**PROJECT OVERVIEW – The Height of the Reeds**

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| **NAME OF PROJECT** | **The Height of the Reeds** |
| **PROJECT START - FINISH DATES** | **1 – 30 April** |
| **PROJECT LIVE DATES** | **1 – 30 April** |
| **COC PROJECT LEAD** | **Martin Atkinson** |
| **PROJECT SUMMARY** | A sound installation experienced by headphones and audio guide across the Humber Bridge. The music heard is created by the Chorus and Orchestra of Opera North. Music by Norwegian trumpeter Arve Henriksen, guitarist Eivind Aarset and electronic wizard Jan Bang gives way to the vast sound of the Orchestra and Chorus of Opera North; threaded through with the deep music of the Bridge itself, captured by Hull based sound artist Jez riley French. Poetry is read by Maureen Lipman, Barrie Rutter, and 7-year-old Katie Smith from Hull, with musical arrangement by Aleksander Waaktar. |
| **TARGET AUDIENCES** | * Audiences who have never been to the Humber Bridge. * Audiences who have only crossed the Humber Bridge in a vehicle. |
| **CREATIVE CORE TEAM** | * Henri Duckworth: Exec Producer * Lindsey Alvis: Producer * Martin Atkinson: Assistant Producer * Jane Earnshaw: Production Manager * Dominic Gray: Opera North Producer * Jo Nockels: Opera North Producer * Arnaud Mercier: Project Software Engineer * Aleksander Waaktar: Musical Arrangement |
| **ARTISTS** | * Arve Henriksen: Trumpeter * Eivind Aarset: Guitarist * Jan Bang: Electronic * Orchestra and Chorus of Opera North * Jez Riley French: Sound Artist * Maureen Lipman: Poetry Voice Artist * Barrie Rutter: Poetry Voice Artist * Katie Smith: Poetry Voice Artist |
| **DELIVERY PARTNERS** | * Humber Bridge Board * East Riding Council |
| **PROJECT SPECIFIC OBJECTIVES/ OUTPUTS TO MEASURE** | * Attract more recreational visitors to the Humber Bridge * Diversify people's reasons for visiting the bridge * Create a beautiful sound installation that allows people to see the bridge in a new light |
| **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 * 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 position Hull as the cultural centre of the UK for the year 2017, by presenting a world class cultural programme; whilst stimulating debate and discussion about the role of culture in the UK. * To increase and improve the cultural and tourism infrastructure in Hull as well as building capacity and ambition within the arts organisations and artists across the City. * 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. |

**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** |
| * Diversify people's reasons for visiting the bridge | * Increase in number of people visiting the Humber Bridge for recreation * Intention to visit the bridge again for recreation and arts/culture events - >75% | * Visitors | * Tablet at the Tourist Information Centre for 2/3 quick questions on reasons for visiting. * Paper survey for accompanying visitors (for whom we don't have email addresses) * Survey Monkey survey | * Operational 1 – 30 April * Operational 1 – 30 April * Sent weekly using box office data (10th, 17th, 24th, 1st May) | * Martin Atkinson * Martin Atkinson * David Watson (distribution of link) * Pippa Gardner |
| * Attract more recreational visitors to the Humber Bridge | * # of visitors to 'The Height of the Reeds' * Increase in # visitors to Humber Bridge Country Park | * Hull 2017 * Humber Bridge Board | * Box Office Data * Project Monitoring Workbook * Humber Bridge Board data on visitor numbers during April and May | * 1 May 2017 | * Pippa Gardner * Martin Atkinson |
| * Create a beautiful sound installation that allows people to see the bridge in a new light | * Response to "The Height of the Reeds ...made me look at Hull's buildings (structures) and public spaces in a different way" - average > 4 | * Visitors | * Opera North Feedback Cards * Survey Monkey survey | * Operational 1 – 30 April * Sent weekly using box office data (10th, 17th, 24th, 1st May) | * Martin Atkinson * David Watson (distribution of link) * Pippa Gardner |