**PROJECT OVERVIEW – Curious Directive's Frogman**

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| **NAME OF PROJECT** | **Frogman** |
| **PROJECT START - FINISH DATES** | **01/06/2017 - 31/07/2017** |
| **PROJECT LIVE DATES** | **26/06/2017 - 09/07/2017** |
| **COC PROJECT LEAD** | **Martin Atkinson** |
| **PROJECT SUMMARY** | Frogman by Curious Directive aims to blend Virtual Reality technology with live action and augmented reality. Its focus will be on coral bleaching. Jack Lowe, the Artistic Director of Curious Directive will be spending the next few months (as outlined in the timeline) working with Marine Biologist, The Deep, Software Developers and a host of other creative and scientific minds to develop the idea further. FROGMAN is world-first for theatre, combining three spellbinding story-telling techniques; Virtual Reality Headsets, Wireless Headphones and LIVE green-screen action to explore some of the most important details and debates in Marine Biology. Over 45 minutes, young audiences will, for the first time, experience a story told using techniques which plunge them into the heart of the environment.  Synopsis: Frogman follows the story of Meera, bedbound with a rare bone fragility. She is in her bedroom in her flat in Cairns, Australia which she shares with her mum. Her best friend Ella has gone missing, causing a shockwave through the community. Her mum is a coral reef researcher and her dad is a frogman (a police diver). We follow Meera as she tried to work out where her friend has gone. The story goes into an aquarium, the bridge where Ella was last seen, the woods and out onto the reef itself. It is a story of friendship, fragility and fantasy. |
| **TARGET AUDIENCES** | * Hull Residents * Children, Young People and Families |
| **CORE PROJECT TEAM** | * Martin Atkinson * Niccy Hallifax |
| **ARTISTS** | * Curious Directive: Jack Lowe |
| **DELIVERY PARTNERS** | * The Deep * The Old Market * Deloitte (?) * Software Developers |
| **PROJECT SPECIFIC OBJECTIVES TO MEASURE** | To produce a family-friendly show at The Deep   * To develop a family performance using virtual reality and live action * To work with a group of marine biologists from The Deep and further afield in the creation of the production. * To tour Frogman to significant partners, who are able to support the development of the project, and then return to Hull for a second showing. * To develop materials with The Deep that can reach out to schools and begin to develop a more portable version of the performance to go into classrooms. |
| **HULL 2017 STRATEGIC OBJECTIVES THAT THE PROJECT IS CONTRIBUTING TO** | High quality programme of arts, culture and heritage   * 365 day of cultural programme that is ‘of the city’ yet outward looking and includes 60 commissions   Develop audiences   * Increase engagement and participation in arts and heritage amongst Hull residents   Develop the cultural sector   * Develop the city's cultural infrastructure through capacity building and collaborative work undertaken by/with Hull 2017 and its partners   Increase aspirations, abilities and knowledge of residents   * Engage with all Hull-based primary and secondary schools, providing all school age children with the opportunity to engage with arts and culture |

**PROJECT MONITORING & EVALUATION PLAN – Project Specific Objectives**

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| **AIMS** | **OBJECTIVES** | **OUTPUTS & OUTCOMES** | **WHO YOU’LL GATHER INFORMATION FROM** | **METHOD OF DATA COLLECTION** | **WHEN TO GATHER DATA** | **RESOURCES** | **PERSON (S) RESPONSIBLE** |
| To produce a family-friendly show at The Deep | To develop and deliver a family performance using virtual reality and live action | No of performances | Project Team | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
| No of families (mixed age groups inc children) in the audience | Audiences – Adults (paper surveys on the night or electronic using box office data?) | Audience Survey - Parents | 26/06/2017 – 09/07/2017 | Staff Time  Volunteers? | Pippa Gardner |
| No of children who rated the performance as enjoyable/ that they would tell their friends and family about it/ that they would attend something similar in the future | Audiences – Children (an accessible form for three questions e.g. giving children sticky dots or fish stickers and asking to place on scales for different questions – if fish maybe a picture of underwater and 1 near the surface and 5 really deep, whilst adults fill out paper survey) | Audience Survey – Children | 26/06/2017 – 09/07/2017 | Staff Time  Volunteers? | Pippa Gardner |
| A successful development process | Artists | Creative Partner Survey | July 2017 | Staff Time | Pippa Gardner |
| To work with a group of marine biologists from The Deep and further afield in the creation of the production | Successful collaboration with marine biologists | Artists  Marine Biologists (The Deep and others) | Creative Partner Survey | July 2017 | Staff Time | Pippa Gardner |
| To tour Frogman to significant partners, who are able to support the development of the project, and then return to Hull for a second showing | Details of where touring? Plan to collect data from Edinburgh  No of shows and audiences on tour | Project team/Artists | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
| No of shows in Hull on second showing | Project team | Project Monitoring Workbook | ?? | Staff Time | Pippa Gardner |
| To develop materials with The Deep that can reach out to schools and begin to develop a more portable version of the performance to go into classrooms. | Successful development of materials for more portable performance | Artists  The Deep | Creative Partner Survey | July 2017 | Staff Time | Pippa Gardner |

**PROJECT MONITORING & EVALUATION PLAN – Hull 2017 Strategic Objectives**

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| **AIMS** | **OBJECTIVES** | **OUTPUTS & OUTCOMES** | **WHO YOU’LL GATHER INFORMATION FROM** | **METHOD OF DATA COLLECTION** | **WHEN TO GATHER DATA** | **RESOURCES** | **PERSON (S) RESPONSIBLE** |
| High quality programme of arts, culture and heritage | 365 day of cultural programme that is ‘of the city’ yet outward looking and includes 60 commissions | No of performances | Project Team | Project monitoring workbook | Ongoing | Staff time | Pippa Gardner |
| Develop audiences | Increase engagement and participation in arts and heritage amongst Hull residents | Audience demographics compared to other performances in the Hull 2017 programme | Audiences - Parents | Audience Survey - Parents | 26/06/2017 – 09/07/2017 | Staff Time  Volunteers? | Pippa Gardner |
| Develop the cultural sector | Develop the city's cultural infrastructure through capacity building and collaborative work undertaken by/with Hull 2017 and its partners | Successful partnership with The Deep | The Deep  Artists  Project Team | Creative Partner Survey  Creative Partner Survey  End of Project Report | July 2017 | Staff Time | Pippa Gardner |
| Increase aspirations, abilities and knowledge of residents | Engage with all Hull-based primary and secondary schools, providing all school age children with the opportunity to engage with arts and culture | No of children engaged through schools in the development of the Frogman production | Project Team | Project Monitoring Workbook | Ongoing | Staff time | Pippa Gardner |