**PROJECT OVERVIEW – DEPART**

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| **NAME OF PROJECT** | **Depart** |
| **PROJECT START - FINISH DATES** | **04/07/2017 - 30/06/2017** |
| **PROJECT LIVE DATES** | **18/05/2017 - 21/05/2017** |
| **COC PROJECT LEAD** | **Katy Fuller** |
| **PROJECT SUMMARY**  | First performed at LIFT 2016, the production will tour to Hull, Brighton and Blackpool in May 2017. Created by Australian circus company Circa working with a host of collaborating artists, the performance will take place over four nights in Hull's General Cemetery. The audience is taken on a journey through the cemetery with light, sound and video projection installations, punctuated with performances from professional circus artists, young aspiring professional dancers, a community choir and community participant performers. In the build-up to the event, there will be a schedule of workshops and rehearsals with the community volunteer performers and community choir which will be led by professional artists. |
| **TARGET AUDIENCES** | * Hull Residents
* Visitors from elsewhere in Yorkshire
* Young People (16-25)
 |
| **CORE PROJECT TEAM** | * Katy Fuller (Exec Producer)
* Cian Smyth (Producer)
* Lindsey Hammond (Assistant Producer)
* Sally Cowling (LIFT – Producer)
* Any others?
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| **ARTISTS** | * Em Whitfield Brooks - choir leader
* Circa
* Others?
 |
| **HERITAGE PARTNERS** | * Friends of Hull General Cemetery – Lisa Hewson
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| **DELIVERY PARTNERS** | * LIFT
* NCCA
* Spitalfields Music
* Brighton Festival
* LeftCoast
* Events Company?
 |
| **PROJECT SPECIFIC AIMS & OBJECTIVES TO MEASURE**  |  Use the Depart production as a tool to develop circus engagement in the city* Create an opportunity to develop circus audiences in Hull by bringing a performance of this under-represented art form to the city
* Create opportunities for local performers and members of the community to participate in a circus production

 Create an internationally significant and artistically exceptional new piece of work* Use a unique event site for performance for the first time
* Work in partnership with creative partners to develop a new piece of work that is of high quality
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| **HULL 2017 STRATEGIC AIMS & OBJECTIVES THAT THE PROJECT IS CONTRIBUTING TO** | High quality programme of arts, culture and heritage * 365 days of cultural programme that is ‘of the city’ yet outward looking and includes 60 commissions
* Improving understanding and appreciation of Hull’s heritage

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

Strengthen Hull and East Riding economy * Increase visitor numbers to Hull

Improve wellbeing through engagement and participation * 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

Increase aspirations, abilities and knowledge of residents* Delivery of training and development opportunities to local residents through arts and culture initiatives
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| **SUMMARY OF DATA COLLECTION METHODS** | * Project Monitoring Workbook
* Audience Survey
* Participant Survey
* Creative Partners Survey
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**PROJECT MONITORING & EVALUATION PLAN – PROJECT SPECIFIC AIMS & 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** |
| Use Depart as a vehicle to develop circus engagement in the city | Create an opportunity to develop circus audiences in Hull by bringing a performance of this under-represented art form to the city | * % of audience introduced to contemporary circus for the first time
* Postcode origins of attendees (% visitors to the city for purpose of attending performance; % Hull residents from areas less likely to engage with the arts)
 | Audience Members | Audience Survey | W/C 22nd May 2017 | Staff Time | Pippa Gardner |
| Create opportunities for local performers and members of the community to participate in a circus production | * # Freelance Contracts (5 in PID)
* # local community choir participants (100)
* # volunteer cast participants (15)
* # circus champion performers (5)
 | Project Team | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
| Create an internationally significant and artistically exceptional new piece of work | Use a unique event site for performance for the first time  | * % of audience visiting Hull General Cemetery for the first time
* % of audience attending an outdoor performance for the first time
* % of audience attending arts and cultural event in a cemetery for first time
* % of audience attending contemporary circus for the first time
* Audience responses to: "how do you feel about the use of the site within the performance?"
 | Audience Members | Audience Survey | W/C 22nd May 2017 | Staff Time | Pippa Gardner |
| * Use of Hull General Cemetery for a contemporary circus performance for the first time
 | Project Team | Project Monitoring Workbook | N/A | N/A | Pippa Gardner |
| Work in partnership with creative partners to develop a new piece of work that is of high quality | * Successful delivery of project in partnership with LIFT, NCCA and Spitalfields Music
 | Creative Partners | Creative Partner Survey | W/C 22nd May 2017 | Staff Time | Pippa Gardner |
| * Successful delivery of project in partnership with the friends of Hull General Cemetery
 | Friends of Hull General Cemetery Contact – Lisa Hewson | Telephone/Email Interview? | ? | Staff Time | Pippa Gardner |
| * Performance rated as high quality by Creative Partners and Audiences
 | Creative PartnersAudience Members | Creative Partner SurveyAudience Survey | W/C 22nd May 2017 | Staff Time | Pippa Gardner |

**PROJECT MONITORING & EVALUATION PLAN – HULL 2017 AIMS & 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 days of cultural programme that is ‘of the city’ yet outward looking and includes 60 commissions  | * 1 new contemporary circus commission
 | Project Team | Project Monitoring Workbook | Ongoing | Staff time | Pippa Gardner |
| Develop audiences  | Increase total audiences for Hull's arts, cultural and heritage offer  | * # audience members
 | Project Team | Project Monitoring Workbook | W/C 22nd May | Staff time | Pippa Gardner |
| Increase engagement and participation in arts and heritage amongst Hull residents  | Increase engagement and participation in arts and heritage amongst Hull residents  | * % of audience attending an outdoor performance for the first time
 | Audience Members | Audience Surveynd May | W/C 22nd May | Staff time |
| Increase the diversity of audiences for Hull’s arts and heritage offer | * % Hull residents from areas less likely to engage with the arts
 | Audience Members | Audience Survey | W/C 22nd May | Staff time | Pippa Gardner |
| Strengthen Hull and East Riding economy  | Increase visitor numbers to Hull  | * % visitors to the city for purpose of attending performance
 | Audience Members | Audience Survey | W/C 22nd May | Staff time | Pippa Gardner |
| Improve wellbeing through engagement and participation  | Increase levels of happiness and enjoyment as a result of engaging with arts and culture | * % agree or strongly agree that it was an enjoyable experience
 | Audience MembersCommunity Choir and Other Performance Participants | Audience SurveyParticipant Survey | W/C 22nd May | Staff time | Pippa Gardner |
| Increase levels of confidence and community cohesion among local audiences and participants | * % report increase in confidence levels as a result of participating in performances
* % agree or strongly agree that they have interacted with people they wouldn’t otherwise have
 | Community Choir and Other Performance Participants | Participant Survey | W/C 22nd May | 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 | * # Freelance Contracts (5 in PID)
* # local community choir participants (75 in PID)
* # local young people participants (25 in PID)
* # training and participation opportunities
 | Project Team | Project Monitoring Workbook | Ongoing | Staff time | Pippa Gardner |