Made in Hull (Opening Event) [MPM]

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| ***Customer*** | Niccy Hallifax |

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|  | Detailed project description (200–400 words) | The first and opening event of our year as UK City of culture, and the first of the season Made in Hull will be a large scale and comprehensive celebration of the city, and a statement of intent of the way we intend to (re)position the city, engage in meaningful ways with its communities, produce innovative and inspiring major events and leave a legacy from everything we do.  Working with Sean McAllister a documentary director the project which will be active for 7 days captures Hull's history, culture and residents in a dramatic and thematic way by using the buildings as a canvas.  With the core creative team we are in the process of commissioning several local and national artists to create a response on and around the Old town and marina area of the city. |
|  | Event Synopsis (c3 sentences of headline info, replaced by official copy) | Large-scale projection on buildings, illuminated skylines, soundscapes, shop window and live performance to celebrate 70 years of life in the city. |
|  | Project Plan | Draft |
|  | RAMS | Pending |
|  | Event Operational Safety Plan | Pending |
|  | Budget | Draft |
|  | Marketing & Comms Plan | Pending |
|  | Greenlit? | Y |
|  | Milestones | N |
|  | Change log | Greenlit at Board on 19 Jan 2016.  Budget increased from £1m to £1.5m - increase needs to be signed off. |
|  | Last updated | 25/08/2016 |
| ***Dates*** | Project start date (dd/mm/yyyy) | 01/04/2016 |
|  | Project Live date (dd/mm/yyyy) | 01/01/2017 |
|  | End of Live date (dd/mm/yyyy) | 07/01/2017 |
|  | End of evaluation date (dd/mm/yyyy) | 31/03/2017 |
| ***Categories*** | Project Type | 1: Hull 2017 Curated Programme |
|  | Strand | Caravan of Love |
|  | Season | 1: Made in Hull |
|  | Primary art form | Outdoor Arts |
|  | Secondary art form | Visual Art |
|  | Tertiary art form | n/a |
|  | Digital Requirements | High |
|  | Part of University VIK programme? | N |
|  | Strategic partner? | N/A |
|  | Project complete? | N |
| ***Finance*** | Total project budget | £1,500,000.00 |
|  | Hull 2017 contribution | £1,500,000.00 |
|  | Income factored in |  |
|  | Analysis/project code(s) | C020 |
|  | ACE - A4E | Y |
|  | ACE - HM Treasury for Turner | N |
|  | Big Lottery Fund | N |
|  | British Council | N |
|  | Ellerman Foundation | N |
|  | Esmee Fairburn Foundation | N |
|  | H&ER Charitable Trust | N |
|  | Hull CCG | N |
|  | Spirit of 2012 | N |
|  | Are there any specific funder requirements for delivery? | For discussion. Currently the senior project team are working with FH to ascertain perimeters for the VIK deals that have been attached to the budget. This includes 10K for archiving, now the project has been developed this is being looked at in this context. |
| ***People*** | Project Lead | Niccy Hallifax |
|  | Producer | Niccy Hallifax |
|  | Assistant Producer | Lindsey Hammond |
|  | Production Manager | Chris Clay |
|  | Creatives & key people (temporary field) | Sean McAllister - Creative Director  Rupert Creed - Writer  Ala Lloyd - Designer  Dan Jones - Sound Designer  Durham Marenghi - Lighting designer  David Watson - Digital Lead  Ben McKnight - PR lead with Coronership in support  Laura Smith - Marketing Lead  Ground Control - Technical Production company. Kate Doyle |
| ***Objectives*** | Target # audience | 120000 |
|  | Forecast/actual # audience |  |
|  | Hull residents | Y |
|  | Regional | Y |
|  | National | Y |
|  | International | N |
|  | Children (<16) | N |
|  | Young people (16-25) | Y |
|  | Families | Y |
|  | Older people (60+) | N |
|  | Self-identify as disabled | N |
|  | BME | N |
|  | NEET | N |
|  | Objective 1 | Create a new archive of Hull stories |
|  | Met? 1 | N |
|  | Objective 2 | Invite every Hull resident to the live performances |
|  | Met? 2 | N |
|  | Objective 3 | Create and deliver a spectacular opening event that goes over several days |
|  | Met? 3 | N |
|  | Objective 4 | Generate national media coverage & interest |
|  | Met? 4 | N |
|  | Objective 5 | Help promote new artists and up and coming artists. |
|  | Met? 5 | N |
|  | # temporary jobs created (target) [employed by H2017, >=12m] |  |
|  | # temporary jobs created (forecast/actual) |  |
|  | # freelance contracts created (target) [self-employed, engaged directly] | 15 |
|  | # freelance contracts created (forecast/actual) |  |
|  | # participation opportunities (target) |  |
|  | # participation opportunities (forecast/actual) |  |
|  | ...of which for school age (target) |  |
|  | ...of which for school age (forecast/actual) |  |
|  | # commissions (target) | 7 |
|  | # commissions (forecast/actual) |  |
| ***Performance, Residency & Legacy*** | Performance: Summary of events, including dates, times, venues, ticketing strategy (free/paid, (un)ticketed), age guidelines (free text OR UKFC categories) etc. | The project's live element will be a spectacular 7 day event to which every Hull resident is invited. It will also provide an opportunity for media and Vip engagement and will mark the official start of Hull 2017. Performances will be Jan 1st - 7th 2017 and will be free. |
|  | Residency: What opps will be created for our education programme? How will the project build new audiences through engagement? Note #s, types & duration of participation opps. | The project will enagage with residents across Hull during the story gathering period. This will take place for three months throughout 2016 during the R&D phasing of the project, which will visit all areas of the city. |
|  | Legacy: What is built into the core project that will ensure legacy? | The project will create a new archive of stories of Hull, which will be available to all. This will add to and complement exiting archives held by the History Centre and University and help lift the profile of Hull as a cultural centre. |
| ***Project Management*** | What is the model for delivering this project? eg we will employ a creative team, we will outsource to an agency, we are contributing funding but no other resource… | Hull 2017 will be lead producer on this project working with partners from Hull University, the History Centre, the Libraries Service, Hull Culture & Leisure and the Yorkshire Film Archive. We will recruit a team of freelance creatives and production staff to create and deliver the project under the guidance of senior members of the Hull 2017 team, Production resources and infrastructure will be procured directly by Hull 2017. The artists commissioned as part of this project, will be a combination of Local and national up and coming as well as established artists in their field. We have looked to have a broad mix of individuals and companies, some of whom  have connections too or resided in Hull. |
|  | How will delivery partners be identified and procured? Refer to the procurement flowchart and note below the agreed process (A–G) for each contract. | The archiving element of the project will be delivered by partners through existing relationship and with local businesses to Yorkshire. Many of these elements will be providing as VIK and will therefore not be required to go through the procurement process. Creatives and artists will be exempt from procurement as these will be curatorial decisions. Production infrastructure will be subject to procurement and most contracts will fall under the light touch regime or will be below the OJEU thresholds, so the majority of contracts will be procured using procedure C, E or F. All procurement will be governed by the Hull 2017 procurement policy. |
|  | Who are the delivery partners? (Contact & organisation name, contract status for each) | All partners are currently in a period of project development and scoping, no full commision  contracts have been issued , however R&D phase 2 contracts are now completed and signed and contracting of the artists has started. . The main partners are; Hull History Centre (Martin Taylor & Simon Wilson); Hull Culture & Leisure (Jessica Leathley & Jane Avison); Hull University (Rosemary Wall) & Yorkshire Film Archive (Sue Howard). The Core team contracts are nearly complete with the Creative Director, Writer, lighting designer, Lead producer contracts complete and the sound designer and designer contracts currently being negotiated. YFA have been contracted for Licensing of their materials and the BBC and Pathe are also being negotiated. |
|  | Volunteer management: What is your expectation of volunteer requirements? (Numbers, roles, responsibilities, duration / period required) | This project wil offer many volunteer opportunities, numbers and roles will be defined as the project develops, ket opportunities will be in the following areas: Working backstage on the live performance element of the project Performing as volunteer cast (if required) Stewarding and audience management for the live performances Artist & guest liaison for the live performances.  Current numbers are as follows:  Vollies for the Opening, we currently feel we will need the following: 12th December through to the 16th Jan- 6x vollies - 2x shifts over and above 4 hrs. (9am - 6pm) (5pm to 11pm) - Technical runners 28th Dec - 15th Dec -  Artist liaison in Fruit and other areas (8) - with our stage management. 3pm to 8pm Event management assistant and runners - 2x shifts of 5 pax. (2 shifts - TBC timings) 1st - 15th Jan  Visitor Hosting in all locations - 2 shifts of 4 hrs. 10 pax per shift. (3 - 7 and 6 to 10)  Crowd management in all locations - 2 shifts pattern as above. 30 pax per shift. The numbers work out to be approx the same of 100pax but the timings are slightly extended for Tec and some back of House roles. We need in December some training and briefing sessions (prob at least 1). We will try to do this in one 1/2 day. We understand food is provided to the volunteers if they go over a 5 hour shift and this sits within the core budget. |

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