**PROJECT OVERVIEW – WHERE ARE WE NOW?**

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| **NAME OF PROJECT** | **Where Are We Now?** |
| **PROJECT START - FINISH DATES** | **July 2016 – June 2017** |
| **PROJECT LIVE DATES** | **2-4 June 2017** |
| **COC PROJECT LEAD** | **Hannah Williams Walton** |
| **PROJECT SUMMARY**  | As the UK lurches into uncharted political terrain, fracturing along geographical and social fault lines, schisms are opening up which suggest increased tension and volatility lie ahead and potentially the end of Britain itself. Neu! Reekie!, Scotland’s most cutting edge arts collective, pose the question Where Are We Now? to a unique gathering of the UK's freethinking artists and dissident voices. With the current political and social climate as backdrop over a weekend in Hull the disparate counter cultures of Scotland, England, Northern Ireland and Wales will be brought together to perform, agitate and explore their own relevance. Through the mediums of hip-hop, live music, film, animation, poetry, spoken word, literature, visual art, street theatre, debate and staged happenings we intend to take the pulse of the counter-culture, shed some light, and try to find some answers. A high octane programme of concerts, salons, exhibitions, provocations and lively debates around a radical film festival will light the fuse. These will feature some of the countries most persistent artistic rabble-rousers, agitators, thinkers and luminaries. |
| **TARGET AUDIENCES** **(PROVIDE EVIDENCE FOR EVALUATION)** | * Hull Residents
* Regional/National Visitors to Hull
* Those interested in counter culture
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| **CORE PROJECT TEAM** | * Hannah Williams Walton (Producer)
* Sam Hunt (Executive Producer)
* Ben Mcknight (M&C)
* Rachel Crow (M&C)
* Nicola Taylor (M&C)
* Jo Charlton (M&C)
* Aidan Lesser (Production Manager)
* Rachel Booth (Other Production)
* Michael (Neu Reekie) - To Be Surveyed
* Kevin (Neu Reekie) - To Be Surveyed
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| **ARTISTS** | * Young Fathers
* Charlotte Church
* Hollie McNish
* Linton Kwesi Johnson
* Stanley Odd (Dave Hook) - To Be Surveyed
* Altu ‘Flowrex’ Collingwood - To Be Surveyed
* Akala
* The Four Owls
* Stanley Odd
* Eva Lazarus
* Momus
* Jamie Reid
* gal-dem
* Andrew Weatherall
* Sean Johnston
* Rodney P
* Loki
* Breakin’ Through Hull
* King Monk
* Trik9 and Kisk
* DJ Rasp
* Agent M
* Nikki Blaze
* Mark Cousins
* Bill Drummond
* Sabrina Mahfouz
* John Andrews
* Will Burns
* Martha Sprackland
* Adelle Stripe
* Anthony Baxter
* FiniTribe
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| **DELIVERY PARTNERS** | * Fruit
* Hull City Hall
* The Welly Club
* The New Adelphi Club
* Hull International Photo Gallery
* Vue Cinema
* Hull Independent Cinema
* Humber Street Gallery
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| **PROJECT SPECIFIC AIMS/OBJECTIVES TO MEASURE**  | To use culture to examine the counter cultures of Scotland, England, Northern Ireland and Wales* To engage with artists working creatively on the margins, or outside the dominant mainstream narrative.
* To examine and respond to the question ‘Where are we NOW?’
* To produce a festival that can be reactive and responsive to the political situation of Scotland, England, Northern Ireland and Wales
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| **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
* Improving understanding and appreciation of Hull’s heritage

Develop audiences  * Increase total audiences for Hull's arts, cultural and heritage offer
* Increase engagement and participation in arts and heritage amongst Hull residents
* Increase the diversity of audiences for Hull’s arts and heritage offer

Strengthen Hull and East Riding economy * Deliver economic benefits for the city and city region
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**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 use culture to examine the counter cultures of Scotland, England, Northern Ireland and Wales | To engage with artists working creatively on the margins, or outside the dominant mainstream narrative. | Number of artists/commissions for Where Are We Now festival | Hull 2017 | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
| % of audience introduced to artists for the first time | Audience | Post-Event Audience Survey | W/C 5 June | Staff Time | Pippa Gardner |
| To examine and respond to the question ‘Where are we NOW?’ | Artists/creative team feel festival events examine and respond to the question ‘Where are we NOW?’ | Artists/Creative Team | Post-Event Artists/Creative Team Survey | W/C 5 June | Staff Time | Pippa Gardner/Hannah Williams Walton |
| To produce a festival that can be reactive and responsive to the political situation of Scotland, England, Northern Ireland and Wales | % of audience who felt the festival was reactive and responsive to the political situation of Scotland, England, Northern Ireland and Wales.  | Audience  | Post-Event Audience Survey | W/C 5 June | Staff Time | Pippa Gardner |
| % of artists/creative team who felt the festival was reactive and responsive to the political situation of Scotland, England, Northern Ireland and Wales. | Artists/Creative Team | Post-Event Artists/Creative Team Survey | W/C 5 June | Staff Time | Pippa Gardner/Hannah Williams Walton |

**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  | Number of new commissions (6) | Hull 2017 | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner   |
| Number of festival days programmed (3) | Hull 2017 | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
| Develop audiences   | Increase total audiences for Hull's arts, cultural and heritage offer | Number of attendees at each event and across all events | Audiences | Box Office Data and Audience Counts at unticketed events | 2-4 June | Staff Time | Pippa Gardner |
| Increase engagement and participation in arts and heritage amongst Hull residents  | Number of attendees reporting they were introduced to an artist for the first time.  | Audiences | Post-event audience survey | W/C 5 June | Staff Time | Pippa Gardner |
| Increase the diversity of audiences for Hull’s arts and heritage offer | Audience demographics compared to averages at other Hull events | Audiences | Post-event audience survey |  W/C 5 June | Staff Time | Pippa Gardner |
| Strengthen Hull and East Riding economy  | Increase visitor numbers to Hull  | % of audience who are visitors to Hull | Audiences | Post-event audience survey | W/C 5 June | Staff Time | Pippa Gardner |
| Deliver economic benefits for the city and city region | Total and stratified spend of audiences to Where Are We Now? Events | Audiences | Post-event audience survey | W/C 5 June | Staff Time | Pippa Gardner |