



Same Circle Contradiction Post-project report.



Project Outline

We held a research & development phase of our new LGBTQI+ show Contradicktion, a new devised theatre piece which focusses on toxic masculinity, gender bias and other damaging cultures in the LGBTQI+ community.

Week 1 - Company development week with established theatre professionals.

Week 2 – Focus groups with The Warren Youth Project & Hull & East Riding LGBTQI+ Forum and; Pop-up engagement event in the city centre of Hull.

Week 3 – Rehearsal with our actor forming our show.

Week 4 – Rehearsal & sharing of Contradicktion

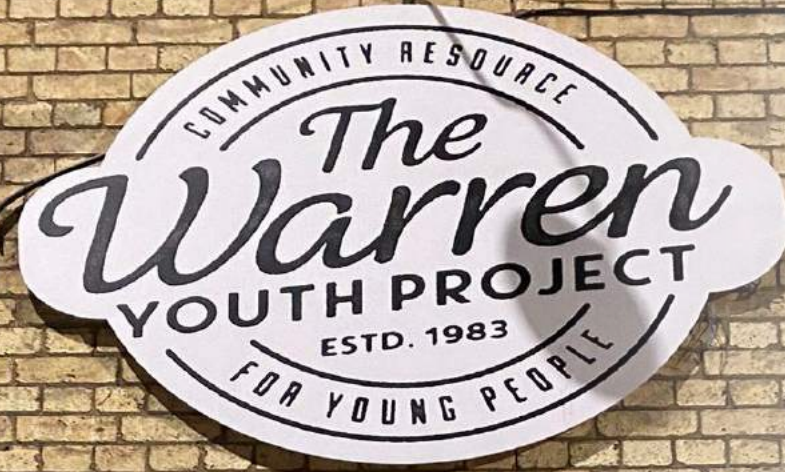


- Develop new audiences across Hull & beyond.
- Create the foundation for a high-quality LGBTQI+ sharing.
- Represent and reflect the voices & opinions of the LGBTQI+ community.
- Develop the company model to be more rigorous and sustainable.

Impacts & Benefits

- Reflected the voices & opinions of local LGBTQI+ members.
- We developed a co-creative experience which invested many members of the community in the arts.
- We developed safe spaces for LGBTQI+ members in the city.
- Engaged wide demographics of people in the arts.
- Created a wider representation of community & LGBTQI+ members in Hull's arts sector.





Main Learning

- Robust & sustainable company model which is rigorous against covid.
- Long-term social media strategy.
- New models for engagement of different groups of people.
- Developed a long-term engagement strategy targeting key low-engagement areas in the city.
- Learned how to develop a co-creative approach to representing LGBTQI+ voices & opinions.

Social Media: Instagram



Reach

Total: **834** (16.6k % Increase on 16th Dec – 8th Jan)

Paid (from ads/promotions): 45%

Followers: 198

Non followers: 383 (reached **9,475%** more accounts that weren't following compared to 16 Dec-9 Jan)

Content Reach

Posts: 548 (around 30% non followers)

Stories: 195 (around 10% non followers)

IGTV Vids: 179 (around 15% non followers)

Impressions: 8,210

Profile visits: 454
(up 11.3k% since Dec 13th - Jan 8th)

Followers

Total: 231

Growth: 60 (up 140% from 16 Dec to 8 Jan)

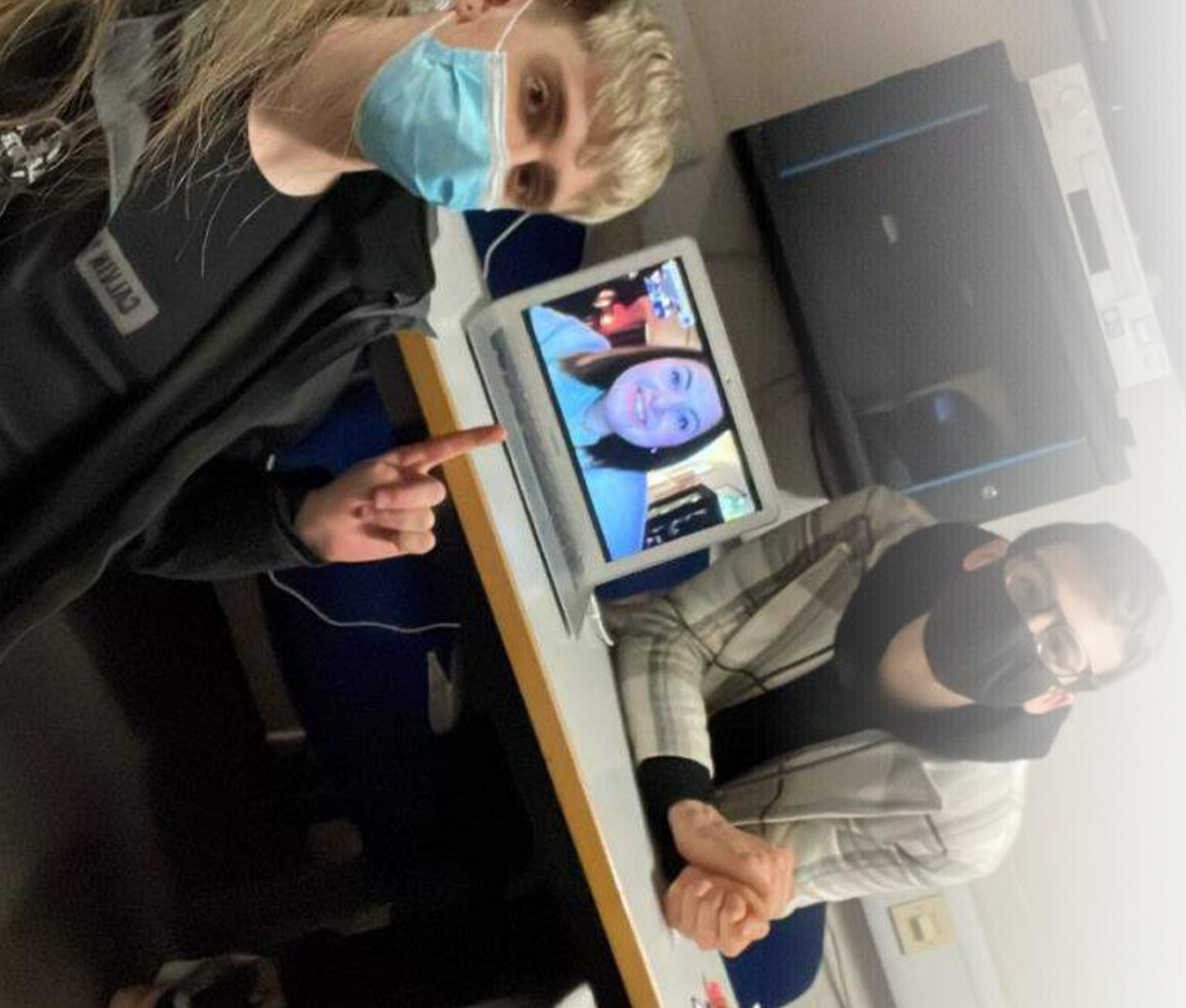
72.2% Women 27.7% men.

Link taps: 44



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Social Media: Facebook

Total page likes: **173**

New page likes: **19** (46.2%
Increase on 12th Dec – 8th Jan)

71.2% women / **28.8%** men

Content Reach

Average post reach: **513**

Fans: **17.8%**

Non fans: **82.2%**

Impressions: **8510** (3581 paid)

Page visits: **171** (47.4% more
that 12th Dec – 8th Jan)

Reach

Total Reach: **4,560** (up
15.7% from 12th Dec to 8th
Jan)

Non fans: **5484**

Fans: **1,187**



Social Media: Twitter

Total followers: 176.

Total impressions: 17,445.

1 Jan - 13 Jan: 7865.

Average impressions: 872.25 per post.

Total engagements: 602.

Average engagement: 30.1.

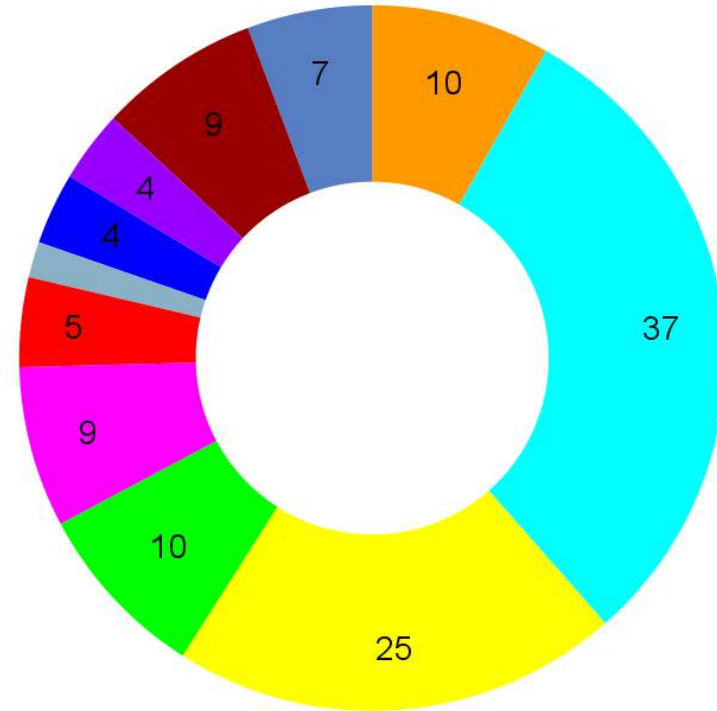
Retweets: 32.

Likes: 130.

Profile visits: 114.

Demographics:

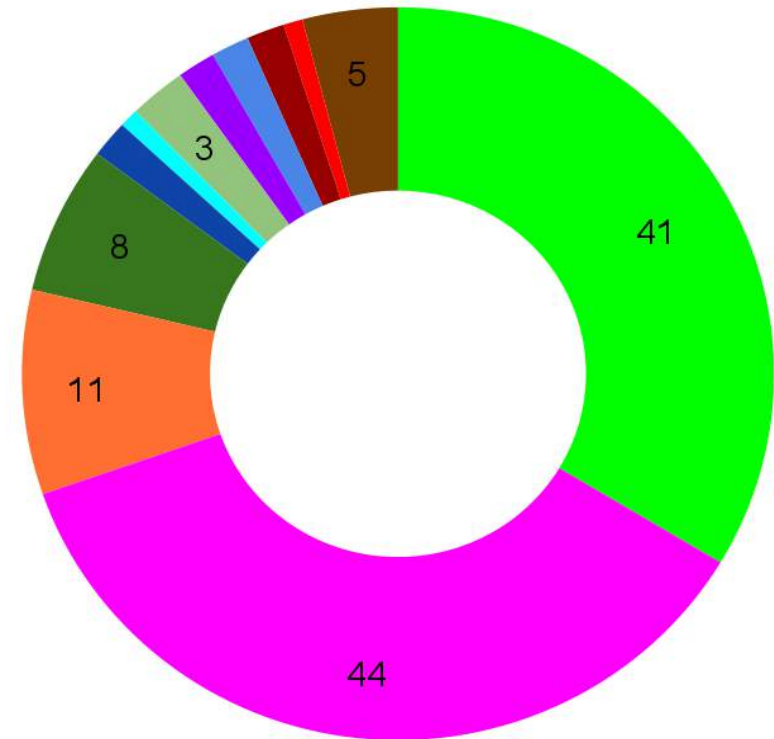
Age



Demographics:

Ethnicity

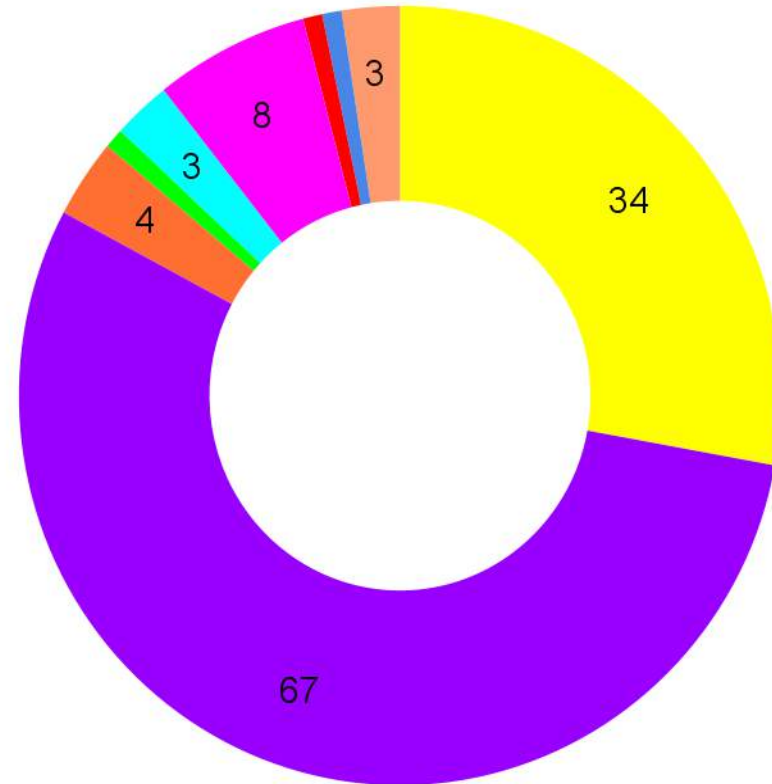
- British
- White British
- White
- White European
- Irish
- Scottish
- Black British
- Black
- British Asian
- English middle Easter
- Mix latino
- Prefer not to say



Demographics:

Gender

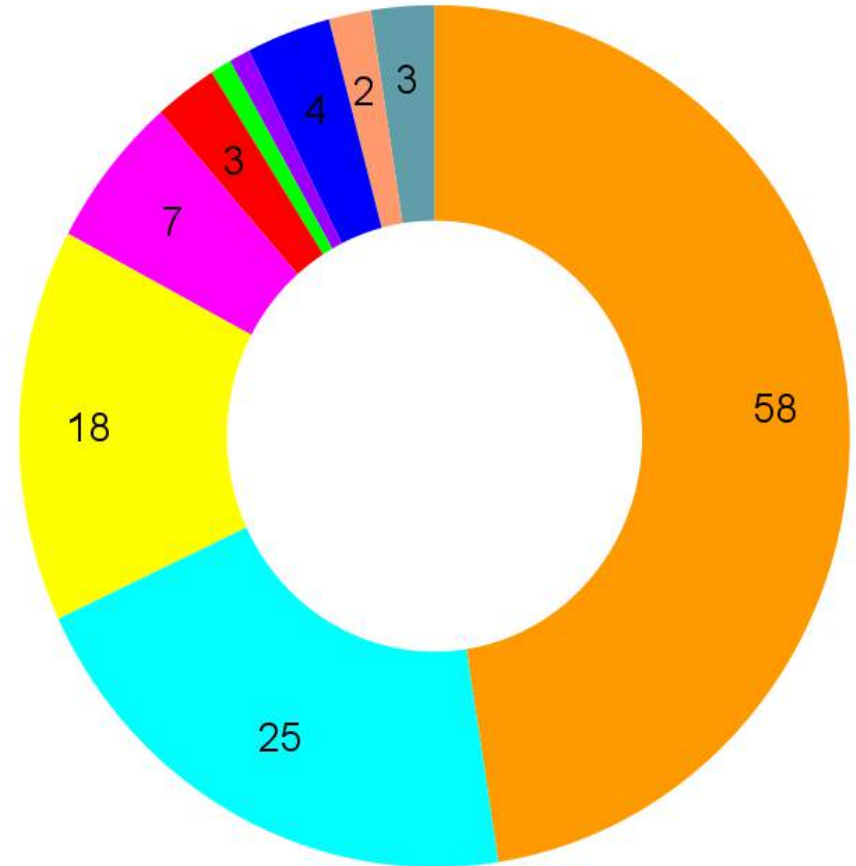
- Male
- Female
- Trangeder
- Cis Female
- Cis male
- Non-binary
- Gender-fluid
- Undecided
- Other



Demographics:

Sexual Orientation

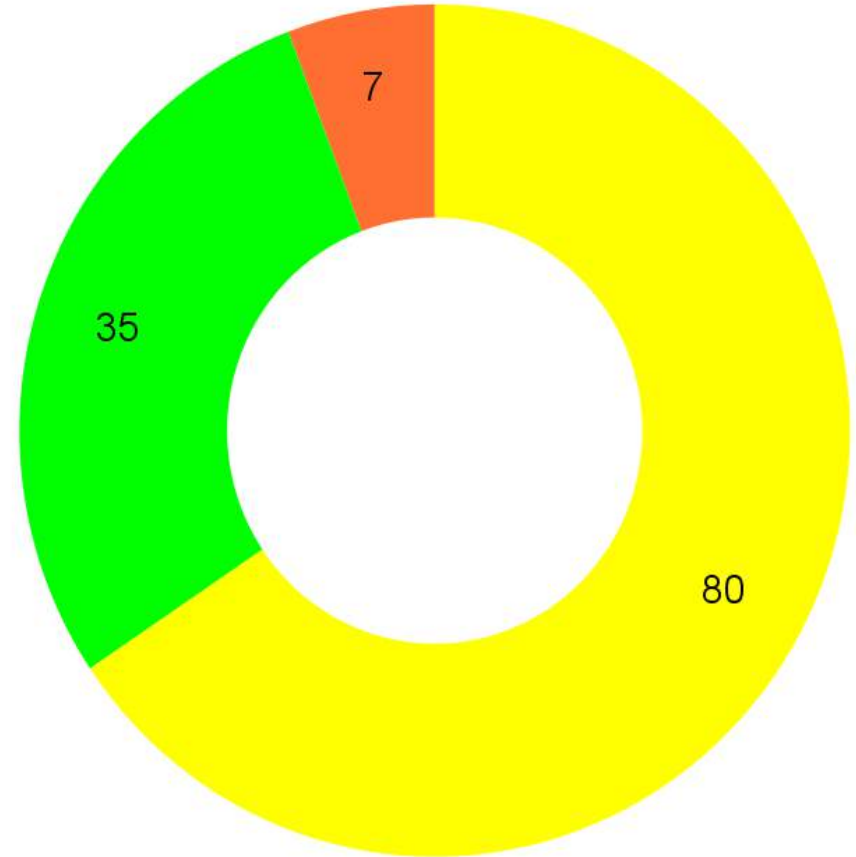
- Heterosexual/straight
- Bisexual
- Pansexual
- Gay
- Lesbian
- Demi-sexual
- Asexual
- Questioning
- Queer
- Prefer not to say



Demographics:

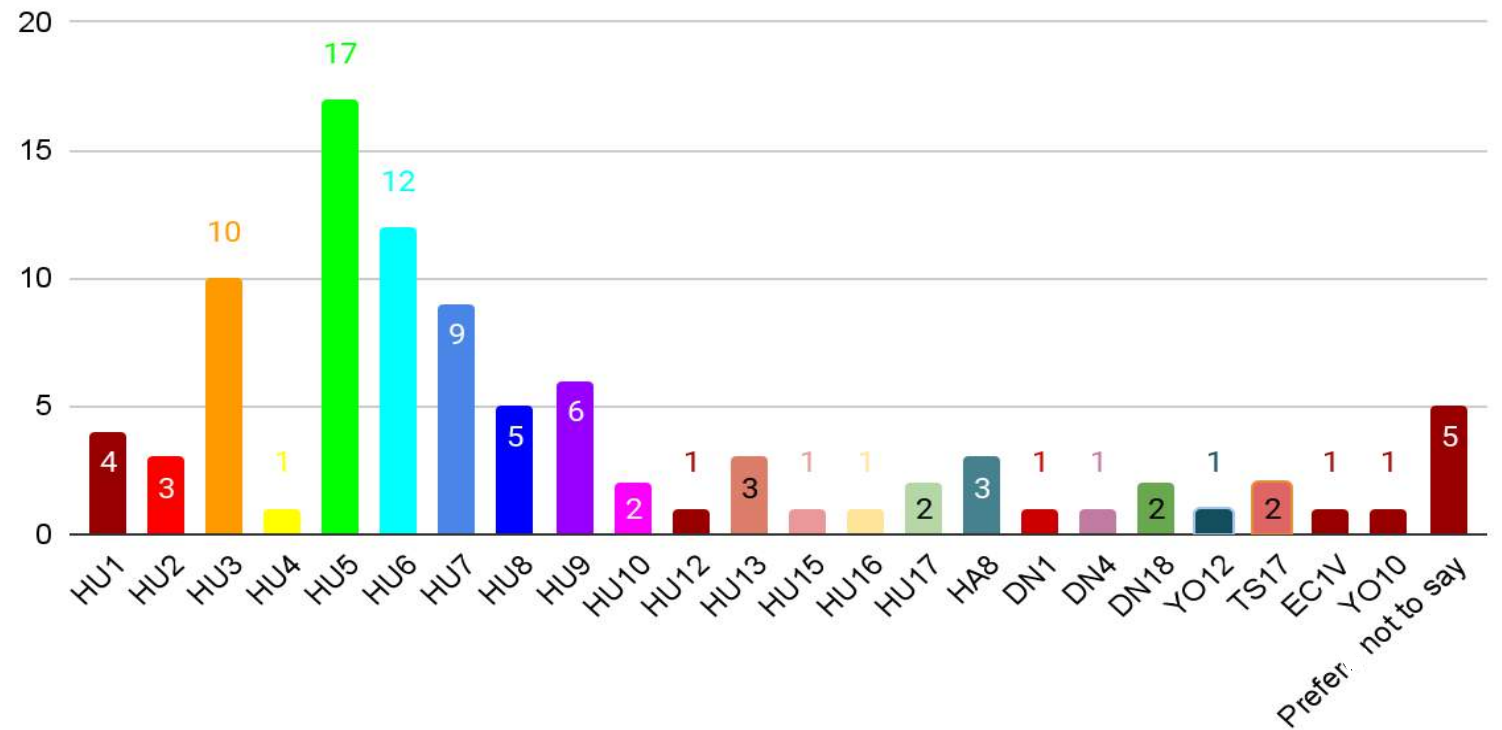
Disability or Health conditions

- No
- Yes
- Prefer not to say



Demographics:

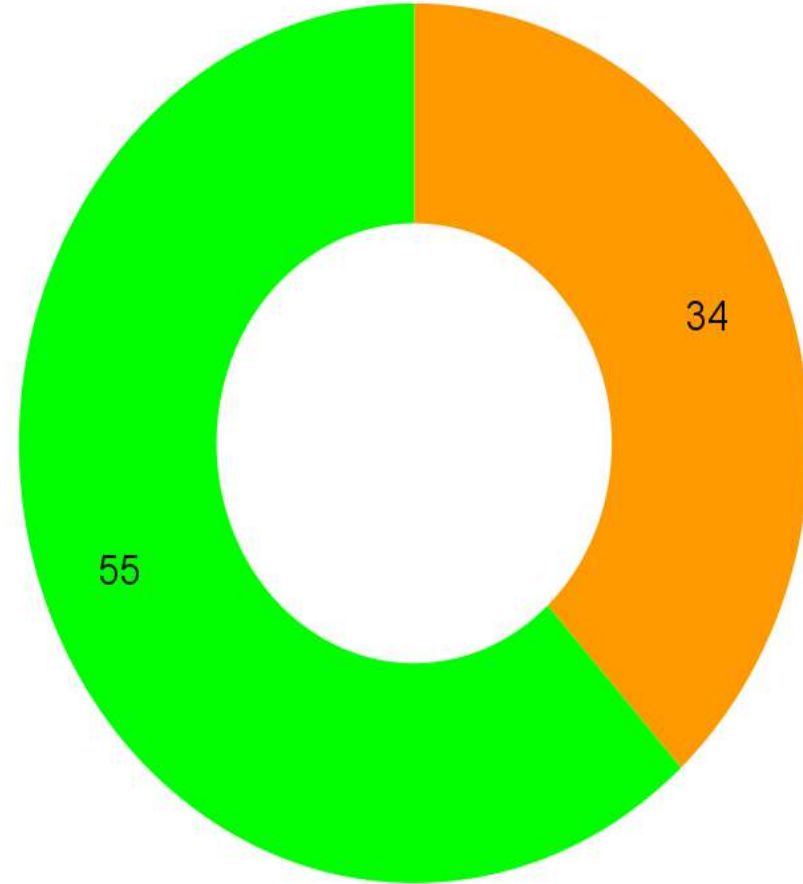
Postcode



Demographics:

Have you ever attended an arts event?

- No
- Yes



Contradiction Sharing

- <https://youtu.be/9cMoExTTzmA>