**PROJECT OVERVIEW - LAND OF GREEN GINGER: UMBRELLA**

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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** | * Audiences/Participants from postcodes near to project locations * Audiences/Participants who do not usually participate in the arts/have not attended other CoC events |
| **CREATIVE CORE TEAM** | * Katy Fuller (Executive Producer, Hull 2017) * Maddie Maughan (Producer, Hull 2017) * Lou Yates (Producer, Hull 2017) * Elizabeth Bergeron (Assistant Producer, Hull 2017) * Chrissie Lewis (Marketing, PR and Digital Co-ordinator, Hull 2017) * Gareth Hughes (Head of Production, Hull 2017) * Adam Long (Lead on Production and Technical support, TG Events) * Simon Sharkey (Artistic Advisor, Freelance) |

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| **ARTISTS** | * Periplum: Claire Raftery and Damian Wright * Joshua Sofaer * Lone Twin: Gregg [surname] and Gary [surname] * Aswarm: Thor * Davy & Kristin McGuire * Scottee (2016 pilot project only) * Dominic Wilcox (2016 pilot project only) * Macnas: [insert key names] * Walk the Plank: [insert key names] |
| **DELIVERY PARTNERS** | * TG Events * Hull Daily Mail * Hull City Council: Gary Taylor & Jenny Langrick |
| **PROJECT SPECIFIC OBJECTIVES/ OUTPUTS TO MEASURE** | * To pilot and develop an 18-month, citywide, collaborative commissioning model, which delivers a series of linked creative projects   + Provide a narrative framework within which creative projects sit   + Provide a Creative brief for artists and creatives   + Recruit a Core Project Team and additional capacity to lead Umbrella project   + Build partnerships with key city and neighbourhood players to facilitate project delivery   + Commission artists to develop and deliver 2016 pilot projects   + Facilitate artists to develop and deliver high quality imaginative 2016 pilot projects   + Adapt model to account for feedback provided by artists during 2016 pilot phase   + Commission artists to develop and deliver 2017 final projects   + Facilitate artists to develop and deliver high quality imaginative 2017 final project   + Collaborate with commissioned artists to create a mechanism for linking the creative projects * To build engagement with arts and cultural activity in Hull’s neighbourhoods, through a series of acts of wanton wonder that animate places   + Identify locations for the delivery of pilot and final projects across Hull’s neighbourhoods   + Support the commissioned projects to build engagement with local communities for 2016 pilot projects   + Support the commissioned projects to build engagement with local communities for 2017 final projects * To connect the communities of Hull with one another   + Signpost participating communities/neighbourhoods to one another   + Signpost non-participating communities/neighbourhoods to the project more generally * To uncover and celebrate the intangible things that make Hull unique   + Record and document the uncovered stories, mythologies, folklores etc. of local areas   + Support artists to explore and celebrate their chosen focus within 2016 pilot project   + Support artists to explore and celebrate their chosen focus within 2017 final project   + Use the mystery surrounding the origins of the name ‘Land of Green Ginger’ as a starting point for artistic commissions and overarching narrative * To empower Hull’s residents to imagine their neighbourhoods and city in a new way, celebrating their pride and unlocking their imagination   + Create a heralding project to capture attention and build the foundations for the overarching narrative in 2017   + Recruit conspirators to reinforce the “truth” about the overarching narrative   + Create “calls to action” within social media to enable active participation across the city * To chronicle Hull’s year as city of culture, as lived by its residents   + Commission a culmination project to act as a record of the creative projects making up Land of Green Ginger   + Distribute this record with the wider residents of Hull. |

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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 – do we class this as 1 or 4 commissions? * 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 * Demonstrate Hull 2017 is a best practice exemplar of how to deliver UK City of Culture * Ensure partners are satisfied with their Hull 2017 partnership experience |

**PROJECT MONITORING & EVALUATION PLAN – LAND OF GREEN GINGER: UMBRELLA – Summary of Methods**

| **METHOD OF DATA COLLECTION** | **WHEN TO GATHER DATA** | **PERSON (S) RESPONSIBLE** |
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| Project Monitoring Workbook | Ongoing | Elizabeth Bergeron  Pippa Gardner |
| Core Project Team Debrief  Core Project Team Depth Interviews | ???  May 2017 | Elinor Unwin |
| Delivery Partner Survey Delivery Partner Depth Interview | ??? | Elinor Unwin |
| Artist Surveys Artist Depth Interviews | Xxx 2016  ???? 2017 | Elinor Unwin |
| Observational Research | See individual project M&E | Elinor Unwin |
| Green Ginger Fellowship Brief Crate Appearances Production Schedule | April 2017 | Elizabeth Bergeron Pippa Gardner |
| Audience Survey  Audience Qualitative Research | TBC | Elinor Unwin |
| Social Media Analytics | Ongoing | Chris Marr |
| Press Release Archive  Media Monitoring | April 2017  April 2017 | Chrissie Lewis  Alix Johnson |
| Comment coding & analysis | April & May 2017 | Chrissie Lewis |
| Citywide Residents Survey 2017 | December 2017 | Elinor Unwin |

**Documents to supply for M&E:**

| Narrative Framework |
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| Creative Brief |
| Artist Commissioning Agreements |
| Record of 2016 Core Project Team Debrief |
| Record of Creative Development Days Site Visit Recce |