**PROJECT OVERVIEW – SLUNG LOW: *FLOOD***

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| **NAME OF PROJECT** | **Slung Low: *Flood*** |
| **PROJECT START - FINISH DATES** | **11 April 2016 – October 2017** |
| **PROJECT LIVE DATES** | **Part 1: Prologue (27 February 2017 – 4 March Airstream Tour; 27 February – indefinite online) – short film**  **Part 2: Abundance (11 April - 15 April 2017) – live play**  **Part 3: To the Sea (Summer 2017) – live play on BBC TV**  **Part 4: New World (October 2017) – live play** |
| **COC PROJECT LEAD** | **Martin Green** |
| **PROJECT SUMMARY** | Flood is an extraordinary year-long epic commissioned for Hull 2017 that will be told online, live in Hull and on BBC television. It is created by the ground-breaking Leeds-based theatre company Slung Low, directed by artistic director Alan Lane and written by award-winning playwright James Phillips.  One day it starts to rain and no-one knows why. And it doesn’t stop. Far out on the North Sea a fisherman raises a girl in his net, miraculously alive from the deep sea. Is she one of the migrants now washing up on English shores? Or someone sent for some higher purpose? |
| **TARGET AUDIENCES - ATTENDERS** | * Residents of Victoria Dock * Disabled audiences * General audience (or are there other target communities, e.g. schools, young people, older people, BAME groups,) |
| **TARGET AUDIENCES - PARTICIPANTS** | * Part 2: Hull 2017 Volunteers – general for Peoples’ Theatre and FOH roles * Part 4: Hull 2017 Volunteers and wider general public (TBC) for Peoples’ Theatre and FOH roles |
| **CREATIVE CORE TEAM** | * Martin Green (Executive Producer, Hull 2017) * Lindsey Alvis (Producer, Hull 2017) * Gareth Hughes (Production Manager, Hull 2017) * Martin Atkinson (Assistant Producer, Hull 2017) * Alan Lane (Artistic Director) * Laura Clark (Exec Producer) * Joanna Resnick (Producer) * James Phillips (Writer) |
| **CAST MEMBERS / ARTISTS** | * Professional cast * Community cast (Hull 2017 Volunteers, and for Part 4 wider general public) |
| **DELIVERY PARTNERS**  **(IF APPLICABLE)** | * BBC – Director of BBC Arts (Jonty Claypole) * BBC Exec Producer (Emma Cahusac) * BBC Press & PR (Sarah Hall) * BAC Projects Producer (Thea Jones) * The Space – Exec Producer (Helen Spencer) * The Space – (Head of Audience Development & Distribution (Owen Hopkin) * Hull 2017 Digital Team (David Watson) * Hull 2017 Volunteering Team (Harriet Johnson) * Hull 2017 Monitoring & Evaluation Team (Elinor Unwin & Pippa Gardner) * Hull 2017 Communications Team (Ben McKnight) * Hull 2017 Marketing (Rachel Crow) * Hull 2017 Education (Roisha Wardlaw) * Hull 2017 Community (James Maguire) * Cornershop Press & PR (Hannah Clapham) |
| **PROJECT SPECIFIC OBJECTIVES/ OUTPUTS TO MEASURE** | * Commission Slung Low to create their most ambitious project to date, year-long epic story told in 4 parts online, live in Hull & on BBC TV * Slung Low to develop skills and confidence in online digital engagement, film-making and broadcast * Engage the residents of Victoria Dock, through Slung Low being in-residence throughout the project * Produce a short film (prologue) and tour this around the city in an airstream caravan * Create two high quality pieces of live outdoor/ site specific performance * Create a performance for BBC TV * Working with a Digital Producer, create intervening online content to build character profiles * Ensure that all four pieces of work connect with one another and stand-alone * Provide wheelchair access at all live performances. Provide an audio described & captioned performance. Trial new captioning kit on mobile tablets. * Engage a large community cast in the live/outdoor site specific performances (is there a target number and / or specific communities that you want to reach?) * To challenge attitudes and behaviours on the issue of immigration (do you want this included?) * Slung Low and Hull 2017 to share project learnings and expertise with Ambition for Excellence Consortium. Event confirmed for Thurs 13 Apr * Encourage local suppliers and freelancers to engage with tender opportunities for Slung Low including remote control plane operator and chef |
| **HULL 2017 STRATEGIC OBJECTIVES THAT THE PROJECT IS CONTRIBUTING TO** | * 365-day cultural programme that is ‘of the city’ yet outward looking, including 60 commissions. Commissioning one writer to deliver two live plays, a short film script & a TV screenplay * Increase total audiences for Hull’s art, 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 * Develop the city’s cultural infrastructure through capacity building and collaborative work * Enhance positive media coverage of Hull’s arts and heritage offer * Increase in Hull residents who are proud to live in Hull and would speak positively about it to others * Improve positive attitudes towards Hull as a place to live, study, visit and do business * Increase visitor numbers to Hull * Delivering economic benefits to the city and the city region * Engage volunteers from Hull and beyond * Increase levels of happiness and enjoyment as a result of engaging with arts and culture * Increase levels of confidence and community cohesion among local audiences and participants * Delivery of training and development opportunities to local residents through arts and culture initiatives * Ensure partners are satisfied with their Hull 2017 partnership experience |

**PROJECT MONITORING & EVALUATION PLAN – SLUNG LOW: *FLOOD***

| **OBJECTIVES** | **WHAT YOU WANT TO KNOW:**  **OUTPUTS AND OUTCOMES** | **STAKEHOLDERS:**  **WHO YOU’LL GATHER INFORMATION FROM** | **SOURCES OF DATA COLLECTION:**  **WHAT METHODS WILL YOU USE TO COLLECT YOUR EVIDENCE?** | **TIMING:**  **WHEN WILL YOU GATHER THE DATA?** | **DATA COLLECTION:**  **PERSON (S) RESPONSIBLE** |
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| **Project Specific**   * Commission Slung Low to create their most ambitious project to date, year-long epic story told in 4 parts online, live in Hull & on BBC TV * Slung Low to develop skills and confidence in online digital engagement, film-making and broadcast * Engage the residents of Victoria Dock, through Slung Low being in-residence throughout the project * Produce a short film (prologue) and tour this around the city in an airstream caravan * Create two high quality pieces of live outdoor/ site specific performance * Create a performance for TV * Working with a Digital Producer, create intervening online content to build character profiles * Ensure that all four pieces of work connect with one another and stand-alone * Provide wheelchair access at all live performances. Provide audio described and captioned performance. Trial new captioning kit on handheld devices. Audio describe & caption Part 1: Prologue * Engage a large community cast in the live/outdoor site specific performances (is there a target number and / or specific communities that you want to reach?) * To challenge attitudes and behaviours on the issue of immigration (do you want this included?) * Slung Low and Hull 2017 to share project learnings and expertise with Ambition for Excellence Consortium. Event confirmed for Thurs 13 Apr * Encourage local suppliers and freelancers to engage with tender opportunities for Slung Low including remote control plane operator & chef | * Length of project (compared with previous projects delivered by Slung Low) * Project budget (compared with previous projects delivered by Slung Low) * Number of first-time activities delivered by Slung Low * Number of commissions * Creative Outputs throughout project * Profile of Core Creative Team * Impact on Core Creative Team of delivering the project * Profile of Professional Cast * Impact on Professional Cast of taking part in the project * Engagement of Victoria Dock residents throughout the project * Impact on Victoria Dock residents of having Slung Low in-residence at Victoria Dock * Number of outreach events / activities * Location of outreach events / activities * Number of workshops / rehearsals * Number of performances * Number of screenings * Number of access provisions provided for each part of Flood * Number of participants (non-professional cast) * Profile of participants * Impact on participants (non-professional cast) | * Creative Core Team * Professional Cast * Victoria Dock residents * Participants * Audiences * Hull 2017 Volunteering * Hull 2017 Digital * BBC * The Space * Peer Assessors * A4E Consortium * Local suppliers * Freelancers | * Project Delivery Plan * Project Budget * Project Monitoring Workbook * Creative Core Team Survey * Creative Core Team Depth interviews * Professional Cast Survey * Professional Cast Qual (TBC) * Delivery Partner Survey * Delivery Partner Depth interviews * Peer Assessor Depth interviews * Participant Surveys * Participant Registration Form * Audience Surveys * Participant Qual (TBC) * Audience Qual (TBC) * Audience Counts at non-ticketed events and activities * Community consultation with Victoria Dock residents * Ambition for Excellence Feedback Form * Supplier & Freelancer Survey * Better Impacts * Box Office Reports * Website Analytics * Social Media Analysis * Media Monitoring & Analysis | * Project Monitoring to take place on ongoing basis and completed by end of project * Creative Core Team surveys to be completed before Part 2 and after Part 4 * Creative Core Team depth interviews to be completed after Part 2 and after Part 4 * Professional Cast surveys to be completed after Part 2 and after Part 4 * Professional Cast qualitative research to be completed after Part 2 and after Part 4 * Delivery Partner survey and depth interviews after Part 4 * Peer Assessor depth interviews to be completed pre-Part 2 and after Part 4 * Participant Surveys and qualitative research to be completed after Part 2 and Part 4 * Audience Surveys and qualitative research to be completed after Part 2 and Part 4 * Audience counts to take place live at non-ticketed events * Community consultation will be ongoing (dates TBC) | * Project Delivery Plan: Slung Low (with support from Hull 2017 Programming Team) * Project Budget: Slung Low (with support from Hull 2017 Programming Team) * Project Monitoring Workbook: Pippa Gardner will complete in consultation with Core Creative Team * External consultant to undertake depth interviews, audience and participant qualitative research, and community consultation * External consultant to undertake Creative Core Team, Delivery Partner and Supplier & Freelancer Surveys * Fieldwork agency to undertake audience and participant telephone interviews * Hull 2017 Comms Team to brief PR agency * Hull 2017 Digital Team to provide digital stats * PR agency to provide media sentiment and overall media coverage analysis |
| **OBJECTIVES** | **WHAT YOU WANT TO KNOW:**  **OUTPUTS AND OUTCOMES** | **STAKEHOLDERS:**  **WHO YOU’LL GATHER INFORMATION FROM** | **SOURCES OF DATA COLLECTION:**  **WHAT METHODS WILL YOU USE TO COLLECT YOUR EVIDENCE?** | **TIMING:**  **WHEN WILL YOU GATHER THE DATA?** | **DATA COLLECTION:**  **PERSON (S) RESPONSIBLE** |
| **Hull 2017 objectives this project will contribute to:**   * 365-day cultural programme that is ‘of the city’ yet outward looking, including 60 commissions. Commission one writer to write 2 live plays, 1 short film and a TV screenplay * Increase total audiences for Hull’s art, 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 * Develop the city’s cultural infrastructure through capacity building and collaborative work * Enhance positive media coverage of Hull’s arts and heritage offer * Increase in Hull residents who are proud to live in Hull and would speak positively about it to others * Improve positive attitudes towards Hull as a place to live, study, visit and do business * Increase visitor numbers to Hull * Delivering economic benefits to the city and the city region * Engage volunteers from Hull and beyond * Increase levels of happiness and enjoyment as a result of engaging with arts and culture * Increase levels of confidence and community cohesion among local audiences and participants * Delivery of training and development opportunities to local residents through arts and culture initiatives * Ensure partners are satisfied with their Hull 2017 partnership experience | * Ticket sales and value * Number of audiences across project (all platforms) * Profile of audiences * Impact on audiences across project * Assessment of project quality * Number of A4E activities delivered * Impact on Ambition for Excellence Consortium * Impact on placement recipients of taking part in the project * Impact on local organisations and freelancers supplying supply chain services * Number of press releases, TV and radio appearances * Levels and messaging of media coverage across all channels (including social media) * Number of visitors (non-Hull residents) amongst audiences * Audience spend on accommodation (staying visitors) and all other spend areas (all audiences) * Perceived level of success against motivations to be involved amongst delivery partners * Attitudes towards project management and support provided by Hull 2017 |  |  | * Box office reports to be produced post Part 2 and Part 4 * Web analytics will be ongoing (dates TBC) * Social media analysis will be ongoing (dates TBC) * Media Monitoring & Analysis will be ongoing (dates TBC) |  |