**Summary:**

The Purpose of this document is to share the aims & aspirations for the Opening of The New Theatre with the Royal Ballet as part of the Hull City of Culture 2017. Together with detailed considerations of the services & structure required for a faultless delivery of these events on and in venues in the Hull City centre.

Hull New Theatre reopens with an exhilarating evening of classic and modern dance presented by The Royal Ballet.

Specially curated by the Company’s Hull-born Director, Kevin O’Hare, the performance brings together artists from Hull with a selection of Royal Ballet Principals and Soloists and some of the exciting dance talent emerging in the city today.

The Royal Ballet’s visit will celebrate Hull’s extraordinary contribution to dance and ballet, while showcasing the city’s next generation of dancers. Reaching out to dance enthusiasts of all ages and levels of experience,

Opening The New Theatre will offer a range of opportunities during 2017, including pop-up performances in Trinity square, a picnic screening in Queens gardens and a Gala Show in the New Theatre.

1. **The New Theatre Piece**: The piece being designed by Artistic Director to the Royal Ballet, Kevin O’Hare will be inclusive of guest dancers from across the globe that have routes within Hull and will naturally be thought provoking and representative of the achievements, heritage and character of the city. The story of a city that has a great tradition in supplying world re-known dancers such as Xander Parish, Ed Watson, Demelza Parish, Tiago Saraus, Steven McKay, Zenaida Yanowsky as well as a series of dance principles from the Royal Ballet. The audience is paying and their will be a lot of press activity outside the venue we suspect. The council and HC&L are managing this event with Hull 2017 producing it for the royal ballet.
2. **Trinity Square Community Piece**: A commissioned piece by the learning and engagement team at the Royal Ballet and the City of Culture creative team, called Take Flight, based on their Swan lake production. This piece is designed to incorporate 4 local dance schools from Hull: NAPA, Vanessa Hooper, Lyn Wilson School of Dance and McKowen Irish dance academy . The schools will provide 100 dancers aged 14+, that will dance as [part of an outside piece for the community to engage further with to really bring a prospective new audience to the roots of ballet. This 15-minute piece will be performed twice on the 16th September. The audience will be approx. 500 pax.

We are looking to close the roads at the sides of the minster for the day.

1. **The Queens Garden Screening**: The screening will be a ticketed event for 5000 people, these tickets will be £6.00 and will give the audience an opportunity to see the one off gala piece and experience a gala Performance that is unique and never to be repeated with some of the world’s best dancers on show. The screening itself will be on a short delay of 30 minutes and this is to enable the dancers and the Artistic director the opportunity to get to the gardens and take a bow. There will be a bar and possible concessions as well as an opportunity just to bring a picnic and blanket and watch the show.

**Additional information and KPI’s:**

As part of our vision, we have challenged the stereotypical scope of a ballet, the scope of the events without compromising the quintessential core values of the City of Culture experience or the Royal Ballets high standard of delivery and production values. Our goal is simple, to create an inclusive, creative, sharp, elegant, local moment that can transcend into a national talking point, and that we support the overall vision & finally act as inspiration to the next generation of dancers as well as the next cities seeking the City of culture prize.

This is a three-way partnership with the Royal Ballet, Hull City Council and Hull 2017.

The three separate conjoined events are:

1. *The Gala Performance on the 16th September in the New Theatre*
2. *The Screening of the Performance and guest appearance of some of the dancers and the AD of the Royal ballet*
3. *The community and engagement piece culminating in a performance with the opportunity to participate*

Our overarching KPI’s can be summarised as follows.

Core objectives are as follows:

|  |
| --- |
| 1. A unique performance event with an extraordinary visit of the Royal Ballet to Hull to officially mark the   re-opening of the New Theatre |
| 1. To showcase the Royal Ballet company and the world of ballet. |
| 1. To celebrate and highlight the extraordinary talents of Hull's professional dancers and their particular contribution   to the world of ballet, and showcase the next generation of dancers from Hull |
| 1. To re-launch and showcase the New Theatre as a premier touring theatre |
| 1. To engage public and dancers from Hull in participatory dance for a free public event taking place throughout   the day of the opening   1. To develop audiences through significant allocation of targeted free tickets to attend the performance at the New,   through city and regional, youth and community engagement |

**The creation of each event that:**

1. ensure the safe & successful delivery of each & every part of the events, in a creative manner that celebrates Hull & all who live in the city.
2. that sits as part of the wider programme experience & fully integrates and establishes the atmosphere and ethos of Freedom.
3. engage with a non-ballet community and create genuine interest in the art form
4. live stream to broaden the audience numbers

|  |  |  |  |
| --- | --- | --- | --- |
| **LOCATION** | **THEME, NARRATIVE & POSSIBLE CONTENT** | **Num Artist and audience:** | **Duration** |
| The New Theatre. | The Royal Ballet's Director, Kevin O'Hare, looks forward to returning to his home town with Company dancers for the Hull's UK City of Culture 2017 festivities.  Hull has helped shape the careers of several ballet personalities over the years and continues to have a vibrant impact on the dance landscape in the UK. We are delighted to be part of these celebrations and to share the positive experience of dance across the wider community.  We are imagining a 300 VIP invite only party inclusive of all RB and Hull 2017 Trustees, VVIP council after the gala in the balcony bars. | 15 to 20 dancers with Guest dancers.  1200 approx. seats.  300 pax | 80 mins with interval |
| Trinity Square | Take Flight will be an outdoor installation performance featuring performers from the city’s dance groups, Hull locals and dancers from The Royal Ballet, accompanied by a specially commissioned musical score. Taking movements from the swans in the iconic corps de ballet moments of Swan Lake, Take Flight will create a visual and sonic spectacle for the audience, surrounding them with the beauty, precision and impact of ballet up close.    The performance will be complimented by a series of participatory dance and craft workshops and displays across the city. | 105 dancers (3x RB) from the Hull dance schools.  Audience approx. 500 | 15 mins  (2x shows) |
| Queens Gardens | Screenings  The screen will be situated in Queens gardens and this set up will with a slight delay relay the Ballet gala to the paying public (£5 per tix). The event will be ticketed and you will be able to bring a picnic and alcohol. As part of this the Royal Ballet dancers will then come to the venue to take a curtain call at the end of the performance and it is this delay which allows this.  Rollits could also host a pre or post drinks for partners (200 vips) | 5000 pax.  200 VIP’s | 1x show 18:00 doors open start 19.45 finish 11pm. |

**Operational Delivery of the Opening Events.**

Roles and responsibilities have been established.

**PROJECT MANAGEMENT: GALA**

 To be led by Hull 2917 in collaboration with HC&L Creative Partner – The Royal Ballet Core Local Partner – HCC and HC&L

1. ROLES & RESPONSIBILITIES HC&L/ HCC**.**
2. **Delivery of fully operational & licensed New Theatre** - all spaces, equipment and facilities, for Thru 14th,15 & Sat 16 Sept 2017 and any other load in / load out arrangements outside the core activity days, including  - all front of house and core backstage staff for all production, rehearsal & performance times
3. Staffing: this should include: Venue Manger, 1x flyman; 1x Head of stage ; 1x electrician /lighting and 1x sound engineer.
4. Fulfillment of any royalty payments due inc PRS for the performance.
5. Management of Ticketing
6. Guest List & Invitations, Guest Management,
7. Front of House staffing
8. Hospitality – Artists, Participants, Crew, Volunteers (we may need to take some of this out of House)
9. Hospitality – Guests
10. M&E – data collection & sharing
11. Core Team for project management & liaison
12. Option to produce & sell Souvenir Programme for Event – liaison with Hull 2017 for editorial & programme content

HULL 2017

1. Producing the Event in collaboration with the Royal Ballet, including production management, technical hires, artist liaison, accreditation, contracting, design and creative.
2. Producing the Community Engagement Programme for Sat 16 Sept in collaboration with Royal Ballet, including
3. production management, technical hires, artist liaison,
4. Total budget management
5. Producing the Screening
6. Leading Marketing & Digital for the Event & Community Engagement Programme (creative)
7. Management of targeted allocation of complimentary tickets
8. Access / Interpretation
9. M&E – Data collection & sharing – using HULL 2017 Framework
10. Core Team for project management & liaison

*A Pre briefing with venue staff & volunteers and be managed by the HCCL and Hull 2017 operations team. Design of any Marketing, PR and Digital will be run by Hull 2017.*

Royal Ballet:

|  |  |  |
| --- | --- | --- |
|  | 1. Artistic Leadership by Kevin O'Hare; any fees for RB dancers (other than local children), conductor, musicians, stagers and repetiteurs |  |
|  | 1. Dancers: circa company of 20 dancers and core design and stage management of the team. |  |
|  | 1. Choreography: royalty’s payable in respect of the works performed |  |
|  | 1. Tech Staff & Equipment: provision of ROH technical personnel – tbc but to include  RB Stage Management  Lighting Projection Sound Wardrobe:  estimate of maximum of 7 people in total  provision of any projection/sound equipment if not available at the venue. |  |
|  | 1. Transport: of any costumes/props/ballet barres/ROH equipment from ROH to Hull and back |  |
|  | 1. Costumes: preparation & provision of all required |  |
|  | 1. provision of RB content for filmic element of performance, both generic and bespoke interviews/clips |  |
|  | 1. images for publicity purposes |  |
|  | 1. Public participation & engagement programme to be devised in collaboration with Royal Ballet L&P dept; including provision of in-house core personnel and resources as well as direct project costs as outlined by Jillian Barker. |  |
|  | 1. provision of David Pickering (RB Education Manager/Chirographer) to co-ordinate outreach activity with Rachel Attfield (creative) and Chloe miller smith (Project manager) |  |

**THE SCREENING**

Hull 2017 to place on and produce the screening in line with Hull Events team requirements for the Queens gardens space. HC&L will give us £15K and for this will deliver the bar and concessions exclusively for the event in Queens gardens, providing all their own infrastructure. It has been agreed they can have some branding but it has to be signed off by Hull 2017.

The screening will run on a 15 minute delay this is to enable the team to gather after the piece has finished in 2 locations to take a curtain call.

The tickets will be sold at £6.00 per ticket.

HCLL looking at food (picnic) and drink offer poss.

Selling tickets day after theatre but announced at the same time (18th June current selling)

Possible live performance but very TBC.

Open doors at 18:30 closed doors 22.30.

Deal with helen T from events (14th, 15th and 16th.) free.

THE COMMUNITY PIECE  
  
Trinity church square: 750.00 +vat

4 dance schools: NAPA, Skelton Hooper,

Royal ballet: Dancer and chorography team

They do all artistic chorography, managing of dance schools and costumes (the pay for)

We do Production, crowd management etc. Event management, PR and Marketing. (we pay for)

Team:

**Hull 2017**

Niccy Hallifax – Executive Producer & Over all lead.

Haitham Ridha– Assistant Producer (over all on site trinity)

Aidan Lesser – Senior Production Manager (The new Theatre and overall lead technical)

Melissa McVeigh – Screen Operations manager

Ben Lewis – PM, Community project.

Jenny Hutt – Head of Artist Liaison and events (Hotels )

David Watson: Head of Digital

Laura Smith: Head of Marketing

Ben McKnight: Director of Comms.

**Venues:**

Janice Wincott – Head of Venue (NT)

Jacqui Gay – PR

Tony Evans – Technical manager

Jane Owen – Trinity Square

Helen Thackery – Queens Gardens

**Rehearsals and timings.**

Technical Rehearsals:

Technical Rehearsals (TRs) are key activities for any event of this nature but the timing of these is yet to be determined.

However, it should be noted that what has been discussed is the following:

**The New Theatre**

1. 13th - 14th September –build (projection, sound and some lighting)
2. 15th September – continued build and lighting and focus (night- Stage-management arrive to agree design and continue focus)
3. 16th September - 9.30am to 10.30am – open class, 11am closed rehearsal, 3pm dress rehearsal (filming) show time start 7.30pm.
4. 16th September – evening and night – out of rigged items.

**Trinity Square**

1. - 14th September – roof build
2. 15th September – staging, dressing and sound, 18.00 rehearsal (off site)
3. 16th September 10.30am – walk through rehearsal, 11.30 am show one, 3pm show 2,
4. 16th September – derig from 5.30pm.

**Queens Gardens**

1. 15th September – barrier in sound and stage in (some LX)
2. 16th September – screen arrives and in, along with toilets and infrastructure dressing. Site closed to public 11pm.
3. 16th September – derig from 11.30pm.