Second Stage BFI application

for Transformative Film Culture Hull 2017

Version 1.1

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Film Hub North

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# Introduction

Hull was announced the winner of the UK City of Culture 2017 in 2013. This award is given to a city every four years that demonstrates believes belief in the transformational power of Culture. To deliver the programme Hull City Council have set up Hull UK City of Culture 2017 as an independent company and charitable trust.

In line with the BFI Film Forever Strategy, this Transformative Film Culture for Hull 2017 proposal is building towards the priority actions that will see Film flourish in Hull.

As Fleming states in his report:

Film is an incredibly powerful medium – for story-telling, personal and collective expression. It also presents ways to connect communities – from the local to the global.

# 1. Executive Summary

## 1.1 An overview of Hull

Since the heavy bombing of Hull in World War Two, and the dramatic decline of the fishing industry, Hull has struggled both economically and culturally. It has for years carried a reputation of being one of the worst places to live1 and it has one of the lowest wages in the UK2 and unlike its northern counterparts, Sheffield, Leeds, Manchester and Newcastle, who have grown and established themselves economically and culturally within the country, Hull has struggled to develop.

Despite Hulls negative national reputation, there are many positive elements to the city. The University of Hull, founded in 1927, has had an excellent reputation over the decades. The University of Hull enrols over 16,000 students a year, and in 2012 it was voted the friendliest university in Britain3.

Hull has a large port, Queen Elizabeth Docks, which services both cargo and passenger ferries run by P&O Ferries. Daily runs to Rotterdam and Zeebrugge, and regular journeys to Helsinki, Hamina and Rauma operated by Finnlines, welcome over 1 million visitors4 into East Yorkshire a year.

Hull is situated on the east coast of North England, north of the river Humber, and borders the more affluent county the East Riding of Yorkshire. Hull is in the county of East Yorkshire, which attracts many visitors each year and has been voted as one of the best places to visit5.

Many residents of the East Riding county work in Hull and travel to and from the city centre on a daily basis. Hull is well linked with railway routes heading both north of the city, linking Hull with Scarborough, and west of the city, linking Hull with York, Doncaster, Leeds and the rest of the UK.

In the year 2000 direct trains between Beverley and London (via Hull) were established under the brand Hull Trains. Hull also has adequate road links with the A63 which brings cars into the centre of the city. The A63 links Hull to Lincolnshire via the Humber Bridge and Liverpool/Manchester/Leeds through the M62 motorway, providing people with easy access to the city.

The city is made up of 23 wards, which include a disproportionate share of low-income, poorly qualified, unemployed and economically inactive residents2. The city has been noted for its high number of un-educated people with 12.1% of working age residents having no qualifications2 which is still higher that the national average, but significantly lower than 2005, when 24.6% of residents had no qualifications.

The figures from 2014-2015 demonstrated that only 64.2% of working age residents are in employment which is 9% lower than the national average. Of this employment 28.4% are employed on low level occupations: i.e. process, machinery, therefore the average income per household is significantly lower than the national average2.

1. Rosin O’Connor, Independent, accessed 25th July 2016, http://www.independent.co.uk/news/uk/top-10-worst-places-to-live-in-the-uk-a6704046.html
2. Appendix I: Hull: An Overview, Business Intelligence Team, November 2015
3. Hull Daily Mail, 2011, accessed 25th July 2016, <http://www.hulldailymail.co.uk/hull-voted-friendliest-university-britain/story-13312744-detail/story.html>
4. Associated British Ports, accessed 26th July 2016, <http://www.abports.co.uk/Our_Locations/Humber/Hull/More_about_Hull/>
5. BBC News, 29 October 2013, accessed 26th July 2016 <http://www.bbc.co.uk/news/uk-england-24713858>

Hull’s demographic is unusual in the fact that it has high proportion of 0-4 year olds and 20 – 24 year olds living in the city and the largest population group is 20-29 year olds, yet there is a significant lower number of 35-44 year olds. 10% of Hull’s population belongs to black and minority ethnic, which is half the national average. But since 2001 Hull’s Polish community has grown 84 fold to over 4,000 people2.

Hull has four mainstream cinemas, Cineworld, Reel, Odeon and Vue, with over 30 screens between them. Currently none of them make room for independent world and art-house cinema content. The only deviation from main stream releases is a monthly event at Cineworld, WeWatchFilms, which curated by Paul Terry, a board member of Hull Independent Cinema.

Hull Independent Cinema is the main provider of independent cinema in Hull. It is a voluntary organisation that provides weekly or biweekly screenings of the latest independent cinema releases. Currently HIC use four venues across Hull: Hull Truck, which has DCP and satellite technology; Fruit, Union Mash Up and Trinity House Theatre, and from September 2016 there will be the new venue Middleton Hall, which also features DCP technology.

## 1.2 Research

The award of City of Culture has provided an opportunity for research into the City of Hull to be undertaken and, The BFI Film Strategy and Hull 2017 commissioned Tom Fleming to conduct research into the film culture of Hull, from which the report *A Film Strategy for Hull6*was written.

In the report, Fleming has suggested some Priorities Actions6 for Hull to take in order to build a strong and sustainable film culture in Hull. These Priority Actions cannot be achieved within the year of 2017, and therefore this pdf has been shaped on the steps and actions that need to take place in order to achieve the Priority Action. For the presentation of film, Flemings key steps are:

1. **Three-year community film-watching programme:** an unparalleled programme of screenings across the city, co-created with the community sector, targeting areas of low cultural participation and exhibition in ‘unusual’ locations (from floating cinema to the imaginative re-use of retail and industrial spaces).
2. **Festival Capacity-building:** …grow Hull Film Festival; and encourage film across Freedom and other major events.
3. **Digital R&D Programme for film distribution.** This will explore opportunities for cross-platform exhibition across Hull – to grow active local audiences through new and emergent technologies.
4. **Rank Heritage Programme** – a high profile celebration of the contribution of J. Arthur Rank to global film culture.
5. Appendix I. *Hull: An Overview*, Business Intelligence Team, November 2015
6. Associated British Ports, accessed 26th July 2016, <http://www.abports.co.uk/Our_Locations/Humber/Hull/More_about_Hull/>
7. BBC News, 29 October 2013, accessed 26th July 2016 <http://www.bbc.co.uk/news/uk-england-24713858>
8. Fleming, T. January 2015, *A Film Strategy for Hull – Towards a Programme Framework for Hull, UK City of Culture 2017*.
9. Appendix II. Yates. L. 2015, *Programming Poker Research*, Hull 2017 Team
10. **Film Search Hull** – a deeply engaged programme to unlock film content from across the city.

Flemings five key steps have been used to shape the film programme for 2017.

As indicated by point one of the Fleming report there are communities of Hull which have very low cultural engagement and to help address this, Hull 2017, set up a community touring brand *Back to Ours.*

Qualitative research was undertaken by the Hull 2017 team in the form of Programming Poker7. The research was conducted in three areas of Hull: Bransholme, East Hull and West Hull.

The research demonstrated that the people of Hull would like to see more happen in their local area with 83% stating that they would attend a show in their local community venue, whereas only 68% of people would travel to the city centre to see a show.

Research indicated that the communities would like local family film clubs. They would also like films to be presented in interesting ways7.

As indicated in section 1.2, An overview of Hull, the average income in Hull is lower than the national average, and this low income contributed heavily to the outcome of the Programming Poker research. The cost of a ticket is high priority, with many participants stating £5 to be the optimum price and a family ticket to be available on all activities7.

## 1.3 Hull 2017

Hull 2017 has been set up to produce 365 days of transformative culture in 2017 through a range of high profile events and projects. After the Olympics and Paralympics, Commonwealth Games, and the Tour de France in Yorkshire, this will be the biggest, most high profile event the UK will be staging over the next few years. It will be a celebration of Hull’s rich history and its future, and will position Hull as the UK host city of cultural activity and debate through 2017.

Hull 2017 aims to increase total audience (attenders and participators) for Hull’s art and heritage offer by 25% by March 2018 aligning directly with Film Hub North’s ambitions to increase audience access to a broader film programme.

The independent film provision in the city is currently delivered by the voluntary organisation Hull Independent Cinema (HIC), which was established in 2012 after the dissolution of Hull Screen. HIC is a combination three independent cinema groups Cult Cinema, We Watch Films Monday, and Friends of Hull Screen, and they are currently delivering a strong programme of new releases in independent, world and art film screenings to the city. HIC have been identified as the strongest organisation to build the independent film culture with, and they will be working with partners from across the UK to strengthen their operating and programming experience.

As well as the regular programme of film that HIC deliver, the Transformative Film Culture Hull 2017 programme will deliver immersive cinema experiences, cinema in unusual locations, film events, talks and Q&A’s to cultivate the audience for independent film in Hull.

7. Appendix II. Yates. L. 2015, *Programming Poker Research*, Hull 2017 Team

Transformative Film Culture Hull 2017 aims to take advantage of the opportunity that the City of Culture year presents, to deliver a diverse programme that enables HIC to gain in- depth programming and operating experience and gather evidence to prove the case for permanent, formalised film provision beyond 2017. By putting HIC development at the heart of the activity it will ensure that they build relationships with partners, build a strong audience and develop skills and organisational capacity that will take them through 2017 and onwards.

## 1.4 Project Objectives

* Sustain HIC’s ongoing film programme
* Enrich a wider film programme with Hull 2017’s access to talent and broader programme plans
* Ensure film benefits from Hull 2017’s press and publicity campaign
* Widen the film choice beyond current provision
* Increase access to film viewing opportunities across the city
* Audiences feel invested in film programming for the city
* Audiences can identify their own stories represented in the film programme
* Diverse, target audiences across Hull are identified and targeted through specific programmes and events
* Strengthen the FHN network through programming collaboration and supporting HIC
* The project benefits from key FHN members’ expertise
* Increase the capacity of Hull Independent Cinema (HIC)
* Develop the industry expertise of HIC
* Provide fundraising and development expertise for HIC
* BFI Curatorial programme makes a key contribution to the wider film programme
* Profile Hull 2017 film plans at This Way Up 16 in Glasgow to raise industry awareness and introduce Hull 2017 themes
* Host This Way Up 17 bringing the exhibition industry to Hull and increasing access to Hull 2017 programme
* Sharing learning from project at This Way Up 17 to benefit the exhibition industry and build connections with Hull’s burgeoning sector
* Assess feasibility of locations for possible independent film venues in the future
* Learn more about audience demand and preferences for film screening activity
* Collate evidence for audience demand for film screening activity
* Audiences level of expectation regarding film provision in Hull is raised
* BFI and FHN support and ambitions for Hull 2017 are recognized and understood
* A fundraising plan for HIC is developed

HIC, in partnership with Hull 2017 have begun developing a programme of film seasons and events in collaboration with key exhibitors based in the FHN region. FHN have encouraged HIC to work with Sensoria, Sheffield Doc/Fest, Live Cinema UK, Leeds Film and Berwick Film and Media Arts Festival to bring a range of audience development, programming and event management expertise to the project. The partner exhibitors also have a level of brand awareness that will attract Hull audiences to their activity.

In response to the Hull 2017 themes HIC, FHN and Hull 2017 will offer several programme commissions forming an integral part of the City of Culture programme. These commissions will respond to Hull 2017’s themes, develop HIC’s programming offer and BFI Curatorial priorities such as BFI Fantasy and Britain on Film Coastal.

# 2. Activity Plan

## 2.1 Hull Independent Cinema

*Regular screenings and new partnerships*

### Current activity

From January 2016 to June 2016, HIC have presented 39 art-house and world films in four venues across Hull. Films recently screened include: *13 Minutes, The Wolfpack, Tangerines, The Diary of a Teenage Girl, Dope, Nina Forever, Love &amp; Mercy, Love, Suffragette, The Lobster, and Son of Saul.* This programme attracted an average audience size of 55 and the audience numbers ranged from a low of 10 to a high of 125, which is significant growth from their inauguration in 2014 which only saw an audience high of 67.

HIC are building a strong core audience and reputation in Hull for delivering independent cinema. In June 2016, for the first time, HIC produced a week-long season of themed retrospective films, with four Hitchcock films, all introduced by academics from Hull University, which concluded with a screening of the new Hitchcock / Truffaut documentary. The season was well-received by those who attended.

*Hull Film Festival (HFF)*

2016 was the 3rd Hull Film Festival and the festival has grown from strength to strength. In 2012 HIC presented five films to a total audience of 195. In 2016, HIC curated a programme of thirteen films over six days to a total audience of 817 people. This programme included a Director’s Q&A after the screening of *Chicken (2015)*, a premier screening of the short film *The Bagpipe Maker’s Baby (2016)* which wasfollowed by a Q&A with the director and star of the film, and Japanese anime *When Marine was there (2014)*.

### 2017 Activity and New Partners

Throughout 2017 Hull Independent Cinema will continue to bring the latest art-house, world, independent cinema to Hull through their regular programme. The following partnerships are on top of HIC’s current activity, and they have been developed to expand and diversify the independent cinema offering in Hull.

#### Back to Ours: Cinematic Experience

Back to Ours, brand under the Hull 2017 banner, is touring cultural events to three areas in Hull: Bransholme, East Hull and West Hull during the school half-terms. HIC are working with Leeds International Film Festival, Sensoria and Live Cinema UK to bring an accessible, family orientated programme of film into the heart of Hull’s communities.

#### Hullensian’s Presents

In partnership with Doc/Fest, Yorkshire Archive and Britain on Film, HIC will bring archive material of Hull back to life. Presenting the old Mitchel and Kenyan with live accompaniment and working with local celebrities to introduce and present the films.

#### WOW Hull: On Screen

Working with The Time is Now and Women of the World Hull team to incorporate film into the Women of the World festival.

#### Doc n Roll Festival

A new partnership with Doc ‘n Roll Festival to bring the best music documentaries to Hull.

#### Hull Film Festival with the Floating Cinema

HIC, Up Projects and Artlink will be working in partnership to bring the Floating cinema to Hull from Sheffield. Using the Floating Cinema to hold events and to celebrate Arthur J Rank’s contribution to cinema.

#### Hull Short Film Festival

Continuing the relationships with Leeds International Film Festival, HIC will present an array of short films during Hull Film Festival.

#### Docs on the Docks

Working with Doc/Fest to present documentaries at the Stage @the Docks at Hull’s newly built CD4I centre.

#### Hull Scream with Live Cinema UK

Halloween is a significant season in Hull’s calendar and HIC are working with Live Cinema UK to present an immersive cinema experience for adults at Halloween.

#### Hull Noir

In 2017 the famous Islandic writer’s festival, Iceland Noir is coming to Hull in November and HIC are working with the writers behind the festival to present an excellent season of crime films.

#### Substance

XXXX NEED INFO

### 2.2 Year Long Additional Programming

#### LIFF in Hull

Dates: Monthly from January - December

Locations: Fruit, Hull Truck, Middleton Hall, Trinity House Theatre, Union Mash Up

Partners: Leeds International Film Festival and HIC,

Leeds International Film Festival 2016 will be bringing a wide range of art-house and foreign films which do not have UK distributors. HIC have a strong core audience who are seeking a wider selection of independent cinema in Hull. On top of their regular weekly screenings, HIC are selecting the best non-UK distributed films from Leeds International Film Festival 2016 and presenting them in Hull.

#### Monthly Programme at Middleton Hall

Dates: Bi - Monthly and more from January - December

Locations: Middleton Hall

Partners: University of Hull and HIC,

HIC are working in partnerships with Middleton Hall to present art- house, world and independent cinema on a regular basis at the University of Hull. Middleton Hall, due to open September 2016, has been newly refurbished and hosts a 400 capacity auditorium, a large café area and DCP technology.

#### Hull Short Film City

Dates: Monthly from January - December

Locations: Fruit, Hull Truck, Middleton Hall, Trinity House Theatre, Union Mash Up

Partners: Leeds International Film Festival and HIC

During 2015 – 2016, Hull Independent Cinema has partnered with Leeds International Film Festival and created Hull Short Film City which was a monthly screening of short films. The short film programme was greatly received, but the funding from Leeds International Film Festival ended so in order to continue screening short films, HIC have reduced the events to 4 times a year, rather that 12 times a year to make it financially viable.

To continue building the audience for short films, HIC have been screening shorts before their feature film and so therefore from January 2017, Hull Short Film City will return to its monthly slot for the year.

## 2.3 Made in Hull

*A celebration of Hull’s culture and heritage.*

### 2.31 January

#### An Anthony Minghella Retrospective

Dates: 24th – 26th January

Location: Middleton Hall, University of Hull

Partnership: University of Hull, BFI and HIC

Anthony Minghella, arguably the most famous alumni of University of Hull, studied at the University of Hull, became a lecturer of performing arts at the university and subsequently became a very successful scriptwriter and director. His accomplishments include writing for the BBC and Jim Henderson’s *The Storyteller*. Directing Madame Butterfly and going on to become an academy and Oscar award winning director for The English Patient (1996).

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 brought back to life.

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 movies and discussion with his former colleagues. The event will include the presentation of:

* The Talented Mr Ripley
* Cold Mountain
* The English Patient
* Truly, Madly, Deeply
* Madame Butterfly

#### Virtual Reality Cinema

Dates: 28th January

Location: Bransholme

Partners: Doc/Fest, Hull 2017, VISR

In partnership with VISR, a Hull-based virtual reality technology film, Doc/Fest will bring a mass participation event in which a large audience watch a VR project as part of a communal experience. The audience will download the VR experience via an app on their smart phone (extra phone’s will be provided) and they will be provided with cardboard headsets to enter into the Virtual Reality world of Cinema. Celebrating Hull’s technology and bringing something uniquely Hull alive.

### 2.32 February

#### Mind on the Run: The Basil Kirchin Story

Dates: 17th – 19th February

Location: Hull City Hall

Partners: Serious, J-Night, Nova Studios and the School of Arts of the University of Hull

HIC and Live Cinema UK

Celebrating Basil Kirchin - the forgotten genius of post-war British music, and a founding father of ambient sound.

Kirchin’s roller-coaster of a life stretched from the days in the 40s and 50s when British dance music mutated into rock’n’roll, through a headlong succession of film scores and pop songwriting, before retreating to Hull, where he created sonic landscapes that challenge convention and fire the imagination.

This weekend will explore the legacy and inspiration of Kirchin’s world in immersive weekend that includes a rare concert from Jerry Dammers’ Spatial AKA Orchestra, contributions from St. Etienne’s Bob Stanley, the BBC Concert Orchestra, Evan Parker, and a range of individual creative spirits from Steve Cobby to David Toop.

This weekend will conclude with an extraordinary presentation of **The abominal Dr Phibes,** which will be accompanied by Alexander Hawkins, who will be playing the original score by Basil Kirchin on the organ.

#### Back to Ours: Cinematic Experience

Dates: 17th – 27th February

Locations: Archbishop Sentamu, East Hull

Hymers College, West Hull

Kingswood Academy, Bransholme

Partners: Hull 2017, Archbishop Sentamu, Hymers College, Kingswood Academy, HIC, Leeds Film

The producers of Leeds Film have over 15 years’ experience engaging new audiences and building a strong independent cinema following in Leeds.

Leeds Film are working in partnership with HIC, the venues and Hull 2017 to curate an accessible, high-profile, one-day film event which will tour the three locations in Hull. The programme will begin with family friendly screenings, present teenage content early evening and adult only films for the closing film to encourage all ages to engage with independent cinema.

To continue celebrating all things *Made in Hull,* a short film from a Hull film maker will be screened before each feature film, sharing the talents of excellent short makers like Rocket Boy Roger (2003). LIFF and HIC will be designing an enticing film programme with links to Hull, like Road Games (2015) whose musical score was director by Daniel Elms of Hull.

Each event will be presented in the local school, encouraging audiences to experience their local school in a new way. The school will offer themed food and drink, hands-on activities, and offer a communal space for communities to meet, thus building communities and a sense of place.

#### Hull on Screen: Mitchell and Kenyan screening

Dates: 24th February

Location: Middleton Hall, Hull Truck, Fruit

Partners: Doc/Fest, Yorkshire Film Archive, Britain on Film, HIC

Hull has a great historic past, it used to be one of the most important ports in Britain for trade and fishing. Looking back at Hull through the eyes of Mitchell and Kenyan, this old footage will be revived and presented with a live accompaniment. As part of this presentation of historic footage, Roger McGough will be invited to write and read a poem inspired by the footage as an introduction to the screening.

#### The Alternative Oscar Season

Dates: February

Location: Middleton Hall

Partners: University of Hull and HIC

In protest of the Hollywood film heavy Oscar night of 2017, the University of Hull and HIC are presenting an alternative Oscar’s season of films which will celebrate exceptional independent cinema. This season will present the award winning independent cinema of 2016 and include a selection of films from the 2016 BFI Blockbuster season *Black Star*.

### 2.33 March

#### HIC Additional Programme

Dates: March

Location: Middleton Hall, Hull Truck, Fruit, Trinity House Theatre.

Partners: The Time is Now, Hull 2017 and HIC

On the lead up to WOW Hull, The Time is Now and HIC are presenting a selection of powerful films that question female equality, identity and challenge the issues that face women today. This programme will be additional to the weekly screenings of HICs programme and it will reflect the themes of the WOW Hull festival and build up to the WOW Hull Festival through the partnership with Hull 2017 WOW Hull curatorial team.

#### WOW Hull: On Screen

Dates: 10th – 12th March

Location: Hull City Hall

Partners: Hull 2017, The Time is Now, Creative Europe Desk, HIC

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.

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.

#### Ziggy Stardust and spiders from Mars

Dates: 18th March

Location: Fruit

Partners: Sensoria, HIC, Hull 2017

Senoria and HIC are taking audiences on a journey through the cosmos to Mars to explore the legacy of Mick Ronson’s life, his musical contribution and influence on some of the most prominent music heroes of the 70’s. This event will celebrate a Hull born legend through film with a double bill: The Sacred Triangle, Ziggy Stardust and Spiders from Mars, and a discussion in the unique space of Fruit, one of Hull’s cultural venues.

#### City of Cinema

Dates: 24th – 26th March

Location: Middleton Hall

Partners: University of Hull, HIC, Creator College, Hull & Humber Film-makers Forum

This three-day event will celebrate Hull and East Yorkshire’s place in British film and television culture. It is designed to appeal to aspiring film- and television-makers. members of the public in the city/region and scholars of British film and television.

The event will feature a blend of screenings, Q&As with industry professionals, roundtables with local filmmakers and exhibitors, and presentations by film and television scholars.

Three film producers with a Hull connection have been invited to attend the event: Jeremy Thomas, producer of films including *High Rise* and *Sexy Beast*, and son/nephew to the Thomas brothers, famous 20th-century film directors from Hull; Tracey Seaward, long-time collaborator with prolific and successful director Stephen Frears; and Chris Hees, BAFTA-winning and Oscar-nominated animator.

## 2.4 Routes and Roots

*An exploration of Hull’s connection and its place in the networked, globalised and digital world. A season of international flavour, new partnerships and collaborations.*

### 2.41 April

#### Film on a Ferry

Dates: 15th – 16th April

Location: Ferry traveling Hull to Rotterdam

Partners: P&O Ferries, Live Cinema UK, HIC, Berwick-upon-Tweed Arts Festival.

Since 1965, there has been a ferry service between Hull and Rotterdam, and 52 years later this international connection is still going strong. Over the course of the 48-hour round trip to Rotterdam, Film will take over the ferry. The ferry will host a curated programme which bring together the two countries film heritage in one big celebration. Guests will be invited to take part in immersive film experiences, watch award-winning films, and celebrate this international connection.

#### Doc ‘n Roll Film Festival comes to Hull

Dates: 27th – 30th April

Location: Fruit

Partner: Doc ‘n Roll Film Festival and HIC

The beginning of a new relationship. Doc ‘n Roll Film Festival established itself in 2014 to celebrate the subculture of music and their cinematic expressions. Music runs through Hulls roots, from Mick Ronson to Beautiful South to The Neat. The New Adelphi Club (est. 1984) is the longest standing alternative music venue in the city, presenting Pulp on numerous occasions before they became international super stars.

Hull has a thriving alternative music scene: electronic, indie, break-beat, jazz, and classical, demonstrating great appreciation for music in all its forms. This new partnership between Doc ‘n Roll Film Festival and Hull Independent Cinema will present a wide range of music documentaries, show love to the left-o-field music titles and watch them LOUD-ly (as they are supposed to be watched) in music venues across Hull.

### 2.42 May

#### Britain on Film: Coastal Launch

Dates: November

Location: Hull Maritime Museum

Partners: Independent Cinema Office and HIC

The Independent Cinema office (ICO) are working with Britain on Film to curate a programme of 6 -10 films from the archives of Britain focusing on the Coast. As an island our coast has always played a large part in our society, economically, culturally and socially.

This programme will tour the UK, and the opening night will be taking place in both Hull and Devon’s Maritime Museums through satellite technology. The two places are intrinsically linked with their maritime history and their position in the country, they are gates to the world.

Britain on Film: Coastal will begin its journey coast to coast.

#### Back to Ours: Jaws Attacks Hull

Dates: 26th May – 5th June

Location: East Park

Partner: Hull 2017, Live Cinema UK, Alamo Drafthouse, Hull Cultural and Leisure and HIC

Hull sits cusp of the River Humber, dependent on the tidal barrier to keep it safe, bound by the routes of the seas, rooted in maritime history, an entrance to the world. Working in partnership with Back to Ours, Live Cinema UK, Alamo Drafthouse, HIC and Hull Cultural and Leisure, East Park’s lake will be used like it has never been used before.

For one weekend the people of Hull will be submerged into a cinematic experience that they will never forget.

A programme of water themed films, including the 1970’s classic Jaws, will be presented on a large outdoor screen, surrounded by a landscape of pop-up shops, giant games, characters from the films, freshly made food, and locally brewed drink. Audience members are invited to step inside a boat, be cast out to ‘sea’, and watch jaw dropping adventures.

#### Back to Ours: Cinematic Experience

Dates: 26th May – 5th June

Location: Archbishop Sentamu, East Hull

Hymers College, West Hull

Kingswood Academy, Bransholme

Partners: Hull 2017, Archbishop Sentamu, Hymers College, Kingswood Academy, HIC, Leeds Film

Leeds Film are working in partnership with HIC for a second season to present an accessible, high-profile, one-day film event to the three locations in Hull, building on the first season in February half-term.

The programme will look at the theme *Roots and Routes*, focusing on the migration of children and families. Many children and families move across the world and live in many different countries, and these stories are relevant to the families of Hull, identifying with the films through their own experiences and the experiences of their friends and neighbours. The event will begin with family friendly screenings, present teenage content early evening and adult only films for the closing film to encourage all ages to engage with independent cinema.

The event will follow the same trend as the first season in February and it will be presented in the local school, developing the audience relationships with their local school. The school will offer themed food and drink, hands-on activities, and offer a communal space for communities to meet, thus building communities and a sense of place.

### 2.43 June

#### BP Big Screen: The Royal Ballet in the Dream

Dates: 7th June

Location: Stage @ the Dock

Partner: Hull 2017, BP,

The BP Big Screen is coming to the new built outdoor auditorium of C4DI at the old fruit market of Hull. The auditorium is perfectly place where the River Hull meets the River Humber and is overlooked by The Deep.

This free outdoor event will bring people from all over the UK to Hull’s estuary for the first film screening in Stage @ the Dock.

#### Where are we Now?

Dates: 10th – 11th June

Location: Multiple locations across Hull

Partner: Neu! Reekie!, Hull 2017, guest curator

Now entering their 6th year of programming, Neu! Reekie! is a writers, musicians & artists collective, DIY record label and indie publishing house.  They showcase a unique fusion of spoken word, animation, film and music and they are coming to Hull to produce the festival: Where are we Now?

Four countries, Scotland, England, Wales and Northern Ireland, each with their unique identities and counter cultures, make up the United Kingdom and the country is in a state of political flux.

Where are we Now? will feel and reflect the pulse of the counter cultures through film. Inviting two guest curators to produce an interactive film programme which looks at the UK’s counter culture, opening minds and generating discussions.

#### Doc/Fest Satellite Screening at HIC

Dates: 7th – 14th June

Location: Hull Truck

Partners: Doc/Fest, Hull Truck, HIC

Hull is connected to Sheffield by roads, rails and waterways, but these physical routes are no longer needed as satellite provides a route for the cinematic future.

In 2016 Doc/Fest presented the UK premier of *Where to Invade Next* (2015) followed by a Q&A with director Michael Moore to 116 cinemas across the country using satellite technology… what will 2017 bring? Doc/Fest and HIC are working together to bring something really special to the screens of Hull.

#### Hull Film Festival (HFF) and Hull Short Film

Dates: 29th June – 9th July

Location: Stage @the Dock

Partners: HIC, LIFF, Up Projects, Artlink, Berwick-upon-Tweed Film & Media Arts Festival

2017 will be the 4th Film Festival in Hull and since its inauguration in 2014 and this young festival has quickly become a firm favourite in the Hull’s calendar. This year the HIC team will be working with Leeds International Film Festival to bring an excellent array of short films to the city and continue Hull Short Film.

HIC are working with Berwick-upon-Tweed Film & Media Arts Festival to deliver a programme of feature and short films which celebrate the 55-year oceanic relationship with Rotterdam. IFFR in its 46th year and HFF in its 4th, decades apart, hundreds of miles apart, but both have a passion for showing carefully hand-picked selection new work from all over the world, and this year some of the best IFFR will be coming to HFF thanks to Berwick-upon-Tweeds Film and Media Arts Festival long standing relationship.

#### The Floating Cinema (part of HFF)

Dates: 1st June – 9th July

Location: Sheffield – River of Hull

Partners: Up Projects, Artlink, HIC, Hull 2017

Hull and Sheffield have a long history of trading and this trading route began on the canal’s, waterways, and rivers that took cargo and people, to and from UK. The Floating Cinema is travelling this historical route, and they are bringing people and film along for the journey.

The canal boat can hold intimate screenings for just 20 people and this is a great setting to show Arthur J Rank’s short films: *Look at Life*. Artlink, a community arts organisation in Hull, are commissioning 6 artists to play homage to *Look at Life* and recreate them.

The original shorts were played before features and this is how we are going to present them again. Working with HIC and Up Projects a diverse programme will be screened throughout the Floating Cinema’s journey and in locations in Hull. It will play homage to Arthur J Rank, it will host intimate screenings as well as some large scale family friendly interactive events. And as part of Hull Film Festival, HIC and Up Projects are planning a retrospective with live accompaniment from the top of the Floating Cinema as the finale to their festival.

## 2.5 Freedom

Hull: a place that seems to inspire rebellion and freedom of thought, not bound by the conventions of others, a place of pioneers.

### 2.51 July

#### BP Big Screens: The Royal Opera in La Traviata and Turandot

Dates: 4th and 14th July

Location: Stage @ the Docks

Partners: BP and Hull 2017

The BP Big Screen is back to the newly built outdoor auditorium of C4DI at the old fruit market of Hull for two more summer screenings.

This free outdoor event will bring people from all over the UK to Hull’s estuary for another two afternoons of satellite performances on the Stage @ the Dock.

#### Docs on the Docks (part of HFF)

Dates: 9th July

Location: Stage @ the Dock

Partners: Doc/Fest, HIC

Hull’s rich maritime heritage is reflected throughout Hull, from the fish trail to the iconic The Deep and Docs on the Docks, part of Hull Film Festival, is presenting a specially curated selection of 3-4 documentary’s which depict trawling and port life on screen, from Drifters (1929) to Leviathan (2012) and Flotel Europa (2015).

As well as Hull’s maritime heritage, Hull played a pivotal role in emancipation, and Doc/Fest will be bringing touring 3-4 of the best documentaries from the Doc/Fest 2017 programme (confirmed March 2017), looking at themes of freedom of speech and censorship.

Throughout the day, the Mitchel and Kenyan footage will make a second debut on the screen in Hull, taking the footage outside for all to see. A celebration of what has been and a reminder of how far Hull has come, an inspiration for the things to come.

#### Tea Break Short Film Festival (part of HFF)

Dates: 8th July

Location: Stage @ the Docks

Partners: Creator College and HIC

Tea Break Film Festival celebrates short films which are refreshing and restful, engaged and drifting. From the ancient Japanese tea ceremony to the British tea-cosy, the tea break is a time for reflection or chat. A time to be interested or switch off. A time to relax and focus.

TBFF puts out an international call for short films and includes all types and genres - documentary, experimental, fine art, corporate, animation, music, narrative fiction, promotions and all the genres and sub-genres. The shorts are hand selected by a panel and are automatically entered into a competition which is voted for by the audience. The winner receives *La Grande Théière - The Big Teapot.*

The shorts are assimilated into 20 minute presentations because this is the official UK tea-break as defined by the Department of Trade and Industry. Tea Break believes: The shorter the better, because it fits well with a cup of tea.

Tea Break is all about perfect timing, it is the perfect situation: you were just thinking about making a cup of tea and one turns up - amazing. Served with a cup of tea and a biscuit, the selection of shorts will pop-up at The Stage @ The Dock, pop up around town on a tiny cinema for two, and pop-up on screens around Hull.

#### LGBT 50

Dates: TBC

Location:

Partners: Scottish Queer Festival,

### 2.52 August

#### BFI Blockbuster: Fantasy

Dates: TBC

Location: Hull City Centre

Partners: Secret Cinema, Live Cinema UK, Hull 2017

The opening event of the BFI Blockbuster 2017 is coming to Hull. Launching the fantasy season with an immersive experience into the 1986 cult classic Labyrinth. We will be taking audiences through the strange and mystical maze of eye tricking never ending walls and talking hands, and chattering rock faces, strange characters. Who will make it to the Castle? Only those who can solve the riddles and navigate the labyrinth.

### 2.53 September

#### Film at Freedom Festival: The Bomb

Dates: 2nd & 3rd September

Location: Main Stage at Freedom Festival

Partners: Live Cinema UK, Freedom Festival

Freedom Festival is all about creating something new and different, changing public space. Live Cinema UK and Freedom Festival are working together to bring *The Bomb* to Hull.

During the season of Freedom, the city is discussing and reflecting on the abolition of war, what would it take to make it happen? We now question: how far off from a post-apocalyptic reality are we? Using live cinema, audiences will be taken to see just how close that reality is.

*The Bomb* is a groundbreaking multimedia installation that immerses you in the strange, compelling, and unsettling reality of nuclear weapons.

The 55-minute film will be projected 360 degrees on massive floor to ceiling screens that surround the audience, as The Acid performs a live score in the center of the space.

The bomb exists at the intersection of art, politics, and technology.

#### Freedom of Art

Dates: September

Location: Middleton Hall

Partners: University of Hull

What does the freedom of Art really mean? COUM Transmission stretched the rules of art in the 1970's but have we progressed any further? University of Hull, in reflection of the art installations and performances around the city, are curating a selection of films which look at the freedom of art.

## 2.6 Tell the World

*Looking to the future, exploring what’s next. Our sense of independence, our individuality, integrity and sense of humour.*

### 2.61 October

#### Back to Ours: Cinematic Experience

Dates: 28th Oct – 5th Nov

Location: Archbishop Sentamu, East Hull

Hymers College, West Hull

Kingswood Academy, Bransholme

Partners: Hull 2017, Archbishop Sentamu, Hymers College, Kingswood Academy, HIC, Sensoria

This is the third of four accessible, high-profile, one-day film event which will tour the three locations in Hull. The programme, programmed by Sensoria, will begin with family friendly screenings, present teenage content early evening and adult only films for the closing film to encourage all ages to engage with independent cinema

Presented in the local school, the third film tour will continue to develop the audiences’ relationship with their local school, and develop the way they perceive their neighbourhood. The school will offer themed food and drink and offer a communal space to meet, thus building communities and a sense of place.

Tell the world link?

#### New Live Cinema Europe Screening

Dates: October

Location: Unique location in Hull

Partners: Live Cinema UK, Film Festivals: Motovun, Wroclaw and Reykjavik, Hull 2017, King’s College London and the University of Brighton, Creative Europe

Three European film festival partners (Motovun, Wroclaw and Reykjavik), plus Hull 2017 UK City of Culture, will work with Live Cinema UK, King’s College London and the University of Brighton over a 1-year period in the area of live cinema.

They are working together to over 3 seminars/workshops in host countries to establish the current scope for live cinema events in that country with visiting experts from the UK, to inspire programming ideas and cross-country learning.

From these workshops and partnerships, from working with expertise, and taking inspiration from European films and their festivals, up to 4 new live cinema events will be commissioned and one of these events will presented in Hull.

#### Abolition of War Season

Dates: October

Location: Middleton Hall, Hull Truck, Fruit,

Partners: HIC, University of Hull

The whole of Hull’s city centre will become an exhibition on the theme of the abolition of war!

The University of Hull and Hull Independent Cinema are curating their extra programming over the month of October around the discussion point: the abolition of War.

#### Hull Scream

Dates: 31st October

Location: Unique venue in Hull

Partners: HIC and Live Cinema UK

Halloween is a significant season in Hull’s calendar, it is preceded by Hull Fair, Europe’s largest traveling fair. As the autumn nights draw in, the smell of toffee apples leaves the air, and as the harr sweeps in from the River Humber, the people of hull carve their pumpkins and get into spirit of the season.

HIC are working with Live Cinema UK to present a scary, immersive cinema experience for films lovers all over the city. Audiences will find themselves living the nightmare, as they watch classic horror cinema.

### 2.62 November

#### Hull Noir

Dates: November

Location: Hull Truck, Middleton Hall,

Partners: Hull Noir and HIC

Leading up to the crime writing festival of the year, *Hull Noir*, HIC are presenting a range of exceptional crime films, focusing on the unsung hero of hull, Ted Lewis. The adaptation of his novel *Jack Twitter and Home*, *Get Carter* (1971), will be screened amongst other adaptations of Ted Lewis work. This season will also include the adaptation of *Plender,* which was made in France and called *Le Serpent* (2007).

The programme will focus on American, Islandic and Nordic crime films, bringing a thrilling season to the dark damp nights of November.

#### This Way Up Conference

Dates: 29th – 30th November

Location: Middleton Hall and University of Hull

Partners: Film Hub North, University of Hull, Hull Independent Cinema, Hull 2017, British Council

This way Up Conference is coming to Hull for 2017. Join film exhibitors from across the UK at this annual gathering that explores new ideas, emerging audience trends and the future of cinema. This year will bring international experts from across the world for a global look at the independent cinema. The event will host discussions with key figures from the sector, workshops, talks, and lunch time labs as we explore new ideas and merging audience trends.

### 2.63 December

#### Substance Festival

Dates:

Location:

Partners:

XXX NEED INFO XXXX

# 3. Audience Development and Marketing Plan

## Marketing Strategy

The eyes of the UK will be on Hull in 2017 offering a once in a lifetime opportunity for Hull to stand on a national stage.

If successful in this funding application, BFI would join Hull 2017 and gain association with the brand with access to the Hull 2017 ?. This will create a yearlong opportunity for the BFI to be in the spotlight, supporting Hull 2017 and providing opportunities linked to key milestones in the film programme.

This will be achieved in partnership with the BBC and the British Council’s involvement providing a credible platform to achieve this. The press and media coverage of the bid alone has been worth over £20m and it is anticipated that coverage throughout Hull’s time as City of Culture will be significantly more than this.

Our plans for 2017 are to build on the existing largely local and regional audience, by spreading the word further afield through our partnerships organisations, Doc/Fest, Leeds Film, HIC, University of Hull and to work with Hull 2017 to develop a strategic engagement with audiences on a national and international scale bringing further attention to any investment by the BFI into Hull 2017.

### Hull 2017

At present Hull 2017 has over 68,000 fans and followers across social media channels, a database of 22,486 emails, 170,000 views of our film ‘This City Belongs to Everyone’ on YouTube and attracts over 250,000 website page views per month.

The 365 days have been split into four seasons, each with a distinctive theme and story to tell. Hull 2017 will utilise these seasons to shape our marketing with supporting campaign activity including: season brochures, monthly listings guides, offline and online advertising campaigns and an ongoing programme of digital editorial coverage.

Each of these four season marketing plans will be shaped to complement the marketing activity planned for each show within that 3-month window. Working to identify audience experience packages, day visit plans and how we can utilise access initiatives and public programming to grow our audiences with those who least engage.

Key festivals and events: Back to Ours, WOW Hull, Where are we Now? and Substance will have their own brochures printed and distributed, as well as key PR and social media strategies delivered, of which the film programme will be a prominent feature.

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.

Hull 2017 also has four retained PR agencies who will be supporting to generate national and international coverage of events across the year, this includes Bolton & Quinn and Corner Shop PR.

The film programme for Hull City of Culture 2017 is a key strand of the Hull 2017 programme and the programme manager and Hull independent Cinema marketing assistant will be directly liaising with the Hull 2017 marketing team to ensure a cohesive marketing and PR activities are delivered throughout the year.

### University of Hull

The University of Hull are one of the key delivery partners for the film programme of Hull 2017 with the newly developed Middleton Hall and they have over 4,000 fans and followers on social media, an email list of 1,200 which has a strong link with the students and lecturers of the University of Hull. The university sends weekly emails to the 45,000 students which will include cultural activities.

The University of Hull produce 8,000 seasonal print to co-inside with their semester timetable and the new film programme at Middleton Hall will be a key part of this.

Culture Net is a new marketing arm of the University of Hull, which with the newly developed Middleton Hall (opening September 2016) will grow as more cultural activities are offered at the university. They will be targeting students, as well as the local neighbourhood, developing their connection with the city through social media, print and online media.

### Hull Independent Cinema

Hull Independent Cinema have built a strong independent cinema audience over the last 4 years, through cross promotion with their brands WeWatchFilms and Cult Cinema Sunday, they have a collective 14,000 social media fans and followers, an email list of 1,151 and they attract over 6,000 website page views a month.

Hull Independent cinema currently distribute 5,000 brochures seasonally which co-insides with the seasons of City of Culture Hull 2017 four seasons. Over the year of 2017, Hull Independent Cinema’s marketing assistant will work to increase the social media followers, increase print distributed across the city and deliver offline advertising campaigns.

### Partner Organisations

Each partner organisation who works as a public facing film delivering partner will use their existing platform to promote their activities in Hull and they will work with Hull 2017 marketing department, through HIC and the programme manager, to ensure a cohesive marketing plan is delivered.

#### Doc/Fest

Doc/Fest are delivering four events in 2017 and they have a following of over 50,000 people on social media, 15,000 email subscribers, and they welcome over 32,000 documentary makers and lovers to their festival every year. This platform will be used to cross promote their activities in Hull over 2017. Extra marketing activities and PR will be provided for each event.

#### Up Projects

Up Projects is an established organisation who has worked worldwide to deliver community and arts projects. They work with existing arts organisations in each location on the Floating Cinema’s journey to ensure successful events.

With over 4,900 followers on social media and XXXX email subscribers, Up Projects will be able to engage with their existing audience, bringing them to Hull for a unique programme

#### Where are we Now? by Neu! Reekie!

Neu! Reekie! Is an established brand that has been delivering events since December 2010 and since that date Neu! Reekie! has produced over 90 shows, each 2-3 hours in length, conceptualised from scratch, never repeating the same show twice. The majority of shows are sold out before doors open.

Neu! Reekie! Are bringing the festival *Where are we Now?* to Hull in 2017 and with a fan base of 10,000 followers on social media and 3,500 email subscribers, they have a strong platform to advertise their festival in Hull, combined with the Hull 2017 Marketing platform, HIC and extra PR and marketing activities.

### Audience Development

The audience development approach to Hull 2017 is split into three key areas, audience engagement, community engagement and audience development, to create an inclusive and accessible programme that brings the city together through art and culture.

Through the audience engagement strategy for Hull 2017 the awareness of art forms, especially those that do not currently have a high profile in the city or those that have been identified by residents as under-appreciated / under-valued, will be raised. This also includes participatory opportunities available through the programme and related activities to help us achieve a 7% increase in participation in art and culture across the city.

Other objectives include using art and culture to increase the wellbeing of residents and reducing isolation, through the bringing together of residents and communities.

The film programme has been designed with the three key audience development areas in mind and different events and programmes have been curated to target these audiences.

#### Back to Ours

*Back to Ours* is working in the neighbourhoods to bring arts and cultural events into the key areas of Hull which have high levels of deprivation and low levels of achievement. Utilising the newly built, community facing, local schools, the four programmes of films are delivered in the centre of the community, for the community. The target audience is the local residents who feel under-appreciated and under-valued in those areas.

#### University of Hull

Middleton Hall is the first building on the University of Hull campus which can be seen from the main road. The university is situated in the west side of the city which is close to the residential areas of Newland Avenue, Beverley Road, and Chanterlands Avenue which has a high number of students, young professionals, families and adults living there.

Currently the closest film provisions for these residents is Vue cinema (a 20 minute drive away) or Reel Cinema (a 15 minute drive away) neither which offer anything other than main stream cinema. This means that Middleton Hall, with its DCP provisions, is a venue situated in a large residential area with an unengaged audience.

#### Jaws Attacks Hull

Jaws attacks will be delivered in the heart of East Hull, transforming their local park into an immersive cinema event. East Park is situated off Holderness road, a residential area of low cultural engagement and high unemployment. Partnered with *Back to Ours* this event is designed to engage the local audiences and community by bringing an engaging, participatory event by transforming public spaces.

#### Virtual Reality Cinema

This event will appeal to the vibrant tech community in Hull, including makers, programmers, and those with an active interest in gaming. We will reach these audiences by reaching out to the main tech firms and relevant university/college courses in the city.

Learning from Doc/Fest’s FAN & BFI funded tour of Notes on Blindness, the film & VR project, this event will have a wider appeal, including cinema goers interested to experience something new. We will market the novelty of the tech involved and the experience itself, as well as the chosen VR project.

#### WOW Hull

This festival is engaging with all the women of Hull, working with a focus group of 20 prominent women of Hull and holding open think-in’s in Hull, this festival is aimed to appeal to all ages and ethnicity.

With no lower or upper age limit and a programme of activities girls and women, WOW Hull festival will engage girls and women of Hull.

#### Doc ‘n Roll Film Festival

Hull has a thriving music scene, with music venues The New Adelphi Club, Fruit, The Sesh, Freedom Festival and Humber Street Sesh putting on a wide array of music events, Doc ‘n Roll Film Festival have a large audience to engage.

As well as engaging with the local music audience, this festival will also engage with regional music and film followers. At the moment the north east of England does not offer music documentary film events with guests, artists and Q&A sessions, therefore there is a regional appeal for this festival. This event will help fulfil Hull 2017 strategy of bringing over 1 million visitors to Hull, as well as developing Hull’s regional reputation of excellent film events.

#### Hull on Film

Yorkshire Film Archive (YFA)and Doc/Fest have had great success in drawing large and diverse audiences for archive screenings, and we hope that a high profile figure to introduce the presentation or add a live element would help create an even larger reach. For the price of the screening, YFA would also create a bespoke trailer – a recent trailer for a screening in Beverley (a local market town) had over 40,000 views, hence sell out audience and repeat presentations already in demand in the region.

#### Hull Film Festival

2017 will deliver the largest and vibrant film festival that Hull has ever seen and this will target current independent film audience lovers and engage new audiences through the local yearly programming and the increase in film activities in Hull.

Partnering with Berwick-upon-Tween Film and Arts Media Festival, Doc/Fest, Leeds Film and Up Projects will ensure a strong platform to grow the film offering and the regional film audience for Hull.

#### Docs on the Docks (part of Hull Film Festival)

As part of Hull Film Festival, HIC and Doc/Fest want to create a season of documentaries that explores and celebrates life on the harbourside and fishing culture internationally, in order to make a point of connection to a big part of Hull's identity as a port, and connect to those who live by or work on the harbour. We will reach such communities through distributing posters and flyers locally especially targeting the east side of the city where the fishing industry was vibrant.

#### The Floating Cinema

Is working with Artlink, an arts community organisation in Hull, and HIC, The Floating Cinema will feature in Hull Film Festival. The Floating Cinema will host a number experiential film events, which will engage families of Hull. Positioned in the Marina in Hull, the cinema will bring the two sides of the city together for interactive film sessions and outdoor cinema events.

#### Hull Scream

Hull Scream will be a mass participation event, which will bring classic horror films to life. The event will take over a local space in the heart of the community. The programme for Hull Scream will be an accessible programme, engaging the local West Hull audience and building on the existing cult cinema audience.

#### Where are we Now?

NEED INFO XXXX

#### Substance

NEED INFO XXXX

# 4. Evaluation Plan

Hull 2017 have established a partnership with the University of Hull (as their academic research partner) to lead the development and management of a comprehensive Monitoring and Evaluation (M&E) programme. This will be managed by Professor Franco Bianchini, who joined the University to lead the newly-created Institute for Research on Culture and the Creative Industries.

By placing the work with the University, the M&E programme is able to continue after the Culture Company closes in 2018. The University of Hull is committed to continuing the M&E work beyond 2017.

In addition, the project will be monitored closely by Hull 2017s Monitoring & Evaluation Manager, other members of staff, and the Hull 2017 Board via internal meetings and o

ongoing communications with the University.

The Institute and Hull 2017 has been working collaboratively, with input from an Evaluation Steering Group (made up of key stakeholders) to develop an approach to monitoring and evaluation, informed by desk research, comparator research, internal and external consultation, and inclusion of a range of funder requirements (including, but not limited to, Arts Council England, Spirit of 2012, Heritage Lottery Fund, Big Lottery Fund and Hull City Council).

In 2015/16 the partnership, with input from the Evaluation Steering Group has undertaken the following work, some of which is ongoing:

* Desk based research, taking cognisance of the Hull 2017 Bid document, the Culture Company Strategic Business Plan, key funder requirements and a review of existing evaluation and impact studies for one-off and ongoing large-scale cultural events.
* Stakeholder analysis, to identify Hull 2017’s key stakeholders are and the level of engagement that they need.
* Stakeholder consultation, to explore the key requirements of a range of stakeholders in regard to Hull 2017, not available via desk research (including the Board of trustees, Culture Company staff, public and corporate partners, Hull public services, and Hull’s community groups and community gatekeepers.
* Development of five key impact areas and their definition:
	+ Arts & Culture
	+ Place Making
	+ Economy
	+ Society and Wellbeing
	+ Partnerships, Development and Legacy (see 4.1 for Impact Areas and definitions)
* Development of a Logic Model, which identifies inputs; outputs and activities; short-term outcomes; medium-term outcomes; and long-term impacts. These are also colour coded to their most relevant impact area. See Appendix 1 for full details.
* Development of a comprehensive monitoring & evaluation framework, including the identification of indicators that link to the aims and objectives of the Culture Company the requirements of key funders (see 4.2 for Hull 2017’s aims). As part of the baseline research project (detailed in the next bullet point), the monitoring and evaluation framework is being rationalised in order to be more focused and manageable in regard to the overall evaluation of Hull 2017.
* A baseline research project (currently ongoing) that seeks to fill in the gaps and will generate the following.

## 4.1 Hull 2017 Impact Areas

### A) Arts & Culture

Developing the arts & culture infrastructure, delivering and inspiring quality art (incorporating the creative case), building national and international collaboration, and developing local, national and international audiences (attendance and participation) for Hull’s cultural offer

Changing perceptions and positioning of Hull locally, nationally and internationally via city branding, cultural programming, infrastructure developments, and marketing & communications; with a particular focus on media profile, resident satisfaction, and visitor satisfaction

### B) Place Making

Changing perceptions and positioning of Hull locally, nationally and internationally via city branding, cultural programming, infrastructure developments, and marketing & communications; with a particular focus on media profile, resident satisfaction, and visitor satisfaction

### C) Economy

Achieving regeneration, increased revenue within the culture economy, increased value & volume of tourism, local contract and visitor spend multipliers, job creation, skills development, capacity building, and inward investment

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### D) Society & Wellbeing

Developing learning, education & skills, health & wellbeing, and community pride & engagement; with a particular focus on social capital, inclusion, reducing isolation, community cohesion, life satisfaction and changing perceptions of protected characteristics

Developing partnerships – political, strategic and commercial - to ensure readiness and legacy, as well as evidencing the value of art & culture intrinsically and more broadly. Includes investment in access, infrastructure (of the City and connections to the UK & overseas), marketing & positioning, fundraising, visitor welcome & customer services, and legacy projects.

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### E) Partnerships, Development & Legacy

Developing partnerships – political, strategic and commercial - to ensure readiness and legacy, as well as evidencing the value of art & culture intrinsically and more broadly. Includes investment in access, infrastructure (of the City and connections to the UK & overseas), marketing & positioning, fundraising, visitor welcome & customer services, and legacy projects.

## 4.2 Aims for Hull 2017 (as of 01/03/2016)

1. To enhance Hull & East Riding's cultural offer to one of national and international significance.

2. To enable Hull’scultural and visitor economies to build on the legacy of Hull 2017 and for Hull to achieve its vision to 'Make Hull a world class visitor destination.'

3. To develop (new and existing) audiences for Hull's cultural offer locally, regionally, nationally and internationally.

4. To raise the aspirations and abilities of residents through increased participation and learning.

5. To improve the health and wellbeing (physical, mental and emotional) of residents through active participation and initiatives that promote community cohesion.

6. To improve perceptions of Hull as a place to live, work, study and visit.

7. To increase investment interest in Hull's cultural offer from the public and private sectors.

8. To position UK City of Culture as "the" quadrennial cultural festival for the UK culture sector, with Hull 2017 referenced as a blueprint for successful delivery.

M&E will be integrated by Hull 2017 from the point of project development through to implementation and completion. It will help the team, its partners and the arts and film sector to:

* Manage programme implementation, monitoring its efficiency and effectiveness;
* Assess whether and understand how Hull 2017 has achieved its intended purpose;Identify how efficient Hull 2017 was in converting inputs into activities, objectives, aims and outcomes;
* Assess how meaningful the project was for its various stakeholders (e.g. attendees, participants, residents, volunteers, artists and cultural organisations, and partners);
* Inform decision makers and future UK Cities of Culture how to build on/improve UK CoC.

M&E will not only be about demonstrating the successes of Hull 2017, but will also seek to learn from mistakes.

To measure the change brought about by Hull 2017, we have begun collecting baseline data and will continue to do so throughout 2017. Comparisons against this baseline will be undertaken on an ongoing basis, combining formative and summative evaluation, to empower the creative and delivery teams to understand the impact of the programme on beneficiaries and stakeholders.

Baseline information will be drawn from a variety of sources, including national, regional and local statistical surveys; planned partner surveys; and specially commissioned surveys. Specially commissioned baseline data collection has so far been achieved via:

* An internally commissioned citywide resident survey to capture data on wellbeing, community pride and engagement, disability, social isolation, engagement with arts and culture, and marketing and communications, which took place in December 2015/January 2016 and collected responses from over 2,800 residents. There are plans to repeat this survey at the end of 2016 and again at the end of 2017.
* A baseline research project, commissioned by the University of Hull (in partnership with Hull 2017), to collate and quality check existing baseline data, and undertake primary research. This is currently in progress and includes:
	+ Audience/visitor survey at ‘Curtain Raiser’ events through the summer and autumn of 2016
	+ Focus groups with local residents (both engagers and non-engagers with arts and culture)
	+ Artist/cultural organisation survey
	+ Local business survey (with a focus on the visitor economy) to establish
	+ Online Hull perceptions omnibus survey
	+ Expert Panel telephone interviews

Formative evaluation will allow Hull 2017 to assess initial and ongoing project activities, and provide new and unanticipated insight into how to improve the outcomes of the programme.

Summative evaluation will be undertaken at the end of the programme and individual projects to assess their quality and success in reaching stated aims and objectives (and KPIs); to present the information collected for project activities and outcomes; and to identify key learnings to share with the sector and future UK Cities of Culture.

## 4.3 Data Collection Methodology

Hull 2017 envisage that a range of data collection methodologies will be considered across all projects, drawing from the M&E Framework, though at the top level we expect it will include:

* Counts - Hull 2017 is in the process of developing a digital platform, to be a one-stop-shop for engaging with the cultural programme. Audiences/participants will be required to register on the website to buy tickets and access content, enabling us to monitor their activity and collect demographic and socio-demographic information. It should be possible to do a data request for aggregated data linked to the film programme, where it is booked via Hull 2017.
* Beneficiary interviews - to gain an understanding of the interaction between different project partners, stakeholders, and staff and/or participants experiences of being involved. Where these link to the film programme, it should be possible for Hull 2017 to share key learnings and insight.
* Goal setting – Beneficiaries would set their own goals at the beginning of the project and then revisit this during and/or at the end of the programme (e.g. production staff working on Caravan of Love would outline objectives for learning at the beginning of their time working with Hull 2017 which can be reviewed upon completion).
* Case studies - Case study approaches could be considered on two levels – a case study of a specific project strand and case studies of individual beneficiaries taking part in a project. The data presented in these case studies will most likely be gathered via interviews; observations; audio and video data; documentation and would be shared via conferences, online and through written reports.

As projects are still being developed the data collection methodologies are still to be finalised. However, our approach with regard to selection of these methodologies is as follows:

* M&E will be integrated into each project in collaboration with the delivery team, so that it is not and “add on” that detracts from audience/participant experience;
* Methodologies selected will be appropriate to the project strand, so approaches will be informed by who the target audience(s) is(are), the project team involved in delivery and the resources available.

# 5. Delivery Plan

The Transformative Film Programme Hull has been carefully designed to ensure that each event or programme of films has an experienced manager leading the event. These partners will be working with Hull Independent Cinema and other Hull partners to build knowledge and experience in film programming and event. The expertise of FHN exhibitors have been called upon to ensure a high-quality, significant programme is delivered.

## 5.1 Roles and Responsibilities

#### Programme Manager for Transformative Film Culture Hull

For the second stage of the bid, a programme manager will be employed on a freelance contract to oversee the full film programme for Hull 2017. The Programme manager will be responsible for:

* Ensure that the 2017 programme of film presentation and events is fulfilled
* Manage and sustain good relationships with all partners
* Ensure that the aims of the programme are fulfilled
* Time management and target management
* Manage HIC’s staff to ensure key responsibilities are being fulfilled
* Collate ticket sale and audience data from all film activities
* Implement evaluation data collection methods
* Collect evaluation information and compile the report
* Manage HIC’s organisational development

#### Hull Independent Cinema (HIC)

As highlighted previously, Hull Independent Cinema are a voluntary organisation that are currently running at full capacity to deliver weekly to bi-weekly screenings and events. However, the programme for Hull 2017 means that Hull Independent Cinema film activity is going to increase 3 fold and therefore to ensure that HIC can fulfil their 2017 programme, new team members need to be recruited.

One of the aims of the Transformative Film Culture Hull programme is to invest and expand Hull Independent Cinema capacity and there are two advantages to recruiting new team members for 2017:

1. There is support from the Film Hub North and the Programme Manager during the recruitment process and during Hull Independent Cinema’s first year as employees.
2. Hull Independent Cinema’s board will have time to focus on developing the organisation through partnerships and training opportunities.

The following two posts will be recruited to manage and deliver Hull Independent Cinema programme in 2017:

**HIC Coordinator** (full time)

* Managing HICs weekly film screenings
* Managing the new partner weekly film screenings and events
* Manage and deliver Hull Film Festival
* To work with the venues and film distributors to ensure successful film presentation
* Recruit and manage volunteers
* Work with the Programme Manager and Hull 2017 to collect audience data
* Work with all Hull 2017 partners to deliver a successful City of Culture 2017
* Report ticket sales and event evaluation to partners, funders and stakeholders
* Report on the programme to HIC Board

**Marketing Assistant** (part-time)

* Work with film distributors to collect film images and logos
* Work with the Board to develop a marketing and social media plan
* Deliver HIC’s marketing and social media plan
* Work with Hull 2017 marketing team to deliver a coherent marketing plan
* Work with partner organisations to ensure a coherent marketing plan is delivered
* Write copy and organise images for print
* Manage the distribution of HIC’s print

#### Development Consultant

The investment and development of Hull Independent Cinema is key to the outcome of this project and to ensure Hull Independent Cinema develop as an organisation a Development Consultant will be employed. The consultant will work with the board and team members to develop skills, accrue funding for 2018 and develop a 5-year strategic plan so that Hull Independent have the ability to maintain the 2017 president and to continue building the audience for independent cinema in Hull.

### 5.2 Partner Organisations Responsibilities

#### Co-ordinator for Hull Independent Cinema (HIC)

Hull Independent Cinema are working with X partners to expand the independent film offering in Hull throughout 2017, and they are continuing to deliver their weekly screenings. When Hull Independent Cinema are the lead delivering organisation on a programme, Hull Noir, Hull Film Festival, the co-ordinator will be responsible for:

* Budget
* Delivery of the event
* Licences
* Programming
* Marketing
* Achieving project aims and objectives
* Working with all partners

#### Marianne Lewsley-Steir: University of Hull

The University of Hull are delivering a weekly film night at Middleton Hall and for their key events: Anthony Minghella Retrospective, Alternative Oscars, City of Cinema, Abolition of War, Freedom of Art, Marianne will be responsible for:

* Budget
* Delivery of the event
* Licences
* Programming
* Marketing
* Achieving project aims and objectives
* Working with all partners

When the University of Hull are working with Hull Independent Cinema to deliver weekly screenings, HIC Co-ordinator will be responsible every aspect of the event, with University of Hull providing Middleton Hall and production.

#### Melanie Iredale: Doc/Fest

Doc/Fest are managing four events: Virtual Reality Cinema, Hull on Film, Doc/Fest on Satellite, Docs on the Docks.

For each event, Melanie is responsible for:

* Budget
* Delivery of the event
* Licences
* Programming
* Marketing
* Achieving project aims and objectives
* Working with all partners
* Working with HIC to increase their knowledge and capacity and facilitate new relationships

#### Chris Fell: Leeds Film

Leeds film are working with HIC and Back to Ours team to deliver 5 programmes: Back to Ours: Cinematic Experience in February, May and February 2018, Short Film City Hull and LIFF in Hull.

For the Back to Ours programme, Chris is responsible for the following:

* Budget
* Delivery of the event
* Licences
* Programming
* Marketing
* Achieving project aims and objectives
* Working with all partners
* Working with HIC to increase their knowledge and capacity and facilitate new relationships

Short Film City Hull and LIFF in Hull is part of Hull Independent’s regular screening programme and therefore Chris will only be responsible for negotiating licences and obtaining the films.

#### Lisa Brook: Live Cinema UK

Live Cinema UK are delivering Six events: Basil Kirchin, Jaw Attacks Hull, Film on a Ferry, The Bomb, New Live Cinema Europe, and Hull Scream. For each even Lisa will be responsible for:

* Budget
* Delivery of the event
* Licences
* Programming
* Marketing
* Achieving project aims and objectives
* Working with all partners
* Working with HIC to increase their knowledge and capacity and facilitate new relationships

#### Jo Wingate: Sensoria

Sensoria are delivering the October Back to Ours: Cinematic Experience and Ziggy Stardust programme. For these programmes, Jo will be responsible for:

* Budget
* Delivery of the event
* Licences
* Programming
* Marketing
* Achieving project aims and objectives
* Working with all partners
* Working with HIC to increase their knowledge and capacity and facilitate new relationships

#### Joan Parsons, The Time is Now

Joan is working with WOW Hull project Manager and Hull Independent Cinema to deliver the WOW Hull Film programme during the festival. For the programme building up to the festival, HIC Co-ordinator will be responsible for delivering the programme.

Joan will be responsible for the WOW Hull Festival Programme, including:

* Budget
* Delivery of the event
* Licences
* Programming
* Marketing
* Achieving project aims and objectives
* Working with all partners
* Working with HIC to increase their knowledge and capacity and facilitate new relationships

#### Colm Forde: Doc ‘n Roll Film Festival

Colm is working with HIC to bring a music documentary film festival to Hull. Colm will be responsible for:

* Budget
* Delivery of the event
* Licences
* Programming
* Marketing
* Achieving project aims and objectives
* Working with all partners
* Working with HIC to increase their knowledge and capacity and facilitate new relationships

#### BP Big Screen

A production manager will be brought in to work with the BP team to bring these events to Hull.

#### Michael Pedersen and Kevin Williamson Neu! Reekie!

Kevin and Michael are bringing Where are We Now Festival to Hull and they will be responsible for:

* Budget
* Delivery of the event
* Licences
* Programming
* Marketing
* Achieving project aims and objectives
* Working with all partners

#### Peter Taylor: Berwick-Upon-Tweed Film and Art Media Festival

Peter is working with HIC to deliver a Rotterdam Film Programme in Hull Film Festival. Peter will be responsible for programming, negotiating licences and obtaining the films.

#### Anna Ramsay: Up Project

Anna and team are bringing the Floating cinema to Hull and this will be used to bring Arthur J Rank work back to life as well as being a key location to deliver some of Hull Film Festival.

* Budget
* Delivery of the event
* Licences
* Programming
* Marketing
* Achieving project aims and objectives
* Working with all partners
* Working with HIC to increase their knowledge and capacity and facilitate new relationships

#### LGBT 50

BIG MYSTERY

#### Substance

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#### Hull 2017

The Hull 2017 team will be responsible for:

* supporting overall project management and delivery
* provision of match funds for this proposal
* leading on all press and marketing activity ensuring the film programme is fully integrated
* Working with HIC marketing and BFI Communications team to ensure cohesive marketing is delivered
* providing desk space and office support for the project post holders as required
* leading on monitoring and evaluation procedures and collection
* supporting the Programme Manager through the provision of useful contacts and opportunities

## 5.3 Experience and Qualifications

The Transformative Film Programme Hull has been built using t key exhibitors within the FHN region with significant event delivery, programming and audience development experience.

### Key Team Members

#### Anna Plant

Freelance Programme Manager – Anna P is working under Anna Kime and is responsible for building the whole film programme for Hull City of Culture 2017. She has been building relationships with Hull Independent Cinema and partners to create a high-quality, impactful programme. Anna P has an MA in Arts and Cultural Management and has managed many projects over the years. Delivering large scale outdoor events, Edinburgh Festival Carnival, to audience engagement programmes with the Hippodrome Festival of Silent Cinema.

#### Anna Kime

Manager, Film Hub North – Anna, originally from Hull, is responsible for the delivery of Film Hub North’s Business and Activity plans to develop audiences across the Film Hub North region. Anna has worked with cinemas, festivals and audiences for over 15 years. Previous roles include Picturehouses, Cambridge Film Festival, Independent Cinema Office and Film London.

#### Sam Hunt

Executive Producer, Hull 2017 UK City of Culture – Before joining the team in Hull, Sam was in charge of producing the Signature Events programme for Scotland’s year of Homecoming in 2014 staging of a series of large-scale events across the country designed to drive an increase in international event tourism in that year. Sam has a background in artistic direction of multi-arts venues and festival across the UK, founding a number of film festivals and managing film programmes in venues in Barrow In Furness, Croydon and Windsor ,he has worked as a consultant on the programming and strategic programme development of festivals such as Kendal Calling, Live From Jodrell Bank and Jersey’s Branchage Festival, as well as producing various festivals such as Manchester’s FuturEverything festival and Brighton’s Soundwaves festivals.

#### James Russell

Hull Independent Cinema – James is Chair of Trustees at HIC. Having studied British Politics at the University of Hull, James has made a home in the city and a career in the charity and community development sector. His involvement in film in the city began when he joined Friends of Hull Screen, the campaign group set up to support the city's then independent cinema, in 2011. This led to his involvement in what became Hull Independent Cinema from 2014 onwards.

#### Damien Greco

Hull Independent Cinema – Damien is Head of Programming and Social Media at HIC. He has worked in film exhibition since his very first job as a projectionist at UCI Cinema Hull. After graduating with a Film and Media Studies degree, he went on to train as a college teacher and spent six years teaching A-Level and BTEC Film and Media courses. In 2011 he established Cult Cinema Sunday, which has developed a loyal following for its screenings of cult classics at Fruit in Hull’s historic Fruit Market. This foundation work led to his involvement with the creation of Hull Independent Cinema in 2014.

### Partner Biographies

#### Leeds Film

Chris Fell is Leeds Film Manager at Leeds City Council and Director of Leeds International Film Festival. The world’s first moving images were created by Louis le Prince in Leeds in 1888, and today the city is a leading centre for film culture with an exciting year-round programme of screenings and events for all. The Leeds Film team organises Leeds International Film Festival and Leeds Young Film Festival, runs the Leeds Film Academy, and develops the audience for the year-round programme with over 75 partners through its Leeds Film City and Short Film City initiatives.

#### Sensoria

Sensoria is proud to boast a management team with a wealth of expertise, experience and management skills. Jo Wingate, Festival Director, has worked at many independent cinemas and film festivals for over 20 years including Broadway, Nottingham, Cornerhouse Manchester, Sheffield Doc/Fest, Derby Metro and Showroom, Sheffield.  Jo is also a personal license holder and qualified as a Chartered Marketer. Nigel Humberstone, Festival Music Director, has over 25 years’ experience of music composition, event production and as a journalist. He is an Apple Distinguished Educator and works within the education sector as an ICT lead professional.

#### Doc/Fest

NEED INFO XXXX

#### Live Cinema UK

Lisa Brook is the Director of Live Cinema UK, the UK’s only organisation focused on bringing artists, exhibitors, distributors and producers closer together to create amazing experiential cinema experiences. Lisa recently completed the world’s first industry research funded by Arts Council England into live cinema, which culminated at the world’s first Live Cinema Conference in 2016. Live Cinema UK is a lead organisation for the Live Cinema Network, a group of representatives from industry, advocacy groups, exhibitor networks, academics and creatives working within, seeking to access or researching this emergent field. Lisa works with organisations and partners across the UK and internationally. Project partners include the BFI Film Audience Network, Leeds International Film Festival, Bradford City of Film and the National Media Museum.

#### Doc n Roll Film Festival

Doc’n Roll Films Ltd. was set up in 2013 to build a nation-wide platform for the distribution and exhibition of alternative music documentaries in the UK. Focused primarily on first and second time filmmakers, Vanessa and Colm provide support and guidance through the industry’s exhibition and distribution maze. Based in London, with an annual autumn headline festival of premiere films across the city’s independent cinemas, they are gradually branching out to key regional cities with weekend editions in Brighton, Manchester and Liverpool. Producing bespoke events with high profile hosts and guest Q&As, private clients, such as Converse and the W Hotel group, are also catered for.

#### Up Projects

Since 2002, UP Projects has provided ambitious opportunities for artists to produce inspiring new work for public spaces ranging from parks, green spaces and waterways to civic squares, urban developments and areas of regeneration. UP Projects are committed to developing creative ways to transform communities and empower people to access their cultural entitlement through participatory interventions, educational programmes and inclusive events.

Since 2012, UP Projects has been the only public art organisation in London to be awarded National Portfolio funding from the Arts Council England.

#### The Time is Now

NEED INFO XXXX

#### Neu! Reekie!

Neu! Reekie! is a co-curated collective by poets Kevin Williamson and Michael Pederson.

Kevin Williamson is a published poet and prose writer, and columnist and cultural

Commentator. He is the founder and Editor-in-Chief of legendary publishing house

Rebel Inc, and recipient of The Robert Louis Stevenson Travel Fellowship in 2005.

Michael Pedersen is a published poet with Polygon/Birlinn and a Canogate Future

40. Michael ‘s achievements include being a finalist for the 2010 Callum McDonald Memorial Award, and he was awarded with the John Mather’s Charitable Trust Rising Star of Literature 2014. Michael was a Robert Louis Stevenson Fellowship awardee in 2015.

As a collective Kevin and Michael have produced over 90 shows since 2010 and they are proud to acknowledge that the majority of their shows are sold out before doors open.

#### Berwick-upon-Tweed Film and Media Arts Festival

Peter Taylor is the Director of Berwick Film & Media Arts Festival. Working as a programme advisor for International Film Festival Rotterdam since 2006, other recent activities include curating programmes for PLASTIK, Ireland’s festival for artists’ moving image and Opacities, a series of screenings and discursive workshops co-curated with Kathryn Elkin for Collective Gallery, Edinburgh. Peter has curated over 300 film programmes and performances at WORM (Rotterdam) and in 2015 was selected by the Mondriaan Fonds for a research based residency at AIR Berlin Alexanderplatz.