**PROJECT OVERVIEW – Epicycle**

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| **NAME OF PROJECT** | **Epicycle** |
| **PROJECT START - FINISH DATES** | **01/05/2017 – 30/10/2017** |
| **PROJECT LIVE DATES** | **12/08/2017 – 13/08/2017** |
| **COC PROJECT LEAD** | **Hannah Williams Walton** |
| **PROJECT SUMMARY**  | A large scale touring outdoor circus show by CirkVOST called Epicycle. The show is inspired by comic books and performed on a bespoke circus rig - a 13.5 m double circle rising from the ground. Within this 'wheel' eight acrobats and a live musician perform. The show will be presented in Pearson Park or West Park on Saturday 12th of August and Sunday 13th of August at 9pm or 9:30pm and runs for an hour. It is still to be decided if the show will be ticketed. The capacity of the show is 4500 made up of 500 deckchairs provided by the company and 4000 standing. Total capacity over the two nights is 9000. |
| **TARGET AUDIENCES**  | * Hull Residents and Regional Audiences
* Children, Young People and Families
* Older People
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| **CORE PROJECT TEAM** | * Katy Fuller (Executive Producer)
* Lily Mellor (Assistant Producer)
* Hannah Williams Walton (Producer)
* Rachel Crow
* Matt (Comms)
* Digital?
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| **ARTISTS** | * CirkVOST:
* Sound technician : Max Leneyle
* Lighting technician : Simon Delescluse
* Rigging : Rémy Legeay
* Technical manager : Jan Naets
* Administration : Alexandrine Bianco
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| **DELIVERY PARTNERS** | * HC&L (West Park)
* Adam Long (Production Lead - TG Events)
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| **PROJECT SPECIFIC AIMS/OBJECTIVES TO MEASURE**  | **To develop circus audiences in the city.*** To bring an under represented art form to the city.
* Showcase an internationally significant and artistically exceptional piece of work.
* To engage with the residents around the chosen site.
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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
* Increase the diversity of audiences for Hull’s arts and heritage offer

**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
* Improve positive attitudes towards Hull as a place to live, study, visit and do business

**Improve wellbeing through engagement and participation*** Increase levels of happiness and enjoyment as a result of engaging with arts and culture
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| **SUMMARY OF METHODS** | * Audience Count
* Audience contact detail collection (emails as priority)
* Post-event audience survey (online)
* Press Monitoring
* Social Media Monitoring
* Project Monitoring Workbook
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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 develop circus audiences in the city. | To bring an under represented art form to the city. | Two circus performances delivered in a city location | Project Team | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
| Showcase an internationally significant and artistically exceptional piece of work. | Work rated as high quality by audience members. | Audience Members | Online Survey | W/C 14th August | Staff Time | Pippa Gardner |
| To engage with the residents around the chosen site. | No of audience members coming from Avenues and Bev Road neighbourhoods. | Audience Members | Audience Contact Detail Collection | 12/13th August  | Volunteer time | Pippa Gardner |

**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   | Two circus performances delivered in a city location | Project Team | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
| Develop audiences   | Increase total audiences for Hull's arts, cultural and heritage offer  | Number of audience members | Audiences | Audience Count | 12th/13th August | Staff Time, Volunteer Time (4 per night requested) | Pippa Gardner |
| Increase engagement and participation in arts and heritage amongst Hull residents  | No of audience members coming from Avenues and Bev Road neighbourhoods. | Audience Members | Audience Contact Detail Collection | 12/13th August  | Volunteer time (10 per night requested) | Pippa Gardner |
| Increase the diversity of audiences for Hull’s arts and heritage offer | Diversity of audience members | Audience Members | Online Survey | W/C 14th August | Staff Time | Pippa Gardner |
| Improve perceptions of Hull both internally and externally  | Enhance positive media coverage of Hull’s arts and heritage offer  | Positive media coverage of the event | Gorkana | Press Monitoring | Ongoing | Staff Time | Pippa Gardner |
| Increase in Hull residents who are proud to live in Hull and would speak positively about the city to others   | % of residents who are proud to live in Hull and would speak positively about the city to others | Hull Residents | Citywide Survey | Jan 2018 |  | Pippa Gardner |
| Improve positive attitudes towards Hull as a place to live, study, visit and do business | % demonstrating positive attitudes towards Hull as a place to live, study, visit and do business | Hull Residents | Citywide Survey | Jan 2018 |  | Pippa Gardner |
| Improve wellbeing through engagement and participation  | Increase levels of happiness and enjoyment as a result of engaging with arts and culture | % of respondents reporting the event as enjoyable | Audience members | Online survey | W/C 14th August | Staff Time  | Pippa Gardner |