**PROJECT OVERVIEW – One Day, Maybe**

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| **NAME OF PROJECT** | **One Day, Maybe** |
| **PROJECT START - FINISH DATES** | **?** |
| **PROJECT LIVE DATES** | **01/09/2017 – 01/10/2017** |
| **COC PROJECT LEAD** | **Cian Smyth** |
| **PROJECT SUMMARY** | A large-scale site-specific project, exploring what it means to be Free, which takes place over a month. A fictional Korean Tech company has thrown open its doors to the general public. Each member of the audience is given a tablet with a specially designed app that will allow them to explore and experience every aspect of the company’s operations, but will spin them into an extraordinary kaleidoscopic journey that slips between past, present, dream and nightmare. |
| **TARGET AUDIENCES** | * Hull Residents * Regional and National Audiences (targeted marketing in Leeds, Manchester and London) * International Audiences who follow Dream Think Speak * Young People (16-25) * Older People (60+) * People with Visual Impairments (36 spaces for audio description) * BME |
| **CORE PROJECT TEAM** | * Cian Smyth (Producer) * Katy Fuller (Exec Producer) * Laura Beddows (Assistant Producer) * Chris Clay (Production Manager) * Carys Tavener (Event Manager) * Laura Smith (Marketing) * David Watson (Digital) * Ben McKnight (Comms) |
| **ARTISTS** | * Tristan Sharps (Dream Think Speak) |
| **DELIVERY PARTNERS** | * Leased office building? |
| **PROJECT SPECIFIC AIMS/OBJECTIVES TO MEASURE** | * To bring ambitious large scale site responsive work to Hull. * To provide engagement possibilities for volunteer and work experience placements. * For the project to work with locally based artists and technicians to produce artistically ambitious and high quality pieces. |
| **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   **Strengthen Hull and East Riding economy**   * Increase visitor numbers to Hull * Deliver economic benefits for the city and city region   **Improve wellbeing through engagement and participation**   * Engage volunteers from Hull and beyond through the Volunteering Programme   **Increase aspirations, abilities and knowledge of residents**   * Delivery of training and development opportunities to local residents through arts and culture initiatives |
| **SUMMARY OF METHODS** | * Project Update Report * End of Project Report * Project Monitoring Workbook * Post Event Artists Survey * Online Audience Surveys to Ticket Bookers (inc page on use of Audio Description) * Participant Survey to Hull College Students involved in build, Volunteer Community Cast and FoH Volunteers * Media Monitoring * Social Media Monitoring |

**Notes: Needs to link to Arts Council Ambition for Excellence**

**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 bring ambitious large scale site responsive work to Hull. |  | % of audience members reporting they are experiencing immersive theatre for the first time | Audience | Online Audience Survey | Sent day after performance attended | Staff Time | Pippa Gardner  David Watson/Chris Marr |
|  |  | Project rated as high quality by audiences and artists | Audience and Artists | Online Audience Survey  Post-Event Artists Survey | Sent day after performance attended  October 2017 | Staff Time | Pippa Gardner  David Watson/Chris Marr |
| To provide engagement possibilities for volunteer and work experience placements. |  | # of volunteer opportunities created | Project Team | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
|  | # of work experience placements created | Project Team | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
| For the project to work with locally based artists and technicians to produce artistically ambitious and high quality pieces. |  | # of artists from Hull and East Riding | Project Team | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
|  |  | Project rated as high quality by audiences and artists | Audience and Artists | Online Audience Survey  Post-Event Artists Survey | Sent day after performance attended  October 2017 | Staff Time | Pippa Gardner  David Watson/Chris Marr |

**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 | # of performances/# of days on which performances took place/# of commissions | Project Team | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
| Develop audiences | Increase total audiences for Hull's arts, cultural and heritage offer | No. of audience members | Box Office | Ticket Sales/Show reports on redemptions | 1st Oct 2017 | Staff Time | Pippa Gardner |
| Increase engagement and participation in arts and heritage amongst Hull residents | No. of audience/participants at events from Hull | Audience/Participants | Online Audience Survey  Participant Survey | Sent day after performance attended  1st October | Staff Time | Pippa Gardner  David Watson/Chris Marr |
| Increase the diversity of audiences for Hull’s arts and heritage offer | Diversity of audiences/participants at events | Audience/Participants | Online Audience Survey  Participant Survey | Sent day after performance attended  1st October | Staff Time | Pippa Gardner  David Watson/Chris Marr |
| Improve perceptions of Hull both internally and externally | Enhance positive media coverage of Hull’s arts and heritage offer | No. of positive media coverage of One Day, maybe | Media Monitoring | Gorkana | 1st October 2017 | Staff Time | Alix Johnson |
| Strengthen Hull and East Riding economy | Increase visitor numbers to Hull | No. of audience who are visitors to Hull | Audience/ Participants | Online Audience Survey  Participant Survey | Sent day after performance attended  1st October | Staff Time | Pippa Gardner  David Watson/Chris Marr |
| Deliver economic benefits for the city and city region | Economic impact of One Day, Maybe attendees | Audience/ Participants | Online Audience Survey  Participant Survey | Sent day after performance attended  1st October | Staff Time | Pippa Gardner  David Watson/Chris Marr |
| Improve wellbeing through engagement and participation | Engage volunteers from Hull and beyond through the Volunteering Programme | # of volunteer opportunities created | Project Team | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
| Increase aspirations, abilities and knowledge of residents | Delivery of training and development opportunities to local residents through arts and culture initiatives | # of participants reporting increases in skills/knowledge as a result of participation | Participants | Participant Survey | 1st October 2017 | Staff Time | Pippa Gardner |