**PROJECT OVERVIEW – Hull Independent Producer Initiative**

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| **NAME OF PROJECT** | **Hull Independent Producer Initiative** |
| **PROJECT START - FINISH DATES** | **November 2016 – January 2018** |
| **PROJECT LIVE DATES** | **January 2017 – January 2018** |
| **COC PROJECT LEAD** | **Helen Goodman** |
| **PROJECT SUMMARY** | The role of Independent Producer plays a key role in the successful delivery of the Hull 2017 programme. Hull is a hotbed of performative talent, with a great legacy of artists and companies who operate locally and nationally. This role enables emerging artists and companies, who are at varying stages of their career, to further development and increase their capacity. The Producer is pivotal to networking the sector in Hull locally, nationally and internationally and connecting companies and artists with new partners, venues, festival and organisations, creating new and exciting opportunities to present work in Hull and beyond. |
| **TARGET AUDIENCES** | * Hull-based theatre companies |
| **CORE PROJECT TEAM** | * Helen Goodman |
| **ARTISTS** | Case Studies Including:   * Bellow * Silent Uproar * Spin Off * Joanna Morley |
| **PROJECT SPECIFIC AIMS/OBJECTIVES TO MEASURE** | To support and grow Hull Independent Theatre Sector   * To mentor, transfer knowledge & expertise to Hull Independent Theatre Sector * To access, raise and identify new funding and investment for Hull Independent theatre sector * To network artists, companies, venues & promoters locally, nationally & internationally |
| **HULL 2017 STRATEGIC OBJECTIVES THAT THE PROJECT IS CONTRIBUTING TO** | Develop the cultural sector:   * Develop the city's cultural infrastructure through capacity building and collaborative work undertaken by/with Hull 2017 and its partners |

**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 support and grow Hull Independent Theatre Sector | To mentor, transfer knowledge & expertise to Hull Independent Theatre Sector | Mentoring relationships developed with Hull-based theatre companies and individual theatre professionals | Four case studies gathered from:   * Bellow * Silent Uproar * Spin Off * Joanna Morley   Other Theatre Companies Engaged with HIPI  Helen Goodman | Two telephone interviews with case study participants  Project/Organisational reports as appropriate  Quarterly Update reports | June and December 2017  May and December 2017  July 2017, October 2017, January 2018 | Staff/volunteer time | Pippa Gardner  Helen Goodman / Lindsey Alvis  Helen Goodman |
| A series of masterclass and other knowledge transfer events targeted to the needs of the Hull Independent Theatre Sector | Event attendees | Participant surveys | July 2017  October 2017  January 2018 | Staff time | Pippa Gardner / Christie Parkin (Survey development)  Helen Goodman  (Survey distribution) |
| To access, raise and identify new funding and investment for Hull Independent theatre sector | Increase in funding applications submitted by Hull Independent Theatre Sector | Theatre Companies Engaged with HIPI  Helen Goodman | Project/Organisational reports as appropriate  Quarterly Update reports | May and December 2017  July 2017, October 2017, January 2018 | Staff time | Helen Goodman / Martin Atkinson / Lindsey Alvis  Helen Goodman |
| Increase in funding received by Hull Independent Theatre Sector | Theatre Companies Engaged with HIPI  Helen Goodman | Project/Organisational reports as appropriate  Quarterly Update reports | May and December 2017  July 2017, October 2017, January 2018 | Staff time | Helen Goodman / Lindsey Alvis  Helen Goodman |
| Increase in number of people employed within and audiences for Hull Independent Theatre Sector | Theatre Companies Engaged with HIPI  Helen Goodman | Project/Organisational reports as appropriate  Quarterly Update reports | May and December 2017  July 2017, October 2017, January 2018 | Staff time | Helen Goodman / Lindsey Alvis  Helen Goodman |
| To network artists, companies, venues & promoters locally, nationally & internationally | A series of networking events that meet the needs of Hull Independent Theatre Sector | Event attendees | Feedback board | At networking events | Feedback board, post-its, pens, pins | Christie Parkin  (Board creation)  Siana-Mae Heppell Secker  (At event) |
| To take four Hull-based theatre companies to Edinburgh festival | Four Theatre companies | End of Project Reports | August/September 2017 | Staff Time | Helen Goodman / Lindsey Alvis |

**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 |
| Develop the cultural sector | Develop the city's cultural infrastructure through capacity building and collaborative work undertaken by/with Hull 2017 and its partners | See project specific. | See project specific. | See project specific. | See project specific. | See project specific. | See project specific. |