**Hull Dance Programme Summary 2017/18**

The programme will have four central strands

**Building Audiences for Dance**

* a festival weekend of contemporary performance (dance)
  + a new artistic collaboration with Yorkshire Dance
  + a new initiative for 2017 leading to:
  + long-term relationships with some artists involved
  + laying foundations for a bi-annual festival
* programming performances in small scale venues and non-theatre venues.
  + consolidating existing relationships
  + establishing new connections and programming through ‘Back to Ours’ initiative
* joint marketing for dance programmed by venues, independent of Hull Dance, including Hull 2017’s ‘Back to Ours’ initiative and other dance projects (LGBT50, Southpaw, etc), Freedom Festival, Hull Truck Theatre,
* maximising marketing potential by working with 2017 team to   
   - build core marketing strategy for Hull Dance and project campaigns  
  - increase audiences for contemporary dance in Hull   
  - reach, and explore how to continue to reach, cross-over dance audiences   
  - collect and analyse data about audiences

**Hull Dance Prize**

* building on the solid foundations from previous years, to firmly establish the Hull Dance Prize as a key annual event in contemporary dance calendar
* to raise the quality and number of entrants
* build networks with national dance organisations
* artist call-out distributed beyond the Humber and Yorkshire region, nationally
* work with Hull 2017 team to seek sponsorship or private sector partner for 3-5 year relationship

**Building Capacity within the Professional Dance Community**

* developing a network of studio venues for Hull Dance Projects
  + building relationships with identified studio venues including Hull College, Hull New Theatre and Holy Apostle’s Church, Thornton Estate
  + hosting short-term residencies by companies to create and share work, links from Contemporary Performance Festival, JCRP11 and identified emerging talent
* Local dancers co-curating the Contemporary Performance Festival
  + 6 local dancers forming co-curating panel, identifying companies through 4 facilitated sessions
  + Co-curating panel key hosts at the Festival
* co-commissioning with Freedom Festival
* strengthening graduate pathway programme

further establish Hull Dance Youth Company and strengthen partnerships with schools and colleges

**Laying the foundations to establish Hull Dance as an independently constituted organisation**

* creating strong brand awareness
* clarifying Hull Dance Staffing structure so that it fit for purpose as an independently constituted organisation
* Investment in Hull Dance Team:

General

* Via mentoring and support from Hull 2017
* working alongside other professionals (co-ordinator for Festival)
* knowledge sharing between team members, HCC staff and local, regional and national partners
* Keep up-to-date about contemporary dance by attending performances

Associate Producer

* Creation of new two year part time role of Associate Producer
* monthly supervision and identification of and support for development needs
* shadowing Humber Mouth Literature Marketing Consultant
* individual mentor identified within Hull 2017 team
* broadening understanding of contemporary dance by attending performances

The programme will be informed by the themes of Hull 2017 and its seasons.. At this point the precise programme is unknown so it is impossible to detail how they will be addressed. Agreed examples are:

Access and inclusion of digital elements will inform all decisions about programming. Digital tools for dissemination will be integrated into project plans

Hull Dance will work closely with the 2017 team particularly regarding

* Access
* Marketing and Communications
* Participation and Learning
* Volunteering

The Hull 2017 evaluation framework will be used

2 year ACE application to be submitted September 2016