**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,)
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| **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
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| **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)
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| **CAST MEMBERS / ARTISTS** | * Professional cast
* Community cast (Hull 2017 Volunteers, and for Part 4 wider general public)
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| **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)
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| **PROJECT SPECIFIC OBJECTIVES/ OUTPUTS TO MEASURE**  | * To create a year-long epic story told in four parts (online, live in Hull & on BBC TV), ensuring all four parts connect with one another and stand alone
	+ Slung Low to commission script writer, James Phillips
	+ Slung Low to recruit a Digital Producer to create intervening online content that will build character profiles
	+ Produce a short film (prologue) to be distributed via YouTube and [www.hull2017.co.uk](http://www.hull2017.co.uk)
	+ Create two high quality pieces of live, outdoor, site-specific performance
	+ Create a performance for BBC TV
* To develop the skills and confidence of Slung Low in online digital engagement, film-making and broadcast that can be shared with others in the sector
	+ Support Slung Low and the Digital Producer with the development and distribution of online content
	+ Work with partners at Battersea Arts Centre and the BBC to develop and deliver part three live on BBC Two
	+ Slung Low and Hull 2017 to share project learnings and expertise with the Ambition for Excellence Consortium
* To engage the residents of Victoria Dock where the project will be developed and delivered
	+ Slung Low to be theatre company in-residence from beginning of 2017 to October 2017
	+ Slung Low and Hull 2017 to engage the local community through Victoria Dock Village Hall Community Association, schools and [others they may mention in interviews]
* To engage a large community chorus and local suppliers in the live/outdoor site-specific performances
	+ Recruit a community chorus from the Hull 2017 Volunteer Programme
	+ Support community chorus members to step outside their comfort zone through masterclass training and rehearsal process
	+ Encourage local suppliers and freelancers to engage with tender opportunities for Slung Low
* To provide an accessible and thought-provoking theatre experience for live, online and broadcast audiences
	+ Tour the short film (prologue) in an airstream caravan to various locations across Hull to begin engaging local audiences in the project
	+ Explore themes and issues of relevance to the world today within the narrative of Flood
	+ Provide wheelchair access, wheelchair spaces, seating and blue badge spaces at all live performances
	+ Provide audio described and captioned performances
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| **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
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**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
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| **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
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* Develop the city’s cultural infrastructure through capacity building and collaborative work
* Enhance positive media coverage of Hull’s arts and heritage offer
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* 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)
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