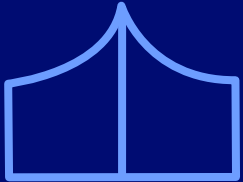


THE ODYSSEY

AN EPIC ADVENTURE ON THE YORKSHIRE COAST

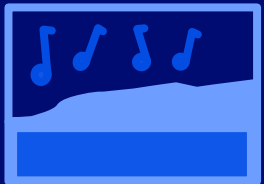
2020-21 AT A GLANCE

RAISING PROJECT AWARENESS



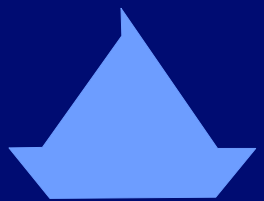
'LIGHTING UP THE COAST' - ONE OF THE VERY FIRST LIVE EVENTS TO BE STAGED FOLLOWING LOCKDOWN 3 VISITED BY OVER 1,200 PEOPLE ALONG THE COAST AND SEEN BY OVER 30,000 ONLINE

COMMISSIONING NEW WORK



ORIGINAL WORKS COMMISSIONED FROM LOCAL ARTISTS AND COMPOSERS; WITH STORYTELLERS FROM THE COAST CREATING A GEOLOCATION STORY AVAILABLE FREE IN OVER 25 LOCATIONS THROUGHOUT THE YEAR

GETTING COMMUNITIES INVOLVED



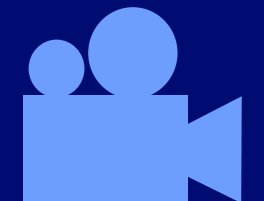
'A THOUSAND SHIPS' ENGAGED FAMILIES AND INDIVIDUALS ALONG THE WHOLE COAST DURING LOCKDOWN 3 TO CREATE A WORK OF ART VIEWED BY THOUSANDS
LIVE AUDIENCE: 2000+ ONLINE: 23,000+

PROMOTING THE COAST TO A WIDER AUDIENCE



SAND ART ON BEACHES IN DIFFERENT TOWNS PROMOTING THE YORKSHIRE COAST AND OUR EVENTS REACHING A LARGE LIVE AND ONLINE AUDIENCE:
LIVE: 8,500+ ONLINE: 133,000+

INCLUDING BUSINESSES AS PARTICIPANTS



OVER 100 BUSINESSES HAVE ALSO TAKEN PART IN TELLING THE STORY ON FILM AND THERE'S STILL ROOM FOR MORE!

TOTAL PROJECT REACH AUG 2020 - JULY 2021:

LIVE AUDIENCES: 11,500+ ONLINE REACH: 278,574

COMBINED BROADCAST AND PRINT POTENTIAL AUDIENCE FOR COVERAGE: 350,000

ACCORDING TO FIGURES GATHERED ON 26.07.2021 - BROADCAST AND PRINT FIGURES DO NOT INCLUDE MULTIPLE LISTINGS