**PROJECT OVERVIEW – WOW Festival**

|  |  |
| --- | --- |
| **NAME OF PROJECT** | **Women of the World Festival** |
| **PROJECT START - FINISH DATES** | **25 April 2016 – 31 March 2017** |
| **PROJECT LIVE DATES** | **10-12 March 2017** |
| **COC PROJECT LEAD** | **Henri Duckworth** |
| **PROJECT SUMMARY**  | Women of the World Hull will run from Friday 10th to Sunday 12th March. Taking place in and around Hull City Hall the festival is a collection of talks, debates, workshops and performances celebrating not only women and girls but equality in all its forms. WOW Hull is inspired by the Southbank Centre's annual WOW festival. The Hull team will work closely with Southbank and other WOW festivals across the globe to deliver a programme which is broad ranging and thought provoking but also uniquely Hull. The original WOW festival was launched 6 years ago to mark the centenary of International Women's Day and WOW Hull will also recognise this important day by holding a lead in event on 8th March. WOW Hull will present a radical, free thinking agenda of inclusivity; made up of talks, debates, performances, music and more. It will speak to those already tuned into the subject of equality but also present itself in a way that is accessible to those who may not have previously thought much about the subject and its wide ranging impact on all our lives. This is a festival which speaks to everyone regardless of gender, age, orientation or disability status. The content will be broad-ranging in its approach, encompassing subjects which are sometimes challenging, sometimes light hearted and concerning local, national and international issues. |
| **TARGET AUDIENCES** **(PROVIDE EVIDENCE FOR EVALUATION)** | * 2000 People
* Hull Residents, Regional, National
* Young People
* Self identify as disabled
* BME
 |
| **CREATIVE CORE TEAM** | * Henri Duckworth
* Lindsey Hammond
* Madeleine O'Reilly
* Siana-Mae Heppell-Secker
* Charlotte?
 |
| **ARTISTS (IF APPLICABLE)** | * ?
 |
| **HERITAGE PARTNERS****(IF APPLICABLE)** | * ?
 |
| **DELIVERY PARTNERS****(IF APPLICABLE)** | * City Hall
* ?
 |
| **PROJECT SPECIFIC OBJECTIVES/ OUTPUTS TO MEASURE**  | * To be part of the global WOW movement
* To create a template for WOW Hull to continue beyond 2017
* To work with local community to build on existing work in the city around gender equality
 |
| **HULL 2017 STRATEGIC OBJECTIVES THAT THE PROJECT IS CONTRIBUTING TO** | * To deliver, create and host a yearlong world-class cultural programme in Hull in 2017 as part of the UK City of Culture project.
* To develop new and existing local, national and international audiences for Hull’s cultural offer, whilst retaining current audiences in the City
* To contribute towards the growth of tourism in Hull through increased visitor numbers
* To increase audiences’ pro-active participation and engagement as an integral part of the arts and cultural activities they are attending and experiencing as part of the 2017 programme
* For the cultural programme of Hull 2017 to creatively explore and draw inspiration from Hull’s heritage, history and sense of identity; in order to develop artistic content for the year and communicate the story of Hull and its future.
* To support every child and young person (of school age in Hull) to actively engage in the Hull 2017 artistic programme by developing a supporting cultural learning and engagement programme linked to targeted opportunities for participation.
* To unite the communities of Hull in their support and advocacy for the city’s cultural offering, building civic pride and increased resident satisfaction of Hull as a place to live.
* 1To build on the renewed confidence in the city of its ability to host, stage and deliver events of regional and national significance, evidenced by the opinions of local residents and key influencers.
* To pro-actively work with Hull City Council and partners on ’readiness’ and ’legacy’ projects that contribute towards the delivery of the Hull City Plan, which aims to position Hull as a world-class visitor destination through cultural regeneration.
* To play our part by working with partners to plan sustainable legacy projects, which build on the impact of the UK City of Culture status; supporting Hull to continue working towards becoming a world-class visitor destination.
* To support the development of local artistic talent through collaboration and mentoring
* To ensure that all residents of Hull (including the harder-to-engage groups) have the opportunity and support to access the wider opportunities created as a result of the Hull 2017 programme, including the volunteer programme and participation projects within the artistic programme.
 |

**PROJECT MONITORING & EVALUATION PLAN –**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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? (e.g. Number of commissions, Value of Ticket Sales, Number of audience members)** | **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**  |
| * Audience and participants feel part of the global WOW movement
* Confidence and competence amongst participants to contribute to WOW Hull in the future
* Greater awareness and acceptance for the need for gender equality amongst audience and participants
 | * Number of audience members - ?
* Value of ticket sales - ?
* Number of commissions - ?
* Number of participants (individuals/orgs) involved - ?
* Template for WOW Hull to continue beyond 2017
 | * Creative Core Team
* City Hall
 | * Audience Count (Think-ins and March event)
* Ticket Sales Records
* Commissioning Agreements
* Record of participating organisations/individuals
* Audience Survey\* (online – distributed via City Hall)
* Participants Survey\* to panelists, performers, artists, marketplace orgs (online – distributed via Creative Core Team contacts)
 | * After the event
 | * Elinor Unwin
* Pippa Gardner
 |

**\*Need to include value some event specific value statements e.g. part of global WOW movement, contribution to gender equality in Hull etc.**