**PROJECT OVERVIEW – JOHN GRANT'S NORTH ATLANTIC FLUX**

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| **NAME OF PROJECT** | **JOHN GRANT'S NORTH ATLANTIC FLUX** |
| **PROJECT START - FINISH DATES** | **?** |
| **PROJECT LIVE DATES** | **28/04/2017 - 01/05/2017** |
| **COC PROJECT LEAD** | **Liam Rich** |
| **PROJECT SUMMARY**  | The most exciting and innovative musicians from Scandinavia and Iceland are heading to the UK for a four-day live music festival like no other. Critically acclaimed singer-songwriter John Grant gathers some of today’s most exciting musicians, including GusGus, Susanne Sundfør, Lindstrøm, Sóley, Sykur, Prins Póló, Nordic Affect, Ragga Gisla, Fufanu, Ghostigital and more for one of the most thrilling events of the year. Produced by innovative arts organisation [**Curated Place**](http://www.curatedplace.com/), this unmissable showcase of Nordic talent features surprise collaborations and remarkable sound experiments alongside an exclusive live set by John Grant himself. |
| **TARGET AUDIENCES**  | * University students
* Existing fans of performers
* People with an interest in music
* Partners Offer
* Have a chat with Rachael Crowe
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| **CREATIVE CORE TEAM** | * Sam Hunt
* Liam Rich
* Andy Brydon (Curated Place)
* Chris Carney (Curated Place)
* Heidrún Kelly (Curated Place)
* Susan Wareham (Curated Place)
 |
| **ARTISTS** | * John Grant
* Adelle Stripe
* Jez Riley-French
* Steve Cobby
* Russ Litten
* Simon Desbruslais
 |
| **DELIVERY PARTNERS** | * Hull City Hall
* Gate No. 5
* Fruit
* Jubilee Central
* BBC Radio 3 (Late Junction)
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| **PROJECT SPECIFIC AIMS/OBJECTIVES**  | * Programme and produce a four day Nordic music festival
* Bring high quality Nordic artists to the city for the first time
* Introduce local audiences to Nordic artists for the first time
* Promote Hull as a Nordic city in the UK
* Link to other Nordic happenings taking place in Hull
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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

Develop audiences * Increase total audiences for Hull's arts, cultural and heritage offer
* 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

Improve perceptions of Hull both internally and externally * 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 the city to others

Strengthen Hull and East Riding economy* Increase visitor numbers to Hull
* Deliver economic benefits for the city and city region
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**PROJECT MONITORING & EVALUATION PLAN –**

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| **TARGET OUTCOMES FOR THE PROJECT – WHAT DIFFERENCE WILL THE PROJECT HAVE ON AUDIENCES AND OTHER STAKEHOLDERS?** | **TARGET OUTPUTS FOR THE PROJECT – WHAT WILL THE PROJECT DELIVER?** | **STAKEHOLDERS:** **WHO YOU’LL GATHER INFORMATION FROM**  | **SOURCES OF DATA COLLECTION:****WHAT METHODS WILL YOU USE TO COLLECT YOUR EVIDENCE?** | **TIMING OF DATA COLLECTION:****WHEN WILL YOU GATHER INFORMATION?** | **DATA COLLECTION:****PERSON (S) RESPONSIBLE**  |
| * Programme and produce a four day Nordic music festival
* 365 day of cultural programme that is ‘of the city’ yet outward looking and includes 60 commissions
 | * Four days of programmed music events
 | * Hull 2017
 | * Project Monitoring Workbook
 | * W/C 1st May
 | * Pippa Gardner
 |
| * Increase total audiences for Hull's arts, cultural and heritage offer
 | * # of audience members
 | * Hull 2017 / Venues
 | * Ticket sales
* Project Monitoring Workbook
 | * 28th April – 1st May
 | * Pippa Gardner
 |
| * Bring high quality Nordic artists to the city for the first time
 | * # of artists performing in Hull for the first time
 | * Artists
 | * Post-event artist survey
 | * W/C 1st May
 | * Pippa Gardner
 |
| * Develop the city's cultural infrastructure through capacity building and collaborative work undertaken by/with Hull 2017 and its partners
 | * Delivery of event through partnership between Hull 2017 and Curated Place
 | * Hull 2017 / Curated Place
 | * End of Project Report
* Creative Partners Survey
 | * W/C 8th May
 | * Curated Place
* Liam Rich / Sam Hunt
 |
| * Link to other Nordic happenings taking place in Hull
 | * Presence of signposting to other Nordic themed events
* # of audience members attending other Nordic events during weekend
 | * Hull 2017 / Curated Place
* Audience members
 | * End of Project Report
* Survey Monkey to audience – emailed using box office data (target: 318 responses from max 1800 ticket sales)
 | * 28th April – 1st May
* W/C 1st May
 | * Liam Rich / Sam Hunt
* Pippa Gardner
* David Watson (distribution of link)
 |
| * Enhance positive media coverage of Hull’s arts and heritage offer
* Promote Hull as a Nordic city in the UK
 | * # pieces of media coverage
 | * Gorkana
 | * Media monitoring
 | * W/C 1st May
 | * Alix Johnson
 |
| * Introduce local audiences to Nordic artists for the first time
* Increase engagement and participation in arts and heritage amongst Hull residents
 | * % of audience experiencing artists for the first time
 | * Audience
 | * Survey Monkey to audience – emailed using box office data (target: 318 responses from max 1800 ticket sales)
 | * W/C 1st May
 | * Pippa Gardner
* David Watson (distribution of link)
 |
| * Increase visitor numbers to Hull
 | * % of audience from “Elsewhere in the UK”
* % of audience from “Outside the UK”
 | * Audience
 | * Survey Monkey to audience – emailed using box office data (target: 318 responses from max 1800 ticket sales)
 | * W/C 1st May
 | * Pippa Gardner
* David Watson (distribution of link)
 |
| * Deliver economic benefits for the city and city region
 | * Visitor spend from audience
 | * Audience
 | * Survey Monkey to audience – emailed using box office data (target: 318 responses from max 1800 ticket sales)
 | * W/C 1st May
 | * Pippa Gardner
* David Watson (distribution of link)
 |
| * Increase in Hull residents who are proud to live in Hull and would speak positively about the city to others
 | * % of residents are proud to live in Hull
 | * All Hull residents
 | * Residents Survey
 | * End of 2017
 | * Elinor Unwin
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