artform and un-ashamedly populist: reflecting local interest, tastes and demographics and presenting challenging, new and unexpected experiences.

Live Performance will include theatre, dance, music, puppetry, circus, comedy – pure forms and combined .

Installation events will include animation, film, visual arts, gaming.

Exhibitions of visual art works, installations, projection may be possible in some venues.

Majority of events for will be ticketed and charged, enough indicate value, secure commitment, but at very accessible rates.

Touring companies to offer engagement and educational opportunities to accompany performances / events.

**PROGRAMMING TEAM**
The programming team will be led by the Hull 2017 Executive Producer, the NNT Programme Director working with specialist professional programmers and a team made up of the local venue managers / programmers.

(diagram to add)

The Programme Director will liaise with key organisations across the city including Hull Truck, HICP, University, Humber Mouth, Hull Dance, Jazz Festival, Head’s Up, Alan Raw / BBC Humberside Introducing.

And will integrate with core Hull 2017 programming to maximise opportunities.

Phase One: Jan / Feb 2016
Indicative Programme to be created by Programme Director, Executive Producer and Hull 2017 Programming Team.
Programme Consultation with each Venue Manager and venue team, and with local audiences in each target area.

Programming Team review consultation results and confirm programming principles for Pilot Festival.

Phase Two:
Pilot Festival in early Autumn ’16.

Phase Three:
Programming Team review Pilot Festival; programme Feb ’17 festival and forward plan.

Monthly Programming Sessions.
Revolving Location around each neighbourhood hub.

**PROGRAMME DELIVERY**
**For each local venue:**
Venue Manager & Programmer
Technical Co-ordinator
Trainee Technicians (Hull College, Uni, Apprenticships)
Marketing & PR Manager
FOH Manager & Stewards
Hull 2017 Volunteers

**Hull 2017 Core Team:**
Programme Director
Assistant Producer
Technical Co-ordinator

Project Management Resource from
Programming & Producing
Technical
Artist Liaison
Marketing & Comms inc Ticketing
Education
Volunteering

Touring Productions:
Artists
Technical Team
Marketing & PR Collateral

**AUDIENCES**Adults
Children – Early Years, 6 - 10
Families
Young People (11 – 18)
Senior Citizens

Targeting people resident in immediate local area; 20 mins walk from venue.

Targeting ethnic minority communities local to each area.

Audience / Demographic Data available:
People’s Panel: Hull as a World Class Visitor Destination – Sept 2015
Venue Audience Data. **VENUES**
Venues have been selected to offer a range of different technical spaces, to be completely accessible.

**EAST 1** **Freedom Centre**
Theatre – 300 capacity
Expressive Arts Space – leading to outdoor festival area
Café

**Sentamu BSF School**
Theatre
Amphitheatre

**EAST 2** **Malet Lambert BSF School**
Hall – 350 capacity
Drama Studio (small)
Amphitheatre; Outdoor space including courts, playing fields
Sports Hall
The ‘Forum’ courtyard space
Music Practice Rooms

East Park – across from school

 **Raine Social Club**120 capacity

**NORTH** **Kingswood School, Bransholme**
Theatre – 250 capacity (small Hull Truck)
Drama Studio (to rear of theatre)
Large Atrium
Amphitheatre

**Pub at North Point Shopping Centre**

**WEST Boulevard Academy**
Hall – 100 – 150
Sports Hall

**William Gemmell Social Club**

**Walton St Social Club**
Main Hall – up to 500
Side Venue – up to 100

**St Matthew Church Hall, Boulevard**
Hall 1 – downstairs – wooden floor – full height – 10x10m
Hall 2 – upstairs – vaulted ceiling – large – 10x 20m (no lift)

**Hymers School**
Old Gym
Theatre
Memorial Hall
Orchestra Room & Music Rooms, Recording Studio
Outside Gardens / Fields

**TECHNICAL**

**MARKETING & COMMUNICATIONS**Hull 2017 central marketing and comms team capacity available to generate and deliver marketing campaigns.

Venue specific marketing team to undertake local marketing & pr.

Central, single marketing initiative for young people programming – cross venue working group – programming co-ordination, particularly for post Hull 2017 - data share.

Project to budget for festival marketing at each local venue for each festival.

**Ticketing**
Simple, single point access through Hull 2017 ticketing system.
Low cost tickets – cross initiative pricing policy
Not free tickets, but v accessible – family ticket structures – small but significant financial commitment to be made.

**FOOD & DRINK**Bar / Café facilities to be set up and open in each venue to serve each event and managed by local team.

**TIMELINE – MILESTONES**

Bid to cover two years of festivals, from Autumn ’16 through to Summer’ 18.
ie structured to create a sustainable delivery model , ie the legacy of the project is inherent .

‘Festivals’ to focus around half terms.

Gantt Chart to detail process & milestones to be developed

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| **2016** |  |
| Jan-Feb | Venue Identification in target neighbourhoods Key Partners contacted & invited to join projectCreation of indicative programmes for testingAudience data gathering and analysis.Consultation with Venues & Audiences re Programme |
| March – May  | ACE Strategic Funding Bid – Submission – 16 MarchProgramming Team Recruitment |
| June | Programming Team Monthly Meetings Start |
| July | Venue Teams Recruitment |
| Aug | Pilot Festival Programme Confirmation |
| Sept | Hull 2017 Programme Launch – inc Pilot Festival  |
| Oct | Pilot FestivalPilot Debrief |
| Nov | Festival 1 & 2 Programme Confirmation |
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|  |  |
| **2017** |  |
| Feb | Festival 1 |
| May | Festival 2 |
| July | Festival 3 Programme Confirmation |
|  |  |
| Oct | Festival 3 |
|  |  |
| Nov | Festival 4 & 5 Programme Confirmation |
|  |  |
| **2018** |  |
| Feb | Festival 4 |
| May  | Festival 5 |
|  |  |

**DIGITAL**To explore: how can we ‘broadcast’ from Hull?

For unique live performance event from one of the venues, can we livestream the event to the other venues and / or to city centre?

**EVALUATION**To establish baseline for engagement in key neighbourhoods.
To evaluate programme over three festivals.
Can this programme be part of University research and evaluation?

Documentary of the project – make a film of the festivals.

**FUNDING**

Hull 2017 Programming Funds
ACE Strategic Touring Bid
Ticketing Income