HOMEGROUND
BY
HOME

A NEW OUTDOOR FESTIVAL PARK IN MANCHESTER FOR 2021.

HOMEGROUND

BY HOME

WHAT A YEAR!

"Its almost a year since HOME, like many other venues, had to close its doors due to the pandemic. Since then our team has worked tirelessly to continue to deliver a programme, and to reopen with social distancing measures in place. We are so grateful for the support we have received from sponsors and supporters during this period.

With the announcement of the government's roadmap to reopen the economy, we are preparing another ambitious intervention to provide for artists and audiences. HOMEGROUND will provide a world-class outdoor festival environment to present a joyous, affordable programme of live entertainment – able to respond to changes to the steps to reopening. It will also provide a Covid-safe outdoor environment to help encourage audiences back to the arts after such a fundamentally challenging period for everyone in our city.

This is only possible with your continued support, and we hope you can join us on this exciting new project."

Dave Moutrey
Director & CEO, HOME

OPEN
HOMEGROUND
PUBLIC
STRAND
KIRMES
ZELTEINGANG
OPENAIRBÜHNE
AUSGANG / BUS
BOOTSANLEGER
FAHRRÄDER
KASSE
KINO

DIVERSE AFFORDABLE ENTERTAINING

"Arts and culture has always been at the heart of Manchester, and we want it to play a critical role in our city's recovery post-Covid.

This project will provide a diverse, affordable, entertaining programme of work for our residents. But it will also provide employment for the incredible cultural freelance community who have been devasted by the pandemic.

I believe this project will be significant moment in the recovery of all areas of Manchester's economy, and we welcome all support to realise this."

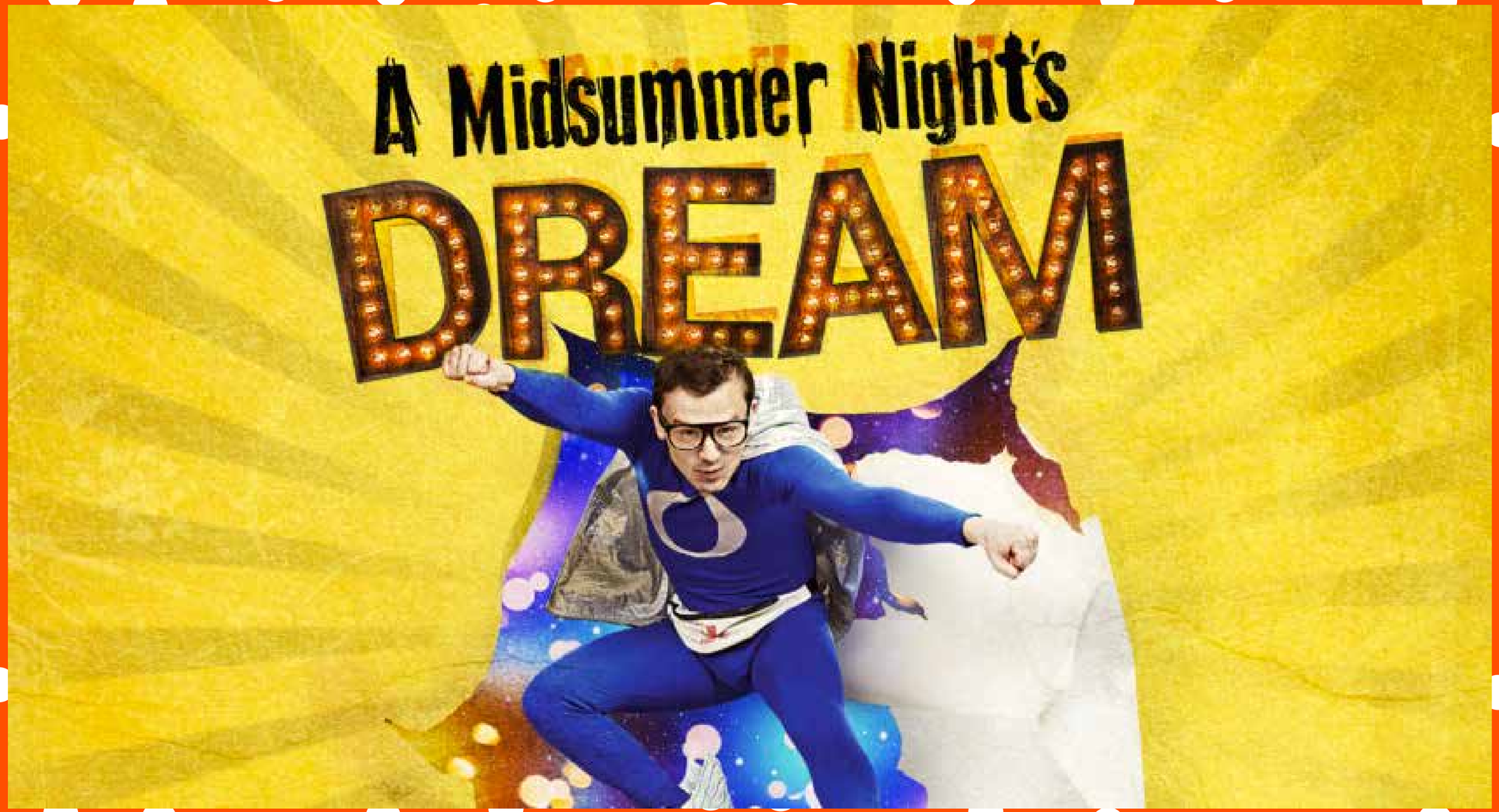
CLLR LUTHFUR RAHMAN
Executive Member for Skills, Culture and Leisure

THE PROJECT

HOMEGROUND IS A TEMPORARY ARTS FESTIVAL PARK, A MINUTE'S WALK FROM HOME.

It will open in May to present high quality theatre, music, comedy and live performance across two stages, co-curated with Manchester artists / communities throughout the summer. It will:

- Bring culture back to Manchester
- Encourage 75,000 visitors into the city centre and put culture at the forefront of the economic recovery of Manchester
- Provide nearly 500 jobs for artists and skilled freelancers
- Offer at least 50% of tickets for HOME-produced shows at £10 or less
- Offer free tickets to schools


A Midsummer Night's
DREAM

WHY HOMEGROUND

KICKSTARTING CULTURAL ECOLOGY

Manchester has more theatre seats than any city in England other than London. It's a city built on live entertainment and one that has been starved of it due to the pandemic. While venues will slowly begin to reopen, this outdoor programme will present one of the first full programmes of work that the city has seen in over a year and encourage 75,000 audiences back into the city centre.

CREATING FREELANCE JOBS

COVID-19 has had a devastating impact on the creative freelance community, with employment opportunities disappearing overnight and many falling outside the criteria for government support. Freelancers make up 70% of the overall workforce in the creative industry and without them, Manchester simply does not have a cultural offer. HOME have worked with partners on a suite of interventions, but the most important thing we can do is provide work. This will ensure we don't lose a generation of creative talent, especially those from low-income backgrounds.

SUPPORTING OUR COMMUNITY

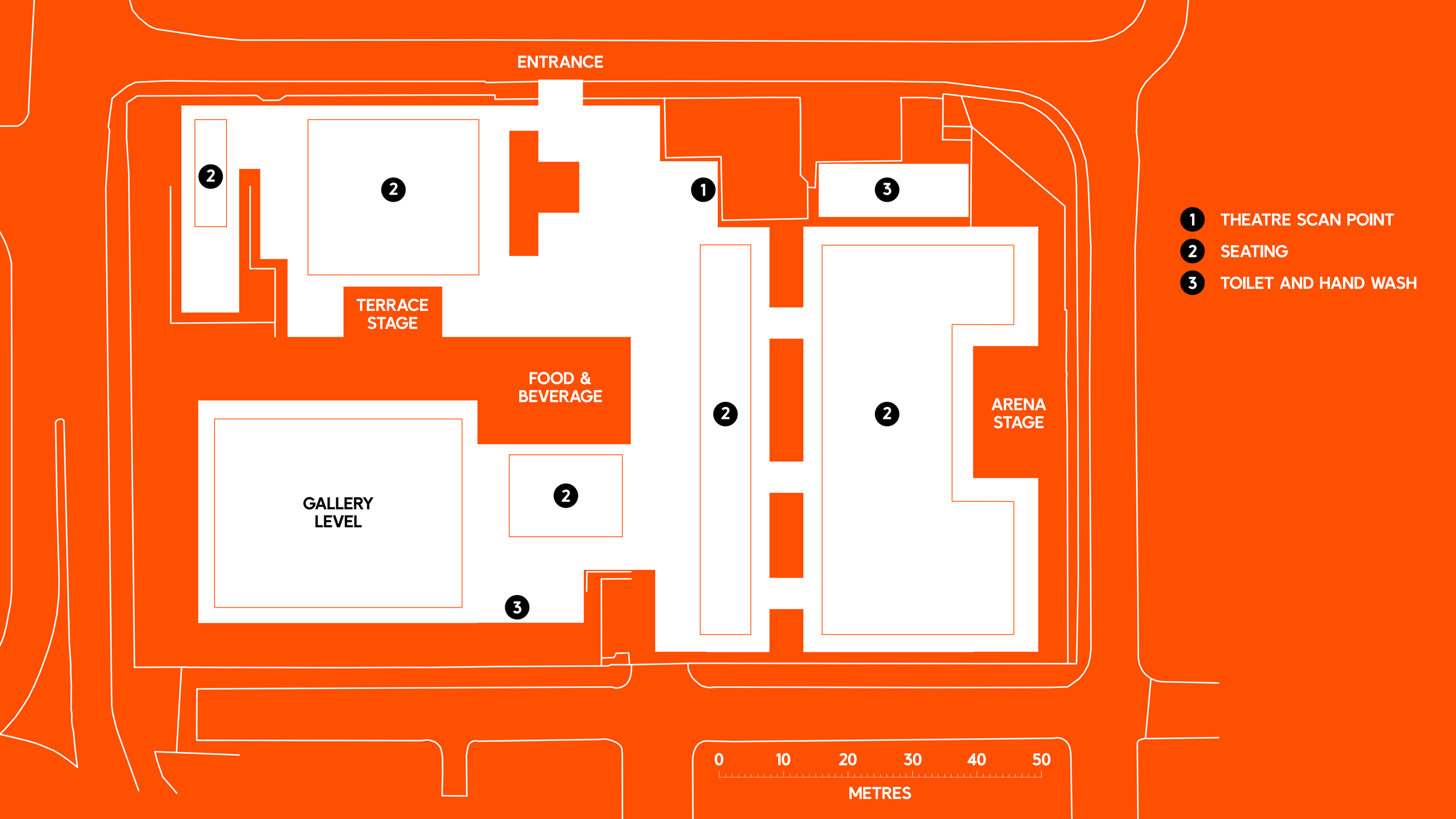
The pandemic has had a financial impact on some of the most deprived communities in our city, exacerbating wealth divisions in our city. Its important that reduced capacities and lost income over the past year doesn't make price even more of a barrier to attendance. And with children some of the worst impacted, there is a risk a whole year of school children will have missed the potentially life changing impact of seeing theatre live.

POPCO

WHAT CAN WE EXPECT

A 15 WEEK ARTISTIC PROGRAMME BETWEEN THE MAY AND AUGUST BANK HOLIDAYS, PRESENTED IN A BRAND-NEW OUTDOOR FESTIVAL SITE, ONE MINUTE AWAY FROM HOME.

- New Productions of Classic Plays
- One-nighters and special events
- A second stage of FREE live entertainment
- The finest Manchester food & drink
- A fully accessible, Covid-secure site
- Affordable ticketing model
- Free schools performances


ENTRANCE
TERRACE STAGE
FOOD & BEVERAGE
GALLERY LEVEL
ARENA STAGE
0 10 20 30 40 50
METRES
1 THEATRE SCAN POINT
2 SEATING
3 TOILET AND HAND WASH

HOTEL
Coca-Cola

PLAY YOUR PART

HOMEGROUND IS ABOUT BRINGING PEOPLE TOGETHER FOR HIGH QUALITY ENTERTAINMENT AND FUN.
It's about helping reinvigorate Manchester city centre and bringing joy back into people's lives. It's about meeting face-to-face after a year of Zoom calls. We hope you'll join us to make it a success.

SPONSORSHIP AND CORPORATE EVENTS
Align your company with one of the most exciting cultural events in Manchester in 2021. Benefit from headline sponsor status, brand affiliation & promotion across the city and online, private hires, ticket allocations, staff & client entertaining and more.

AFFORDABLE TICKETING SCHEME
Donations of £1,000 or more can enable individuals from under-served or low-income families to experience HOMEGROUND for £10 or less.

MAJOR GIFTS AND GRANTS
We would welcome the opportunity to discuss how your gift could fund a particular element of the Festival according to your interests. Alternatively, an unrestricted gift will create the biggest impact.

THANK YOU

FOR FURTHER INFORMATION PLEASE CONTACT US USING THE DETAILS BELOW:

EVE PARKER
Deputy Development Director
eve.parker@homemcr.org
0161 212 3427

JENNI WILLOWS
Development Manager
jenni.willows@homemcr.org
0161 212 3428