

HOME announce a new corporate partnership with leading TV producers Wall to Wall North



Today, HOME are delighted to announce a new corporate partnership with Wall to Wall North. This is HOME's first corporate partnership with a TV production company which poses exciting opportunities for emerging artists in the North West. This partnership is focused on nurturing the next generation of talent in Manchester and the North West.

Over the course of a year, Wall to Wall North will support HOME by providing in kind activity (alongside partners Rope Ladder Fiction) as part of PUSH Festival, HOME's biennial festival celebrating talent in the North West, including an [Open Day "Get into TV" event](#), a [tour of the set of Waterloo Road](#) and [writing and directing for TV workshops](#), as well as a financial contribution.

Development Director Roisin Joyce had this to say: *This is the first time that HOME has worked with a TV production company and we are excited by the opportunities this partnership poses for artists in the North West. This collaboration offers a new platform to support routes into creative industries, with a particular focus on nurturing and encouraging talented young people. We look forward to working with Wall to Wall North over the next twelve months.*

In return, HOME will support Wall to Wall's Production Development Trainee Scheme, which provides on-the-job training in junior roles in the scripted broadcast drama sector, by providing weekly cinema access, priority tickets to events, and opportunities to network with other filmmakers from the region.

Wall to Wall North are part of the producing team behind hit TV show *Waterloo Road*, which is set and filmed in Manchester. Richard Everiss, Wall to Wall Line Producer had this to say about the partnership: *Waterloo Road is back and it is in Manchester. For Manchester, attracting a major continuing drama alongside ITV's Coronation Street, is a major boost to the city's national profile and also provides a host of new long term media jobs to provide permanence to the city's role as the North's premier TV drama production centre.*

The permanence of a long running TV show has meant that Waterloo Road can create new partnerships to develop new training opportunities to improve the diversity and inclusivity of

Manchester's media workforce and also explore how we work across the different creative sectors of the city to find that new talent.

HOME was and is a natural partner, already known throughout the city for its artistic outreach. Waterloo Road's current cohort of 8 trainees come from across the city and are working in all areas of production. Through the HOME partnership they can attend HOME events and are proactive in supporting HOME's remit to extend the creative drive of Manchester. They get to experience first hand the importance of the arts in Manchester and discover their own value within the creative world of a dynamic city.

Find out more about HOME's corporate partnership opportunities here: <https://homemcr.org/support/corporate-sponsorship/>

ENDS

Notes to Editors:

For interviews and additional information, please contact Julia White, Head of Communications at HOME, on 0161 212 3463 or email julia.white@homemcr.org

HOME is Manchester's centre for international contemporary culture. Since opening in May 2015, HOME has welcomed over three million visitors to its two theatres, five cinemas, art gallery, book shop and restaurants. HOME works with international and UK artists to produce extraordinary theatrical experiences, producing an exciting mix of thought-provoking drama, dance and festivals, with a strong focus on international work, new commissions and talent development.

HOME's ambition is to push the boundaries of form and technology, to experiment, have fun, take risks and share great new art with the widest possible audience. The patrons of HOME are Danny Boyle, actress Suranne Jones, playwright and poet Jackie Kay CBE, artists Rosa Barba and Phil Collins, filmmaker Asif Kapadia, and actress and author Meera Syal CBE. www.homemcr.org | @HOME_mcr | Facebook HOME mcr

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