PROJECT 22 – Back To Ours

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Back To Ours brings the best performances from the most talented artists and companies from around the world directly to the doorstep of communities in Hull. This ground breaking initiative brings three multi-artform festivals during half terms through 2017 including comedy, music, circus, theatre, cabaret, dance and film.

Our venue partners are the schools, the community centres, the social clubs in the heart of neighbourhoods. Sirius West, Hymers, Kingswood, Winifred Holtby, Sentamu; Freedom Centre, North Point Shopping Centre and William Gemmell Club, these spaces will be Odeons, Playhouses, Fringe Clubs, Ballrooms and Big Tops to create fun nights out, unmissable family shows and create lasting memories. And we're going to be creating jobs in these localities to build the marketing, technical and front of house teams needed to stage each festival.

Quotes picked out so far:

***Putting quality arts on people’s door steps gives a community a chance to be proud of who is coming to a street near them.***

Tony Forrester, Freedom Centre

***Back to Ours is a great chance to expose a deprived area of Hull to the world of performing arts. It's an opportunity to experience culture and entertainment throughout areas of Hull which normally don't get such big events on their doorstep. The events will inspire the future generations of Hull to be involved more in the arts.***

Liam Forster: Sentamu Academy

***For people to see North Point for much more than a shopping centre, we aim to be the heart of the local community and a focal point for people to meet.***

Louise Smith: Northpoint Shopping Centre

**Programming and Presenting Partners are:**

**Louise Yates:**

Producer Hull UK City of Culture 2017

**China Plate:**

Launched in 2006, China Plate is an independent theatre studio that works with artists, venues, festivals and funders to make original, exciting theatre that plays with form and has narrative at its heart.

China Plate are passionate about creating adventurous and imaginative new work with popular appeal. Using theatre to engage and inspire, the company takes work into venues, village halls, schools, on to the streets and to festivals in the UK and internationally.

In 2014, China Plate created, toured and programmed work for over 21,000 people (nationally and internationally) across 45 venues with a diverse programme of shows and events.

**Freedom Centre**

**Archbishop Sentamu Academy**

**Kingswood Academy**

**Hymers School**

**William Gemmell Social Club**

**Walton Street Social Club**

**Winifred Holtby Academy**

**Project Vision:**

The Network Neighbourhood Touring (NNT) programme will bring innovative and contemporary live performance in many artforms, in a series of festivals to a greater and more diverse audience within hard to reach communities across Hull. Hull, like many towns and cities across England, has community buildings which could provide the home for touring productions. However these facilities are underutilised due to both supply and demand issues.

Specifically, promoters and performance companies are not aware that these venues exist and those running the spaces are not equipped with the relevant skills and knowledge to programme touring productions. Following widespread community consultation, Hull 2017 has established a demand for local provision of cultural offer and the NNT project will kickstart a cross-city network with a supported delivery team to allow venue managers, programmers, engagement & marketing managers and technical teams to come together to deliver an artistic programme at an affordable price, bringing into wider use venues such as schools, social clubs and community

centres.

NNT will build upon Hull 2017’s engagement programme which has four key strands -

- Schools and learning – collaborating with 63,000 children and young people in Hull

- Volunteering and social action – recruiting and training up to 4,000 volunteers

- Community development and cohesion – Hull has low levels of engagement, and one in 10 residents feel lonely or isolated.

- Participation – We have identified key target groups with which to work to maximise the positive impact of the programme e.g. those who are disabled and Eastern European communities.

By embedding models of good practice and providing high quality experiences we can create a blueprint which can be utilised across England breathing new life into social clubs and maximising the community potential of school and community assets.

**All Quotes from partners so far:**

Tony Forrester: Freedom Centre

1) What are you enjoying most about the programming process? **Meeting the other Venus and talking about what our community would like to see in their community, I feel like I am helping to bring the City of Culture to Preston Road!**

2) Why did you decide to be part of Back to Ours? **Because The Freedom Centre has wanted touring arts for 11 years and have struggled, We want this tour to have an impact on how our community see the arts and culture, experience new things that they never dreamed of seeing. Bring the arts and let them see it, it will open many minds to new things.**

3) What do you think is the most important part of the Back to Ours project? **Putting quality arts on peoples door steps, local representatives telling people who want to listen what our communities want and like. It gives a community a chance to be proud of who is coming to a street near them. We can’t wait to start telling everyone in our community!**

**Liam Foster: Sentamu Academy**

**1)** What are you enjoying most about the programming process?

**The programming process has been interactive from the very start. I thought the card game at the start of the process set the tone for what to expect from City of Culture. It's fun and open to all different interpretations. Even in the first game with members of staff from the academy, we all wanted different things to be held at the school and all thought different things would be successful.**

**2)** Why did you decide to be part of Back to Ours?

**Back to Ours is a great chance to expose a deprived area of Hull to the world of performing arts. As an academy we host sell-out school productions of well-known plays/musicals which fills me with belief that the area would happily to sit and watch dance/drama/music for a period of time on our school site... The only difference being that it will be something completely different and will allow the students to experience top quality, professional performances without having to travel to the city centre to do so.**

**3)** What do you think is the most important part of the Back to Ours project?

**The equality. It's an opportunity to experience culture and entertainment throughout areas of Hull which normally don't get such big events on their doorstep. The events will inspire the future generations of Hull to be involved more in the arts.**

**Louise Smith: Northpoint Shopping Centre**

1) What are you enjoying most about the programming process?

**The diverse selection of potential events available for the group.**

2) Why did you decide to be part of Back to Ours?

**To bring the arts to the local community around North Point and for them to engage with the variety of possibilities on offer to them.**

**For people to see North Point for much more than a shopping centre, we aim to be the heart of the local community and a focal point for people to meet.**

**To share my experience and knowledge with other local groups.**

3) What do you think is the most important part of the Back to Ours project?

**Creating affordable accessible events for the local community.**

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**Festival details and dates.**

**Name Venue Partners:**

East focus around Preston Road –

* Freedom centre – Tony Forrester
* Archbishop Sentimu – James Crook

West covering Anlaby Road and Spring Bank –

* Hymers college

**Partnership**

Venue partners are actively involved in programming, meeting with the Festival Director and Programming consultant to look at possible touring shows, discuss what would be exciting interesting, challenging and fun.

**Paid Opportunities**

* Local marketing and engagement managers
* Box office
* Front of House