# Appendix 29: Flood Evaluation

## Delivery Partners Report

Two delivery partners who had worked with Slung Low and the CPT on *Flood* were asked to provide their feedback on the project through an online survey. One of the partners was heavily involved in *Part One: From The Sea,* and the other was involved with *Part Three: To The Sea,* although both were also asked to consider the project as a whole.Their answers are summarised below.

## MOtivations

Both partners said the innovativeness of the project had been a major reason why they had first got involved with the project, whilst Hull’s status as City of Culture also significantly influenced their decision. Other motivations included the opportunity to deliver a project in a non-theatre environment, to work in Hull, and reach new audiences.

## Quality metrics

The table below shows how delivery partners, on average, rated *Flood* against each of the Arts Council’s quality metrics.

|  |  |
| --- | --- |
| **Quality Metric** | **Overall** |
| **Concept**: It is an interesting idea / programme | 9.5 |
| **Presentation**: It will be well produced and presented | 9 |
| **Local impact**: It is important that it's happening here (in Hull) | 8.5 |
| **Relevance**: It will have something to say about the world in which we live | 8.5 |
| **Enthusiasm**: I will come to something like this again | 8.5 |
| **Rigour**: It will be well thought through and put together | 8 |
| **Risk**: The artists are really challenging themselves with this work | 8 |
| **Originality**: It is ground-breaking | 8 |
| **Excellence**: It will be one of the best examples of its type | 8 |
| **Distinctiveness**: It will be different from things I’ve experienced before | 8 |
| **Challenge**: It will be thought-provoking | 7 |
| **Captivation**: It will be absorbing and will hold my attention | 7 |

All the quality metrics were given a rating of at least 7 out of 10. The concept for *Flood* was given the highest rating overall, largely because the scale and multi-platform nature of the project was so ambitious.

“The idea of telling an epic tale across the whole year across multiple platforms was exciting, and the fact that the 'live' elements were set in a non-theatrical environment.”

They also reported that each part of the project they were involved in changed conceptually from the start, although the overarching creative vision remained intact. These changes were generally positive.

Both gave the production and presentation of Flood a high score of 9 out of 10. Only one of the partners rated the individual aspects of production (the other said they didn’t know enough about the project as a whole): the quality of sets, sound, lighting, filming and the live broadcast were all rated 4 or 5 out of 5. The lowest mark (3) was given for audience view because they felt *“a little divorced from the action”* as an audience member in *Part Two: Abundance*.

Both delivery partners felt that Flood had been relevant and thought-provoking in the sense that it challenged audiences to consider migration and climate change issues.

Captivation was rated fairly highly at 7 out of 10 but it was pointed out that *“you would need to see the whole live work to figure out what was going on”.*

Both delivery partners felt that the project had been extremely successful in delivering effective digital content, which had enabled Slung Low to reach new audiences. The digital content itself was praised for being “*moving and challenging”*.

Both partners felt that diversity had been represented within the elements of the project they were involved with. *Part Three: To The Sea* had a diverse cast with various ethnicity, sexual orientation, gender and age groups represented. Both rated *Flood* 4 out of 5 for showcasing diverse talent. It was also pointed out that climate change has the potential to have a greater impact on vulnerable communities.

Overall, delivery partners were satisfied or very satisfied with each of the four parts of *Flood,* as well as the digital content*.*

## Working with Slung Low and Hull2017

Feedback on Slung Low’s management of the project was extremely positive; both partners said they were very satisfied. Hull2017’s project management was rated ‘satisfactory’ and ‘neither satisfied nor dissatisfied’.

They were particularly impressed with the attitude and willingness of Slung Low and Hull2017 to learn from partner organisations.

“The team at Slung Low and Hull 2017 worked so hard to maximise audience engagement with the project and to learn and adapt to new skills around social media.”

## Impacts

Both partners said they were proud of their involvement and were keen to support something like *Flood* again. One said they would like to share the project as a case study across the arts sector.

The most exciting part of working on the project had been to see the level of engagement and interest that each of their parts had generated.

In terms of impact on their organisation, one of the delivery partners said it had given them a better understanding of the challenges involved in supporting a project over such a long period of time, and how to create an avatar social media commentator that was authentic and transparent.

The main learnings that delivery partners will take forward from the project are shown in the two quotes below.

“It is vital to find key TV production support with expertise in the area / environment that you are filming in, in order to minimise risk and create additional work in order to deliver.”

“Supporting a 'live' online project over such a long period of time is a big commitment.”

They felt the project had also given Slung Low valuable experience in delivering large-scale, long-running projects, and improving their skills in online audience engagement. They felt it had helped to raise their profile and perhaps even contributed to their Arts Council National Portfolio Organisation status.

Neither of the delivery partners had any connections to Hull, but both said they would speak more positively about the city as a result of their involvement with *Flood.* They were impressed by the vibrancy of the city and the level of community engagement with the arts.

“The 2017 City of Culture project has clearly been a great profile raiser for the city around the UK and beyond but more importantly seems to have created a genuine citywide engagement with cultural activities as a positive force in the community.”

## Summary

* Delivery partners were proud of their involvement in Flood and rated it highly for ambition, presentation, relevance and originality. Indeed, the ambitious, innovative nature of the project, coupled with the opportunity to reach new audiences and Hull’s City of Culture status, were the major reasons why they got involved in the first place.
* Slung Low were given positive feedback for the quality of their output, their willingness to learn and their overall management of the project. There was a sense that the project had taught them new skills, raised their profile and enhanced their reputation.
* Both partners said the project would have a positive impact on their organisation in terms of being able to establish key learnings and implementing best practice moving forward.