**Hull Dance Programme Summary 2017/18**

The programme will have four central strands

Building Audiences for Dance

* a weekend of contemporary performance (dance)
* programming performances in small scale venues and non-theatre venues
* joint marketing for dance programmed by venues, independent of Hull Dance
* maximising marketing potential by working with 2017 team to reach, and explore how to continue to reach, cross-over dance audiences

Hull Dance Prize

* building on the solid foundations from previous years to raise the quality and number of entrants
* artist call-out distributed beyond the Humber and Yorkshire region
* work with Hull 2017 team to seek sponsorship or private sector partner for future events

Building Capacity within the Professional Dance Community

* developing a network of studio venues for Hull Dance Projects
* hosting short-term residencies by companies to create and share work
* co-commissioning with Freedom Festival
* strengthening graduate pathway programme

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

* creating strong brand awareness
* with support from Hull 2017 build marketing skills within the Hull Dance Team

2 year ACE application to be submitted September 2016