

CREATIVE PARTNERS END OF PROJECT REPORT

GENERAL INFORMATION

ORGANISATION NAME:	Hull 2017
PROJECT NAME:	HULL GADA/poetry project/
MAIN CONTACT:	Meg Badorek-Miszczuk, megbm@mail.com
REPORT SUBMISSION DATE:	Jan 2018

INTRODUCTION

Everyone who receives funding from Hull UK City of Culture 2017 Ltd. must complete an end of project report, to inform us how they did against the agreed deliverables in their Agreement and Project Schedule. We recommend you read it straight away, as you will need to collect the information throughout your project.

We have done our best to ensure that the information being asked for already reflects the output data that you are collecting for other funders. However, due to the specific nature of this funding there are some additional outputs to be measured. This is due to the nature of our own funding agreements, and the need for us to provide certain evidence to these funders.

This end of project report tells us:

- What has happened during your project as a whole
- Your final income and expenditure figures
- What you have learned from the project, how you have adapted to these learnings, and what you plan to do with this learning in future.

We will send you a separate survey about the outcomes and impact of your Hull 2017 supported project separately. We will process the information you give us to understand:

- The overall effect of our grant and support;
- The overall effectiveness of our services and grants administration; and
- What the key things are that the city needs to be aware of in future, in terms of supporting the arts and culture sector.

We also use this information to report to our funders.

Please email this activity report to: **[insert Hull contact]**@hull2017.co.uk

NB: Please note that these reporting templates have been designed to try and account for all different types of creative partner. As a result, there will be rows within the data tables that are not applicable to your organisation. If this is the case, please just leave these rows BLANK.

GLOSSARY OF TERMS

- **Commission** - the hiring or payment to an artist / artistic company to create a new art work, project or performance. A commission can be wholly or partly funded by you / your organisation.
- **Participant opportunities** - workshops, classes, courses, engagement projects for members of the public (i.e. not including school's engagement, artist development or staff training opportunities).
 - **Workshops and classes:** individual occurrences of a workshop / class, even if it is the same one being delivered, e.g. the same contemporary dance workshop led by Hull Dance, delivered at 3 different venues or 3 times in a day, is 3 opportunities.
 - **Courses and engagement projects:** a series of classes, workshops, activities, etc. where the same group of participants take part for the duration, and it is progressive in nature, e.g. a group of 8 circus skills classes to introduce participants to a range of acrobatic skills (once a week for 8 weeks), attended by the same 10 participants OR a community cast recruited to develop, rehearse and perform a drama.
- **School's engagement opportunities** - as above, but organized formally with schools.
- **Artist development opportunities** - includes residencies, structured schemes, seed commissions, professional or industry advice, showcase opportunities, associate artist schemes, etc.
- **Staff training opportunities** - including formal training and development programmes, attendance at industry conferences and seminars, professional leave, work shadowing, mentoring, etc.
- **Audience** - those attending an exhibition or performance, and people getting access to work that is printed, recorded, broadcast or on the internet.
- **Participant** - those taking part in doing an activity.

OTHER INFORMATION

In addition to these reports, we will also send each project lead, links to an online survey:

- **Survey 1:** The first survey will be sent in April 2017 and will seek to ask a few key questions, linked to the outcome areas we are measuring within the overall evaluation for Hull 2017, as well as ones about how we are performing in our role as your partner. This is so we can learn from your feedback and make necessary changes where improvements need to be made.
- **Survey 2:** This will be sent at the end of the agreement period with you, and will again ask a few key questions linked to the outcome areas we are measuring within the overall evaluation for Hull 2017; as well as any key learnings for Hull's cultural sector beyond 2018 and future cities of culture.

A number of partners will also be contacted by our external evaluators to take part in in-depth interviews, which seek to explore the above in more detail.

A. PROJECT REPORT

Please attach the final versions of the listed documents (where applicable to your project). Please check the box to indicate that the document has been provided:

DOCUMENTS	PROVIDED	N/A
• Delivery Plan	<input type="checkbox"/>	
• Budget	<input type="checkbox"/>	
• Marketing & Communications Plan	<input type="checkbox"/>	<input type="checkbox"/>
• Learning & Engagement Plan	<input type="checkbox"/>	<input type="checkbox"/>
• Risk Register	<input type="checkbox"/>	<input type="checkbox"/>

A. MONITORING & EVALUATION REPORT

i. ACTIVITY

Overall, how did you do reaching the targets laid out in your agreement? Where the row is not applicable, please leave BLANK.

*Target: target(s) listed within your agreement with Hull UK City of Culture 2017

*Actual: final figures for your project

	TARGET*	ACTUAL
ACTIVITY		
COMMISSIONS		
No. of commissions	1	4
No. of commissions inspired by history / heritage	n/a	n/a
PRODUCTIONS AND PERFORMANCES		
No. of productions or co-productions	3	3
No. of productions or co-production performances	18	18
No. of productions or co-productions on tour	14	14
No. of visiting company productions	n/a	n/a
No. of visiting company production performances	n/a	n/a
No. of productions inspired by history / heritage	n/a	n/a
No. of accessible performances	18	18
EXHIBITIONS AND SCREENINGS		
No. of exhibitions	1	1
No. of exhibitions on tour	n/a	n/a
No. of exhibition days	7	7
No. of exhibitions inspired by history / heritage	n/a	n/a
No. of access provisions	1	1
FILMS		
No. of films	n/a	n/a
No. of films on tour	n/a	n/a
No. of screenings	n/a	n/a
No. of films inspired by history / heritage	n/a	n/a
No. of accessible screenings	n/a	n/a

	TARGET*	ACTUAL
ACTIVITY		
FESTIVALS & MUSIC EVENTS		
No. of festival days	n/a	n/a
No. of artists / groups / companies programmed	n/a	n/a
No. of performances	n/a	n/a
No. of shows inspired by history / heritage	n/a	n/a
No. of accessible performances during festival	n/a	n/a
LEARNING AND PARTICIPATION		
No. of participant opportunities* (in-house)	n/a	n/a
No. of participant opportunities* (outreach)	12	23
No. of school's engagement opportunities* (in-house)	n/a	n/a
No. of school's engagement opportunities* (outreach)	0	8
No. of artist development opportunities* (in-house)	n/a	n/a
No. of artist development opportunities* (outreach)	5	5
No. of staff training opportunities* (in-house)	n/a	n/a
No. of staff training opportunities* (outreach)	0	2 (volunteers training)
No. of opportunities exploring history / heritage	n/a	n/a
No. of opportunities to build historical / heritage-based skills or knowledge	n/a	n/a
No. of accessible learning and participation activities	14	21

	TARGET*	ACTUAL
ACTIVITY VENUES/LOCATIONS		
No. of activities delivered in HU1 - HU9	17	30
No. of activities delivered outside of HU1 - HU9	n/a	n/a

Please provide a short description of the additional activities delivered, since your last update report

Close collaboration with two Polish Saturday Schools in Hull that resulted in 8 workshops in total delivered by 3 Polish artists: Bohdan Piasecki, Wojciech Cichon, Weronika Lewandowska on 8/7/2017 and 30/9/2017. Participants of the workshops were 154 students of Polish background aged 6-16.

Open poetry workshop at exhibition in Shop of Poems for children aged 7-14 delivered by Wojciech Cichon, Weronika Lewandowska on 30/9/2017. Total number of participants: 19.

The workshops delivered on 30/9/2017 by Wojciech Cichon and Weronika Lewandowska (and their performance at CSL) was possible thanks to financial contribution of British Council and Polish Book Institute.

The number of pop-up poetry days has been increased from 10 to 13, which has enabled strengthening public engagement and awareness of the project among Hull community members. Number of pop-up poetry activities has been increased from 10 to 14 in 13 locations between July and September.

2 master classes for volunteers (in total 33 persons took part) on Polish language and culture delivered by Project Manager, aimed at facilitating the promotion of the project, public engagement and integration of Hull's community. Enabled the volunteers to learn more on Hull's Polish Community and raise awareness on immigrant issues, as well as to gain confidence in approaching members of Polish community during pop-up poetry phase of the project.

If any of the above has been inspired by, explored, or built skills and knowledge in history / heritage (especially that linked to Hull's past), please briefly explain how below.

n/a

Thinking about your project as a whole, what would you say have been the main successes and challenges in terms of the activity delivered (approximately 500 words):

Main successes and challenges:

- Marketing aimed at reaching Polish community, delivered in Polish and English, reaching the target audience by using Polish news websites, facebook page of the project published in Polish and English, bilingual digital marketing on Hull 2017 web page and face book profile, leaflets and posters displayed in small businesses frequented by Polish community, promotion at open door events held by and for Polish community groups
- Project aimed to maximize audience engagement by encouraging members of public to participate and contribute on each stage and in many different ways (telling stories, ordering a poem, taking part in workshops, writing/performing, expressing their opinions at the exhibition in written form which was instantly displayed along with the poems created by artist).
- Engaging participants from community groups with low level of participation in arts and cultural events and encouraging them to contribute and tell about their life experience and perception of Hull. Providing them with an opportunity to experience poetry and meet a poet. Making their voices heard by way of displaying poems inspired by them on an exhibition and performing them at CSL festival.
- Presenting poetry in unusual context as form of art that can be present, created and received in places visited on daily basis.
- Finding aspiring artists within Polish community members. Delivering the opportunity for creative development by tutoring in poetry writing performing. Providing a unique opportunity for them to perform at the largest so far spoken work festival in the UK. 4 of them gave a successful performance, which was a lifetime experience boosting their confidence, as they described.
- Training and facilitating the engagement of Volunteers, mainly native British speakers, who got the opportunity to learn more about Polish culture and actively use basic words and phrases in Polish. This facilitated engagement of community members of different backgrounds by overcoming language barrier.
- Delivering the opportunity to members of general public to learn more about various community groups living in Hull thanks to the exhibition featuring the poems based on stories told by people met over the course of the project. Many members of audience described their experience after having visited the exhibition and having seen the performances as eye opening and moving, and delivering a unique opportunity to learn more on experiences and life of immigrants in Hull.
- Delivering opportunity for Hull based artists and Polish artists to collaborate and perform at bilingual events.
- Time and budget management - delivering the project within tight deadlines and budget limits and with consideration of strictly defined availability of the leading artists in Hull (15 days throughout the whole project). All activities have not only been carried out to the fullest, but thanks to proactive approach of the project manager, and cooperation of the artists and partners (who accommodated the activities for free) additional activities have been added. In total the project consisted of 4 spoken word events, 8 workshops at Polish Saturday Schools, 1 open workshop for children, 13 days of pop-up poetry and 1 exhibition and 3 workshops for participants from Hull's Polish community willing to create and perform poetry and involved collaboration with 16 partners providing location for the activities, 15 artists performing at the events)

The goals of HULL GADA project:

- to engage with Polish community in Hull creatively and help make their voices heard through new writing, exhibition and performances
- to engage with community groups of various backgrounds in Hull
- for the commissioned artist, poet Bohdan Piasecki to write and perform new work inspired by the process and stories heard from people of Hull
- to create an opportunity for artists within Polish community to develop their skills and boost confidence by delivering creative writing workshops and opportunities to perform
- to prepare high quality event for Contains Strong Language Festival featuring work and performances by Hull Polish community members/local Polish artists
- to promote poetry as an activity and form of art available and accessible to all
- to deliver opportunity for members of community of various backgrounds for better integration through arts and learning experience

HULL GADA included following activities:

- Launch event on 8/7/2017. at Kuchnia Restaurant on Beverley Rd, featuring 3 Hull based poets: Joe Hakim, Vicky Foster, Matt Nicholson and 3 Polish poets Bohdan Piasecki, Weronika Lewandowska and Wojciech Cichon. Bilingual event with all work translated and captioned. Audience: 52 people.
- Pop-up poetry on the streets of Hull (13 days from July to September, 13 locations, 14 activities). Mobile poetry station designed and fabricated for the purpose of the project and used in various locations frequented by members of Polish community on a daily basis across the city (locations that are not associated with arts and culture activities: Polish restaurants, grocery markets, butcher, community centre, hair and beauty salons, nursery, St Stephen's shopping centre, Walton street market). The focus of this phase of the project was to encourage people to contribute and tell their stories regarding their background and their life in Hull in exchange for a custom written poem on whatever topic they chose. The aim was also to recruit participants interested in writing and performing at the festival. For the artists to get to know Hull's community by meeting them in their neighbourhood. In total ca. 100 members of public have been interviewed and contributed to the project and ca. 40 poems written for them.
- Shop of Poems/ Exhibition and storytelling/workshop/library space located in a business unit of centrally located Princes Quay Shopping Centre, featuring poems in Polish and English by Polish artists and Hull based artists and inspired by Bohdan Piasecki's experience with pop-up poetry on the streets of Hull. Space giving the opportunity to experience the stories gathered from members of Hull community, to see what has been happening within the project. General public has been also encouraged to express their opinions by writing stories and poems. Summary: 7 days (24-30/9/2017), 55 boards of poems displayed by 8 poets, 30 poetry books by Polish poets in English translation displayed in the library section of the Shop of Poems, almost 600 visitors, 1 poetry workshop by leading artist for 6 members of HULL's Polish community took part in poetry, 1 open mic/spoken word event featuring 10 performers, local artists, visiting artists and artists from Polish community, Open mic event audience: 42 people, 1 open workshop in English and Polish for children aged 7-14 and their parents/carers carried by 2 Polish artists, Members of general public contributed with 38 written pieces and 3 drawings that were instantly put on display
- 2 Performances as part of Contains Strong Language festival including works by Bohdan Piasecki inspired by the stories heard over the course of the project, featuring 2 other Polish artists Weronika Lewandowska and Wojciech Cichon (thanks to additional contribution of British Council and Polish Book Institute) and 4 members of Polish community/artists who participated in workshops and created their own work in the process and performed at CSL: Beata Goliszek, Monika Goliszek, Andrzej Gaj, Michal Wierzbanski. Attendance, each performance: 50.
- Activities listed in section above of this report regarding additional activities delivered (workshops for students of Polish Saturday Schools, master class for volunteers).

ii. ADDITIONAL CAPACITY TO DELIVER YOUR PROJECT

In the table below, please enter the total number of additional people contracted by your organisation to make this project happen. The totals provided below should not include your core team who will be accounted for in the ORGANISATIONAL END OF YEAR REPORT (where applicable).

Some roles / work areas have been provided. However, please insert new roles into the table for anything not accounted for.

	TOTAL NO. INDIVIDUALS	TOTAL NO. WHO ARE HULL RESIDENTS	TOTAL NUMBER OF DAYS WORKED
CATEGORY OR ROLE			
CORE CREATIVE TEAM (PRODCUTION / EXHIBITION SPECIFIC)			
Co-Director	n/a	n/a	n/a
Co-Producer	n/a	n/a	n/a
Other Production (please specify) Project Manager	1	1	51
Artist / Performer	6	3	22
Other Creative (please specify)	n/a	n/a	n/a
Co-Curator	n/a	n/a	n/a
Other Curatorial (please specify)	n/a	n/a	n/a
Please specify:			
Mobile poetry station designer	1	0	Not specified
OTHER			
Other			
Please specify: [Insert other here]			

TOTAL	
AGE GROUPS - DELIVERY TEAM	
16-17 years	
18-19 years	
20-24 years	
25-29 years	
30-34 years	
35-39 years	
40-44 years	
45-49 years	
50-54 years	
55-59 years	
60-64 years	
65-69 years	
70-74 years	
75+ years	
Prefer not to say	13
GENDER - DELIVERY TEAM	
Male	
Female	
Transgender	
Gender non-conf	
Prefer not to say	13

In the tables on this page, please enter the number of additional people contracted to make this project happen, who fall into each of the equal opportunities categories listed. If you do not know please leave blank. We recommend using the Equal Opportunities form provided in the Hull 2017 Reporting Toolkit to collect this information.

TOTAL	
DISABILITY/LONG TERM ILLNESS - DELIVERY TEAM	
Yes - limited a lot	
Yes - limited a little	
No	
Prefer not to say	13
CONDITIONS - DELIVERY TEAM(NON-MANDATORY)	
Learning disability	
Long-term illness/condition	
Sensory impairment	
Mental Health condition	
Physical impairment	
Cognitive impairment	
Other	
ETHNICITY - DELIVERY TEAM	
Welsh/English/Scottish/Northern Irish/British	
Irish	
Gypsy or Irish Traveller	
Polish	
Any other White background	
White and Black Caribbean	
White and Black African	
White and Asian	
Any other Mixed/multiple ethnic background	
Indian	
Pakistani	
Bangladeshi	
Chinese	
Any other Asian background	
African	
Caribbean	
Any other Black/African/Caribbean background	
Arab	
Any other ethnic group	
Prefer not to say	13

Thinking about your project as a whole, what would you say have been the main successes and challenges in terms of the additional capacity brought in to deliver your activity? - **Please see results from your Artist & Creative Team Survey, provided in the Hull 2017 Reporting Toolkit.**

HULL GADA project has been commissioned by Hull 2017, the core team for the purpose of this report are considered team members of Hull 2017 involved directly in implementation of the project and the artists Bohdan Piasecki who has been commissioned to be the leading artist of the project and to create new work as result of the project to be performed at CSL festival

Additional capacity:

Contribution of additional artists (3 Hull based poets: Joe Hakim, Vicky Foster, Matt Nicholson and 2 Polish poets: Weronika Lewandowska, Wojciech Cichon) made the project more diverse appealing to community groups of different language/ethnic backgrounds. Launch event successfully attracted members of public of British, Polish and of other descent (that includes but is not limited to Lithuanian, Asian etc.) It enhanced collaboration opportunities for the artists. It also was a unique experience to them all, as all the performances were translated and captioned in English and Polish. The performances were also an unprecedented event in Hull: British and Polish poetry being performed together, which was of unique value to the audience and to the artists as well.

Participation of 2 additional Polish spoken word artists enabled raising the awareness of the project among Polish community members, delivering workshops to over 170 children under 16 years of age, and presenting work of the artists at largest so far spoken word festival in the UK.

Mobile poetry stand designer: created and fabricated a bespoke poetry stand adapted specifically to the goals of the project and to the needs of the leading artist. Thanks to the unique design, the stand attracted attention of general public while delivery of the project activities in outdoor locations across the city.

Project Manager: responsible for overall implementation of the project, reaching target audiences, establishing partnerships crucial for efficient implementation of the project. Experienced art events producer and native speaker of Polish, (and English, Russian and German as second language) - guaranteed delivery of the project in timely manner and in accordance with budget planned, as well as targeted marketing and public engagement in accordance with the objectives of the project.

iii. AUDIENCES

In total, how many people have attended your activities?

	TOTAL	% FROM HU1-HU9*
Number of audience members* (in-house)		
Number of audience members on tour	ca. 900 **	71%

*The % from HU1-HU9 can be taken from the results of audience surveys or your box office reports.

** NOTICE: as audience for the purpose of this summary the following groups have been included: members of public who talked with the artists during pop-up poetry phase of the project, launch event audience, exhibition visitors, audience of open mic/spoken word event opening the exhibition, CSL performances audience

Please complete the Total column within the tables below.

	%
AGE GROUPS - AUDIENCES	
0-2 years	
3-5 years	
6-10 years	2%
11-15 years	
16-17 years	2%
18-19 years	2%
20-24 years	8%
25-29 years	8%
30-34 years	7%
35-39 years	17%
40-44 years	12%
45-49 years	3%
50-54 years	8%
55-59 years	7%
60-64 years	12%
65-69 years	3%
70-74 years	3%
75+ years	3%
Prefer not to say	3%
GENDER	
Male	36%
Female	62%
Transgender	
Gender non-conf	
Prefer not to say	2%

	%
DISABILITY/LONG TERM ILLNESS - AUDIENCES	
Yes - limited a lot	
Yes - limited a little	4%
No	81%
Prefer not to say	15%
CONDITIONS- AUDIENCES (NON-MANDATORY)	
Learning disability	
Long-term illness/condition	
Sensory impairment	
Mental Health condition	
Physical impairment	
Cognitive impairment	
Other	

Please enter the % of your audience for the project in each of the equal opportunities categories shown in the tables on this and the following page. We recommend asking a sample of your audience the Equal Opportunities questions from the Audience Question Bank, provided in the Hull 2017 Toolkit.

	%
ETHNICITY	
Welsh/English/Scottish/Northern Irish/British	51%
Irish	
Gypsy or Irish Traveller	
Polish	37%
Any other White background	3%
White and Black Caribbean	
White and Black African	
White and Asian	
Any other Mixed/multiple ethnic background	
Indian	2%
Pakistani	
Bangladeshi	2%
Chinese	
Any other Asian background	2%
African	
Caribbean	
Any other Black/African/Caribbean background	
Arab	
Any other ethnic group	
Prefer not to say	3%

Thinking about your project as a whole, what would you say have been the **main successes** and **challenges** in terms of audience engagement and feedback for your project? - **Please see results from your Audience Survey, provided in the Hull 2017 Reporting Toolkit.**

One of the main goals of the project was public engagement and facilitating active participation of members of general public at every stage of the project.

The challenges and successes included:

Encouraging members of public to have a conversation with the poet during pop-up poetry phase of the project and share their personal stories and opinions. The mobile poetry station was a surprising object when located next to a beauty salons, on a street market or in front of at grocery market, it attracted attention, but members of public often felt at first weary of an unusual situation: opportunity to talk to a poet. The combination of optimal selection of the timing and locations of the activities, active approach of the volunteers in encouraging the passers-by and the manner in which the artist conducted the interviews (in English and Polish) has lead to successful audience engagement (mainly among community groups with low level of participation in arts and culture) and delivered new art experience to members of general public. (in total ca. 100 conversations and almost 40 poems written.

Efficient promotion of the launch event, that was aimed at sending a message that Polish poetry can be conveniently presented for native English speakers and vice versa. Presenting spoken word as art accessible to all. Overcoming the language barriers thanks to translated and captioned performances, which was a new experience in context of spoken word not only for the members of audience but also for the artists.

Encouraging members of Polish community to visit Shop of Poems. Providing a unique experience for them that arts and culture in their native language and by Polish artists was presented in location in centrally located venue in Hull.

Attracting Hull's local spoken word artists, artists from Polish community to give a gig at open mic/spoken word event opening the exhibition (10 artists performed).

Throughout the duration of the exhibition the audience were encouraged to use the writing/workshop space and express themselves in writing and this way to contribute to the exhibition. Pages prompting to write a poem on a selection themes in English and Polish were available and were instantly added to the exhibition. In total 38 newly written pieces and 3 drawings had been created.

Most rewarding and satisfying aspect of the project were:

- to see the excitement and surprise of the members of the public when they actually received the poems written by Bohdan Piasecki as recognition of their contribution to the project by the stories they shared which later served the artists as a source of inspiration for his work.
- to learn the opinions of exhibition visitors who expressed their gratitude for a project that enabled them to experience poems inspired by life of Hull's Polish Community, which their perceived as a unique, moving and authentic way to learn about Hull's immigrant communities

Almost 100% of the audience agreed with the statements that Hull Gada gave everyone the chance to share and celebrate together and was an enjoyable experience. Over 80% stated that the project made them feel more connected with the stories of Hull and its people, provided them with a different experience of the city and placed the community at the centre. According to over 70% of the members of audience Hull Gada showed them that there is more to Hull than they expected, gave them the opportunity to interact with other people who they wouldn't normally have interacted with, challenged their understanding of art. To over 50% of the audience the project was an experience that empowered them to take part in more arts and activities in future. 30% stated that Hull Gada improved their self-esteem/confidence.

Views on Hull Gada shared by the audience:

'The poem boards should be on permanent display - Polish shops, restaurants, doctor waiting rooms, etc. The project should continue in some form to integrate our cultures + love of poetry.'

'Like the perspectives of writing, a great idea, encouraging to all.'

'Excellent way of engaging Polish (as a minority) community in the city of culture.'

'Reinforced and already positive opinion/experience/interest. Excellent idea to display bilingual poems/writing.'

'It was unique event, well organized, drawing together a mix of community members.'

'Great very well prepared and organized project. Thanks!!! An unique opportunity to find out more about different communities living in Hull'

iv. TICKETS

Overall, how many tickets did you sell?

	TOTAL	% TO HU1 - HU9 RESIDENTS
TICKET SALES		
Number of full price tickets sold	n/a	n/a
Number of concessionary tickets sold	n/a	n/a
Number of free tickets issued	n/a	n/a
Value of all ticket sales	0 £	0 £
BOOKING TRENDS %		
Telephone	n/a	n/a
Counter	n/a	n/a
Website	n/a	n/a
Post	n/a	n/a
Agency	n/a	n/a
ONLINE TICKET SALES		
Number of tickets sold online	n/a	n/a
Value of tickets sold online	0 £	0 £
FRIENDS/MEMBERSHIP		
New memberships	n/a	n/a
Membership renewals	n/a	n/a
Tickets purchased by members	n/a	n/a
Value of tickets bought by members	0 £	0 £

v. PARTICIPANTS

In total, how many people have participated in your activities? If Hull 2017 are providing your Box Office function, please highlight this and we will download and complete this data.

	TOTAL	% FROM HU1-HU9
Number of participants* (in-house)		
Number of outreach participants	283**	53%
TOTAL PARTICIPANTS		

*The % from HU1-HU9 can be taken from the results of participant surveys or registration

** NOTICE: the TOTAL includes: members of public who talked with the artists during pop-up poetry phase (104), Hull's Polish community members/artists who took part in workshops delivered by the leading artists, created new work and performed at Contains Strong Language Festival (4) and participants of poetry/creative writing workshops delivered at Polish Saturday Schools (154) as well as participants of open bilingual workshop for children and parents at the exhibition (19). Statistical dispersion/Spread in % refers only to pop-up poetry participants and workshop for Hull's Polish community members that created new work and performed at CLS festival, in these two groups there were 110 persons in total.

	%
AGE GROUPS - AUDIENCES	
0-2 years	
3-5 years	
6-10 years	3%
11-15 years	
16-17 years	
18-19 years	3%
20-24 years	11%
25-29 years	8%
30-34 years	11%
35-39 years	20%
40-44 years	13%
45-49 years	5%
50-54 years	5%
55-59 years	5%
60-64 years	10%
65-69 years	
70-74 years	3%
75+ years	3%
Prefer not to say	
GENDER	
Male	34%

	%
DISABILITY/LONG TERM ILLNESS- AUDIENCES	
Yes - limited a lot	n/a
Yes - limited a lot	n/a
No	n/a
Prefer not to say	n/a
CONDITIONS - AUDIENCES (NON-MANDATORY)	
Learning disability	n/a
Long-term illness/condition	n/a
Sensory impairment	n/a
Mental Health condition	n/a
Physical impairment	n/a
Cognitive impairment	n/a
Other	n/a

Please enter the % of your participants for the project in each of the equal opportunities categories shown in the tables on this and the following page. We recommend asking your participants the Equal Opportunities questions from the Participant Question Bank, provided in the Hull 2017 Toolkit, or making these questions part of the registration process.

Female	63%
Transgender	
Gender non-conf	
Prefer not to say	3%

	%
ETHNICITY	
English/Welsh/Scottish/Northern Irish/British	37%
Irish	
Gypsy or Irish Traveller	
Polish	54%
Any other White background	3%
White and Black Caribbean	
White and Black African	
White and Asian	
Any other Mixed/multiple ethnic background	
Indian	3%
Pakistani	
Bangladeshi	
Chinese	
Any other Asian background	3%
African	
Caribbean	
Any other Black/African/Caribbean background	
Arab	
Any other ethnic group	
Prefer not to say	

Thinking about your project as a whole, what would you say have been the main successes and challenges in terms of participant engagement and feedback for your project? - **Please see results from your Participant Survey, provided in the Hull 2017 Reporting Toolkit.**

Challenges and successes:

Encouraging members of general public to talk with the poet and share their personal stories, the artists demonstrated open an understanding approach and assured that the identity of the interlocutors will not be revealed. That facilitated building trust between him and the interlocutors that encouraged them to share their sincere opinions, impressions and views.

Enhancing the project with poetry/creative writing workshops delivered to participants under 16 years of age, students of Polish Saturday Schools and general public (open workshop at exhibition).

Motivating members of Hull's Polish community to participate in workshops delivered by Bohdan Piasecki and to be tutored by him in order to enhance and develop their writing and performing skills, and to eventually perform at the festival, which was a significant challenge as most of them debutants with no previous experience in performing. Most challenging part was to convince some of the participants of this part of the project that workshop is a creative experience which is not aimed at judging their performance, but aimed at exploring creative possibilities and means of expression.

4 artists from Hull's Polish community eventually made the decision to perform at the festival, they presented work created in course of the series of the workshops

All the participants described it as an unforgettable, once in a lifetime experience that boosted their confidence and gave motivation to create and perform.

Comments included:

'It's been a great experience, meeting new interesting people, hearing their stories is something simply amazing. I really hope there gonna be more projects like this in the future.'

'Gave me motivation to write after a long break.'

'Great opportunity for community members to meet and exchange experience. New, unique creative experience.'

They also stated that their experience with HULL GADA:

- gave them opportunity to interact with other people who they wouldn't normally have interacted with
- has enabled them to try new genres or art forms for the first time
- challenged their understanding of art
- was a unique experience not to be missed

vi. DIGITAL

Overall, how has your project impacted upon your online presence?

	TOTAL PAGE VIEWS	UNIQUE PAGE VIEWS	AVERAGE TIME ON PAGE

	SUBSCRIBERS AT START OF PROJECT	SUBSCRIBERS AT END OF PROJECT	CLICK THROUGHS
E-newsletter subscribers via project routes	n/a	n/a	
SMS subscribers via project routes	n/a	n/a	

	LIKES/FOLLOWERS/SUBSCRIBERS AT START OF PROJECT	LIKES/FOLLOWERS/SUBSCRIBERS AT END OF PROJECT	IMPRESSIONS ON POSTS RELATING TO THE PROJECT	ENGAGEMENTS WITH POSTS RELATING TO THE PROJECT
Facebook				
Twitter				
Instagram				
Other				

DEFINITIONS

- **Followers include:** Facebook Page Likes / Profile Friends; Twitter Followers; YouTube Subscribers; etc.
- **Impressions:** impressions (“views”) of Facebook posts linked to project; impressions (“views”) of Twitter tweets linked to project; views of YouTube videos linked to project; etc.
- **Engagements:** Facebook posts, likes, shares, comments; Twitter tweets, retweets, likes; YouTube shares, comments; etc.

In the boxes below, please share a selection of audience comments or quotes from social media made about your project:

vii. PARTNERS

Overall, how many partners were involved with your project?

	TOTAL BASED IN HU1 - HU9	TOTAL BASED OUTSIDE HU1 - HU9
PARTNER TYPE		
Artistic partner (e.g. theatre, art gallery, music venue)		
Heritage partner (e.g. museum, archive)		
Funder (e.g. Arts Council England, business, private trust)		
Public Sector partner (e.g. libraries, GPs)		
Voluntary sector partner (e.g. community group, charity)		
Education (e.g. school, college, university)		
Other: partners from retail/business/food sector that provided venues/space to carry out the project	14	
PARTNERSHIP STAGE		
Number of new partnerships established via this project	12	
Number of existing partners involved in this this project	2	

Thinking about your project as a whole, what would you say have been the **main successes** and **challenges** in terms of your partnerships on this project? - Please see results from your Partner Survey, provided in the Hull 2017 Reporting Toolkit.

In context of pop-up poetry - establishing partnerships with local businesses that enabled accommodating poetry activities in locations that normally are not used for arts and cultural events, this included local businesses on Beverley Rd, Holderness Rd, Spring Bank, Newland Ave, Hessle Rd, Walton St, and in the city centre such as: Polish restaurants, grocery markets, butcher, community centre, hair and beauty salons, nursery, St Stephen's shopping centre, Walton street market.

The cooperation was mutually beneficial: for Hull Gada it enabled to reach the target audience and raise the awareness of Polish culture in Hull, for local businesses it was a marketing opportunity to reach new customers, but also to enhance the image in terms of social responsibility of the business sector.

The unit in which Shop of Poems was located have been offered by management of Princes Quay Shopping Centre as their in kind contribution to the project, which was a perfect location for the exhibition of the works presented in framework of Hull Gada.

The project proved that poetry, art can be presented and offered in close cooperation with retail and business related activities, which enhances the impact of art, widens the audience reached and allows to present art in new contexts.

In the process informal artistic partnerships have been establish thanks to networking efforts of the project manager and the artists. Local artists visited pop-up poetry stand and met with the team to find out more about Hull Gada, visited the exhibition and/or took part/performed at open mic event.