**Hull 2017 Network Neighbourhood:
Hull 2017 core programme delivered to the doorstep of three Hull neighbourhoods.**

 **Summary
Three multi-art form festivals of performances touring to three outer-Hull venue hubs at the heart of each neighbourhood, offering high quality, relevant, affordable and surprising cultural experiences for all the family from inspiring, entertaining, national and international artists, developing new confident and engaged audiences, creating a new network for future touring.**

**Strategic Objectives**
To create three arts venues in the East, West and North of the city.
To present multi-artform programmes of the highest quality, profile and diverse work delivered to the ‘doorstep’.
To engage and build audiences in each locality with frequency of attendance.
To develop audiences to take risks and engage in wider cultural programme in Hull city centre and beyond.
To create focal point around which communities can cohere.
To engage with local businesses for services and support
To exploit and animate facilities of venues in BSF schools.
To develop new accessible touring network with new audiences.
To connect teams across the three venues and connect into 2017 opportunities.

**Programme**
The presented programme will be multi-dimensional in artform and un-ashamedly populist: reflecting local interest, tastes and demographics and presenting challenging, new and unexpected experiences.

Live Performance will include theatre, dance, music, puppetry, circus, comedy – pure forms and combined .

Installation events will include animation, film, visual arts, gaming.

Exhibitions of visual arts work to explore.

Touring companies to offer engagement and educational opportunities to accompany performances / events.

**Cross Programming**
To exploit Hull 2017 programmes for complementary programming:
Music
LOGG
Codheads

To co-ordinate with 3rd Party Programming Organisations
Hull Truck
Heads Up Festival
Hull Independent Cinema Project
University

**Indicative Programme**
LY & HD to work up initial draft indicative programme for group to test.
SH & KF to input.
Explore possible programme advisor / consultant to join team.

**Audiences**Adults
Children
Families
Young People
Senior Citizens

Focus on non arts attenders.

Review HCC data analysis for three target neighbourhoods – James McG to frame brief to the Intelligence Team
Review Hull 2017 survey data – Jan ’16. **Venues**
To utilise BSF schools in the city with full theatre facilities as well as hall / social clubs.

Aim to identify a school and social club in close proximity to each other to create a ‘campus arts centre’ for each neighbourhood, offering different types of spaces

Venues to have public access and be completely accessible.
Venues to offer high quality technical presentation
Venues to offer front of house areas for installations and pre/post social gathering.

EAST Andrew Marvell Secondary School – already recce’d
Malet Lambert – to recce – IR to set up
Sentamu – to recce - IR to set up
Freedom Centre – to recce - IR to set up
Social Clubs to identify - LY

NORTH Kingswood School, Bransholme – already recce’d
BCA – to recce
Social Clubs – LY to identify

WEST Walton St Social Club – already recce’d
Hymer’s – to recce - IR to set up
Sirius West –to re visit - IR to set up

Other options to be explored. Action to re-recce and establish relationship with venue owners.

**Marketing**Hull 2017 central marketing capacity available to generate and deliver marketing campaigns.

Venue specific marketing team to undertake local marketing & pr.

Central, single marketing initiative for young people programming – cross venue working group – programming co-ordination, particularly for post Hull 2017 - data share

**Ticketing**
Simple, single point access through Hull 2017 ticketing system.
Low cost tickets – cross initiative pricing policy
Not free tickets, but v accessible – family ticket structures – small but significant financial commitment to be made.
 **Programming**1 x Hull 2017 Network Neighbourhood Programme Director
Consultant Programmer (China Plate, Fuel etc)
Hull 2017 Programming Team
3 x Local Programme Manager
1 x Hull 2017 Technical Co-ordinator

Local Advisory Group for each Neighbourhood to be led by Programme Director to include:
Young Person;

**Programme Delivery**
3 x Local Venue Manager / Technical Co-ordinator
3 x Local Marketing & PR Manager
x Hull 2017 FOH Volunteers
General Back Office support from Hull 2017 Technical, Marketing & PR, Education

Touring Technical Team with the touring work.

**Food & Drink**Bar / Café facilities to be set up in each venue.
Local businesses to supply.

**TimeFrame**Bid to cover two years of festivals, from Autumn ’16 through to Summer’ 18.
ie structured to create a sustainable delivery model , ie the legacy of the project is inherent .

‘Festivals’ to focus around half terms.

First Festival October ‘16
Second Festival Feb ‘17
Third Festival May ‘17
Fourth Festival October ‘17
Fifth Festival Feb ‘18
Sixth Festival May ‘18

Full festival schedules to be drawn up to show events which appear in all three venues and one-off events.

**Digital**To explore: how can we ‘broadcast’ from Hull?

For unique live performance event from one of the venues, can we livestream the event to the other venues and / or to city centre?

**Evaluation**To establish baseline for engagement in key neighbourhoods.
To evaluate programme over three festivals.
Can this programme be part of University research and evaluation?

Documentary of the project – make a film of the festivals.

**Project Name**
Do we stay with the generic Network Neighbourhood?
Do we create a new brand – eg Culture Club?
For discussion at next meeting.

HD
4.1.16