WOW Draft Brief

Dates

International Women’s Day – Wednesday 8th March

Women of the World Hull – Friday 10th – Sunday 12th March

Project Overview

Women of the World Hull will run from Friday 10th to Sunday 12th March. Taking place in and around Hull City Hall the festival is a collection of talks, debates, workshops and performances celebrating not only women and girls but equality in all its forms. WOW Hull is inspired by the Southbank Centre’s annual WOW festival. The Hull team will work closely with Southbank and other WOW festivals across the globe to deliver a programme which is broad ranging and thought provoking but also uniquely Hull. The original WOW festival was launched 6 years ago to mark the centenary of International Women’s Day and WOW Hull will also recognise this important day by holding a lead in event on 8th March.

Programming

WOW Hull will present a radical, free thinking agenda of inclusivity; made up of talks, debates, performances, music and more. It will speak to those already tuned into the subject of equality but also present itself in a way that is accessible to those who may not have previously thought much about the subject and it’s wide ranging impact on all our lives. This will be a festival which speaks to everyone regardless of gender, age, orientation or disability status. The content will be broad-ranging in its approach, encompassing subjects which are sometimes challenging, sometimes light hearted, of both local and far-reaching issues.

WOW Hull will follow the template set out by the Southbank festival but will speak with a voice which is authentic and truly representative of its community. Agendas around issues such as equality are very often set and heard by those already inside the debate, which results in conversations with those already converted to the cause. WOW Hull will strive to be meaningfully inclusive in every sense and give the people of Hull a genuine opportunity to have their voice heard regardless of class, educational background or experience.

The key areas of programming include:

Headliners – two City Hall filling headline speakers/performers. These will be of a profile which makes their appearance self funding. We want to aim big here so let’s invite Michelle Obama and Madonna to the city.

Performance – From local stars like Lucy Beaumont to Rash Dash and their punk ethos theatre WOW will cover Theatre, Comedy, Dance and Poetry, both family friendly and not.

Think In directed events – we’ll shine a light on subjects as diverse as Macho Hull, Intersectionality and the gender politics of Toilets. The think-ins will be chaired by figures as diverse as Shami Chakrabarti to Hessle Road housewives.

Academic - Hull University is a leading light in the field of gender and equality studies and currently runs the GRACE Project (Gender and Cultures of Equality in Europe) a major research project in this area. In partnership with the university we will bring together leading thinkers and opinion formers from across the globe to attend lectures, debates and networking events.

Marketplace – an energetic space and an opportunity for individuals and organisations across the city to build a festival hub, through food and drink, information sharing, crafts and networking. The marketplace will serve as a place for people to come together, connect and feel inspired.

Political Movement – We’ll invite The British Equality Party, the country’s fastest growing political party to share its manifesto of equality for all. If we want change this is where it begins.

Digital Programme – WOW Hull will be available to everyone and continue outside the life of the festival. We’ll create a platform to become our online home both during and after the festival.

BBC – In 2017 our principle partner will switch its focus from London to Hull. Jenni Murray (Hull University alumni) will bring Woman’s Hour to the city, we’ll also invite Lauren Laverne and her late night Woman’s Hour show.

Process

Curator – Programming will be headed by a Curator appointed by the Hull 2017 Programming team (in consultation with the WOW Steering Group - see next paragraph). The Curator will conceive and curate sessions which explore and challenge current thinking around equality. The Hull 2017 team and partner organisations will work closely with the Curator to achieve this vision.

Names currently in the frame (but not confirmed) include Amanda Palmer, Jess Thom, Cosey Fanni Tutti and Maxine Peake.

Project Manager – We’ll also appoint a project manager (internally at first) to coordinate the steering group and think-ins.

Circle of Friends - We will invite prominent figures from across the city to join the WOW Circle of Friends. These individuals will include a community representative, academic, young person, businessperson, journalist and an educationalist (see attached document for preliminary list). The group will meet every 4 weeks and will be chaired by a different member of the group each time they meet. Members of the Circle of Friends will be role models in their field and their role will be to discuss and make suggestions for elements of the festival and to help devise the think-ins. They will also link us into their networks across the city and elsewhere.

Think-Ins – In autumn 2016 we will hold two broad-based ‘Think In’ sessions (one in the east and one in the west of the city) which will engage women and girls (and some men and boys) from across Hull and invite them to be part of the conversation around shaping next year’s festival. We will also work with groups across the city on a one to one basis to ensure their voices are represented at WOW. WOW Hull will have a unique and authentic voice which will create a festival which could only have been held in Hull. We will work closely with Southbank and use their expertise in order to develop a model for the think-ins.

Venues - The central location for WOW Hull will be Hull City Hall but the festival will utilise other central locations including the Live Art Space at Ferens Gallery and the Court Room at the Maritime Museum. Also empty shop units around City Hall will be used for artistic projects and the iconic Queen Victoria Square toilets could even be used to host discussions around toilet equality!

Partnership Organisations - WOW Hull will establish strong links and work closely with organisations across the city including the GRACE Project at Hull University, The Warren Youth Service, HANA (Humber All Nations Alliance), the Deaf and Blind Society and Pride Hull to help deliver its agenda of inclusivity for all.

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| Key Milestones:

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| July 2016 | Circle of Friends Session 1Confirm WOW Hull CuratorBegin fortnightly conversation with SC |
| August 2016 | Circle of Friends Session 2 Series of smaller group think ins across the city |
| September 2016 | Continue smaller think in sessionsCircle of Friends Session 3W/C 12 September City Wide Think In 1Hull 2017 Programme Launch |
| October 2016 | W/C 3 October City Wide Think In 2Circle of Friends Session 4W/C 24 October First draft programme |
| November 2016 | Attend WOW Bradford |
| December 2016 | W/C 5 December Second Draft programmeW/C 19 December Final Programme Delivery |
| January 2017 | W/C 16January Brochure Sign OffCircle of Friends Session 5 |
| February 2017 | Marketing |
| March 2017 | WOW Hull 10-12 March |

Circle of Friends MembersJustine Curran, Chief Constable Humberside PoliceDr Suzanne Clisby, Director of GRACE Project University of Hull Mariane Lewsley-Stier, University of Hull Barbara grabher, University of HullRosie Millard, Chair Hull 2017Victoria Jackson, Founder of Kingston RecruitmentAnna Grabowzska, Polish Community Centre and Open Doors ProjectAnn Clarkson, Purple House Women’s CentreKaren Okra, Community Support WorkerTish Lamb, Cornerhouse and Pride OrganiserGail Teasdale, Hull Women’s CentreSharon Darley, Goodwin Community CentreMadeleine O Reilly, Assemble FestBex Phillips, Assemble FestHarriet Johnson, Volunteer Engagement Manager Hull 2017NB. Additional members are still being recruited |

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