#### Project Name: Hull Noir

***Project Ref: HULL2017-NOV-HN***

Dates: 3 days between 13 – 19 November

Location: Vue, Middleton Hall, Reel and / or Hull Truck

Lead Partner: Hull 2017

Partners: HIC and Hull Noir

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. *Get Carter* (1971), the adaptation of Ted Lewis’ novel *Jack’s Return Home*,will be presented in a mini-series with Lee Martin’s *Point Blank* and Shane Meadow’s *Dead Man’s Shoes*.

**Aims:**

* To develop Hull’s film programme content
* To develop audiences (new and existing) for Hull’s film programme
* To develop HIC’s capacity, knowledge of audience demands and partnerships
* To develop marketing and publicity activity for film exhibition in Hull.

**Audience Target:** 300

**Marketing and Audience Development Plan:**

**HIC**

1. The events will feature in HIC’s quarterly programme with 8,000 copies distributed each season.
2. The events will feature on HIC’s website attracting over 6,000 views a month.

3. The events will be feature on all HIC social media platforms reaching 14,000 followers.

4. Sponsored advertisements on Facebook will feature the programme.

4. The events will be promoted to HIC’s e-newsletter subscribers (currently 1,400).

5. A series of press releases will be scheduled for key dates in the lead up to the screenings. These will be distributed to local publications, including the Hull Daily Mail.

6. The programme will feature on Hull Box Office e-newsletter with 31,000 subscribers.

7. The events will be verbally promoted at regular screenings.

8. Feature articles will be pitched to local free magazines, including Browse Magazine and Hullmag.

9. Interviews will be pitched to local radio stations, including BBC Radio Humberside.

**Festival Marketing**

1. The film programme with be included in the festival press release
2. The film programme will be included on Hull 2017 website and social media
3. The film programme will be included in festival print and promotion

**Marketing contacts:**

Rachel Crow (Hull 2017)

Laura Smith (HIC)

**Payment Timeline:**

Payment 1: 80% April 2017 to contract holder.

Payment 2: 20% January 2018 to contract holder.

**Project Update procedure:**

Contact: Anna Plant

Please keep Anna Plant (FHN) up to date with how the project is proceeding. If there are any major issues with the project, for example: the event will not happen or the programming has to change, please inform as soon as you become aware.

**Reporting Deadline to FHN:**

4 weeks after the event: 19th December

**Project delivery:**

Project Manager: Liam Rich (Hull 2017)

Programming: Damien Greco (HIC)

Nick Triplow (Hull Noir)

**Project responsibilities:**

Hull Independent Cinema (HIC) will:

* Manage the film budget
* Book and secure the licences of the films
* Book the venues and manage the screening events
* Provide marketing and social media support
* Provide space in their seasonal brochure for the festival film programme
* Include the film programme in e-bulletins
* Keep all partners, FHN and Hull 2017, up to date with the projects progress.
* Provide a full written report on the project to Hull 2017 and FHN.
* Work to fulfil the aims and KPI targets of this project

Hull 2017 will:

* Advise and include Hull Independent Cinema on the festival content and how the film programme fits into the festival.
* Include HIC in the marketing and PR plans and deadlines in a timely manner to ensure a coherent delivery
* Provide marketing material and designs for the film programme
* Include the film programme in all press releases and announcements
* Include the film programme in all festival print
* Mention and/or include Hull Independent Cinema brand in festival print and press releases
* Work to fulfil the aims and KPI targets of this project

**Project Deliverables**

* Signed contract between HIC and Hull 2017
* KPIs completed
* Evaluation table completed
* Copy of marketing materials

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

**Date:**

**Email:**