**PROJECT OVERVIEW – LAND OF GREEN GINGER**

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| **NAME OF PROJECT** | **LAND OF GREEN GINGER - UMBRELLA** |
| **PROJECT START - FINISH DATES** | **03/04/2017 – 31/03/2018** |
| **PROJECT LIVE DATES** | **03/04/2017 – 12/11/2017** |
| **COC PROJECT LEAD** | **Katy Fuller** |
| **PROJECT SUMMARY**  | In Hull city centre, an underground chamber is discovered containing a cache of packing cases, all marked with the words “To Hull, from Land of Green Ginger.” The cases do not behave entirely normally – emanating sounds and smells for example - and are moved to a different location in order that they can be investigated fully. An organisation called “the Green Ginger Fellowship” takes custody of the crates, cataloguing and reporting on the finds and expounding theories about this peculiar discovery. The Fellowship is a group of enthusiasts, professionals with an interest in local myth and legend. Just as the Fellowship is getting into its stride, opening the crates from the central cache, another set of crates – identical to those found in the city centre – is discovered near to the Freedom Centre in East Hull. This time the crates are marked with more information – dates, times and a location.On the appointed dates, in the specified location, a mythical world opens up and the “audience” who have gathered there bear witness to an old myth from their neighbourhood coming to life. At the end, they are handed a paper with some unintelligible references on it. The Institute report on what happened and try to decipher what the references on the paper mean. They are also opening more crates which reveal other strange artefacts and documents. Another crate is found in Longhill which leads to a series of events and activities galvanising the community in that area. Crates are also opened in the central cache which require the Fellowship to carry out certain actions. They find themselves caught up in the story, not just investigating but also helping to carry out the actions which move the story forward. They find clues in each Act which only become clear when another story unfolds in another neighbourhood. More Acts of Wanton Wonder take place across the city, bringing curiosity, collective spirit, humour, contemplation, the Fellowship start to knit together their theory about why this is all happening now. The series of events culminates with a parade through the city centre, past the Land of Green Ginger – joyful and wild and thrilling and unforgettable – containing references to all of the other Acts. The final findings of the Institute are simple. They say that the Land of Green Ginger isn’t a place, but the intangible Spirit of Hull. It’s a way of behaving and believing that anything is possible, of laughing and embracing what’s thrown at you. Sometimes this spirit needs renewing and at those times, the crates reappear to unleash the behaviour again. It’s a bit like the very normal practice of “putting away childish things” when you become grown up and that it’s not until you dig them out again for grandchildren that you remember how things were and how much fun you had. We have been handed a sense of wonder and magic and possibility and curiosity which should change the way we behave. Now we ought to find a way to pack a piece of that away for future generations, the next time that sense of wonder needs to be renewed.Some weeks after the final Act, the Fellowship start collecting artefacts and memories from the Acts of Wanton Wonder. They pack them away into one of the original crates. This crate is to be kept safe. A few months later, brown envelopes, stamped with the Land of Green Ginger stencil start arriving on people’s doormats. When opened they are found to contain a book which is full of beautifully drawn adventures of the city of Hull when it became the Land of Green Ginger and played host to Acts of Wanton Wonder.  |
| **TARGET AUDIENCES** **(PROVIDE EVIDENCE FOR EVALUATION)** | * Audiences/Participants from postcodes near to project locations
* Audiences/Participants who do not usually participate in the arts/have not attended other CoC events
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| **CREATIVE CORE TEAM** | * Katy Fuller – Exec Producer
* Maddie Maughan – Producer
* Lou Yates – Producer
* Elizabeth Bergeron – Assistant Producer
* Chrissie Lewis – Coordination of Marketing, PR and Digital activity
* Gareth Hughes – Lead on Event Management and Strategic Operational Planning
* Adam Long – Lead on Production and Technical support
* Simon Sharkey – Artistic Advisor
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| **ARTISTS (IF APPLICABLE)** | * Periplum – (Producer: Maddie)
* Joshua – (Producer: Lou)
* Lone Twin – (Producer: Maddie)
* Thor – (Producer: Lou)
* McGuires – (Producer: Maddie)
* Macnas – (Producer: Lou)
* Walk the Plank
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| **HERITAGE PARTNERS****(IF APPLICABLE)** | * N/A
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| **DELIVERY PARTNERS****(IF APPLICABLE)** | * TG Events
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| **PROJECT SPECIFIC OBJECTIVES/ OUTPUTS TO MEASURE**  | * Use arts and cultural activity to animate and transform the neighbourhoods where people live and to increase the sense of pride people have in their area
* Engage people in inclusive community activity to feel more connected to others
* Encourage people to travel across the city to see and take part in activity elsewhere
* Increase people's sense of personal wellbeing through participation
* Pilot a new collaborative model for commissioning linked creative activity across a whole city and a period of 18 months
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| **HULL 2017 STRATEGIC OBJECTIVES THAT THE PROJECT IS CONTRIBUTING TO** | * 1 To deliver, create and host a yearlong world-class cultural programme in Hull in 2017 as part of the UK City of Culture project.
* 2 To develop new and existing **local**, national and international audiences for Hull’s cultural offer, whilst retaining current audiences in the City
* 5 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
* 6 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.
* 8 To contribute towards improving the health and wellbeing of local residents by creating and delivering projects or initiatives that use art and culture to have a positive impact on communities and the lives of individuals. Activity to have a particular focus on mental wellbeing, community cohesion and reducing social isolation,
* 9 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.
* 14 To create a blueprint for the delivery of a year of culture by document and sharing learnings and insight; whilst researching, monitoring and evaluating the impact of the UK City of Culture project.
* 25 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.
* 26 To use the initiatives created as part of the Hull UK City of Culture project to develop skills in local people, with a particular focus on employability and confidence (aspiration).
* 29 To positively improve perceptions of Hull as a City and cultural destination
* 30 To undertake a significant digital intervention into the arts and cultural sector that places digital as a central component to all aspects of cultural programming
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**PROJECT MONITORING & EVALUATION PLAN –**

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| **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**  |
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