**Hull 2017 Network Neighbourhood:
Hull 2017 core programme delivered to the doorstep of three Hull neighbourhoods.**

 **Summary
Three multi-art form festivals of performances touring to three outer-Hull venues at the heart of each neighbourhood, offering high quality, relevant, affordable and surprising cultural experiences for all the family from inspiring, entertaining, national and international artists, creating a new network for future touring.**

**Strategic Objectives**
To create three arts venues in the East, West and North of the city.
To present multi-artform programmes of the highest quality, profile and diverse work.
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 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 develop new accessible touring network with new audiences.
To connect teams across the three venues and connect into 2017 opportunities.

**Programme**
The programme will be multi-dimensional 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 form and combined .
Installation events will include animation, film, visual arts, gaming.

Touring companies offering engagement and educational opportunities to accompany performance.

**Cross Programming**
To exploit Hull 2017 programmes for complementary programming:
Music
LOGG
Hull Truck
University

To co-ordinate with 3rd Party Programming Organisations
Heads Up Festival

**Audiences**Adults
Children
Families
Young People
Senior Citizens

Focus on non arts attenders.

Review HCC data analysis for three neighbourhoods. **Venues**
To utilise BSF schools in the city with full theatre facilities as well as hall / social clubs.
Venues to have public access and be completely accessible.
Venues to offer high quality technical presentation
Venues to offer front of house areas for installations and pre/post social gathering.

EAST Andrew Marvell Secondary School

NORTH Kingswood School, Bransholme

WEST Walton St Social Club

Other options to be explored. Action to re-recce and establish relationship with venue owners.

**Marketing**Hull 2017 central marketing capacity available to generate and deliver marketing campaigns.

Venue specific marketing team to

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

**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.
 **Programming**1 x Hull 2017 Network Neighbourhood Programme Director
Consultant Programmer (China Plate, Fuel etc)
Hull 2017 Programming Team
3 x Local Programme Manager
1 x Hull 2017 Technical Co-ordinator

**Programme Delivery**
3 x Local Venue Manager
3 x Local Marketing & PR Manager
x Hull 2017 FOH Volunteers
General Back Office support from Hull 2017 Technical, Marketing & PR, Education

Touring Technical Team with the touring work

**Food & Drink**Bar / Café facilities to be set up in each venue.
Local businesses to supply.

**Programming Shape**
First Festival February
Second Festival May

Third Festival October

**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?

HD
2.12.15