**PROJECT OVERVIEW - LAND OF GREEN GINGER: UMBRELLA**

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| **NAME OF PROJECT** | **LAND OF GREEN GINGER - UMBRELLA** |
| **PROJECT START - FINISH DATES** | **03/04/2017 – 31/03/2018** |
| **PROJECT LIVE DATES** | **03/04/2017 – 12/11/2017** |
| **COC PROJECT LEAD** | **Katy Fuller** |
| **PROJECT SUMMARY** | In Hull city centre, an underground chamber is discovered containing a cache of packing cases, all marked with the words “To Hull, from Land of Green Ginger.” The cases do not behave entirely normally – emanating sounds and smells for example - and are moved to a different location in order that they can be investigated fully.  An organisation called “the Green Ginger Fellowship” takes custody of the crates, cataloguing and reporting on the finds and expounding theories about this peculiar discovery. The Fellowship is a group of enthusiasts, professionals with an interest in local myth and legend.  Just as the Fellowship is getting into its stride, opening the crates from the central cache, another set of crates – identical to those found in the city centre – is discovered near to the Freedom Centre in East Hull. This time the crates are marked with more information – dates, times and a location.  On the appointed dates, in the specified location, a mythical world opens up and the “audience” who have gathered there bear witness to an old myth from their neighbourhood coming to life. At the end, they are handed a paper with some unintelligible references on it.  The Institute report on what happened and try to decipher what the references on the paper mean. They are also opening more crates which reveal other strange artefacts and documents.  Another crate is found in Longhill which leads to a series of events and activities galvanising the community in that area.  Crates are also opened in the central cache which require the Fellowship to carry out certain actions. They find themselves caught up in the story, not just investigating but also helping to carry out the actions which move the story forward. They find clues in each Act which only become clear when another story unfolds in another neighbourhood.  More Acts of Wanton Wonder take place across the city, bringing curiosity, collective spirit, humour, contemplation, the Fellowship start to knit together their theory about why this is all happening now. The series of events culminates with a parade through the city centre, past the Land of Green Ginger – joyful and wild and thrilling and unforgettable – containing references to all of the other Acts.  The final findings of the Institute are simple. They say that the Land of Green Ginger isn’t a place, but the intangible Spirit of Hull. It’s a way of behaving and believing that anything is possible, of laughing and embracing what’s thrown at you. Sometimes this spirit needs renewing and at those times, the crates reappear to unleash the behaviour again.  It’s a bit like the very normal practice of “putting away childish things” when you become grown up and that it’s not until you dig them out again for grandchildren that you remember how things were and how much fun you had. We have been handed a sense of wonder and magic and possibility and curiosity which should change the way we behave. Now we ought to find a way to pack a piece of that away for future generations, the next time that sense of wonder needs to be renewed.  Some weeks after the final Act, the Fellowship start collecting artefacts and memories from the Acts of Wanton Wonder. They pack them away into one of the original crates. This crate is to be kept safe.  A few months later, brown envelopes, stamped with the Land of Green Ginger stencil start arriving on people’s doormats. When opened they are found to contain a book which is full of beautifully drawn adventures of the city of Hull when it became the Land of Green Ginger and played host to Acts of Wanton Wonder. |
| **TARGET AUDIENCES** | * Audiences/Participants from postcodes near to project locations * Audiences/Participants who do not usually participate in the arts/have not attended other CoC events |
| **CREATIVE CORE TEAM** | * Katy Fuller (Executive Producer, Hull 2017) * Maddie Maughan (Producer, Hull 2017) * Lou Yates (Producer, Hull 2017) * Elizabeth Bergeron (Assistant Producer, Hull 2017) * Chrissie Lewis (Marketing, PR and Digital Co-ordinator, Hull 2017) * Gareth Hughes (Head of Production, Hull 2017) * Adam Long (Lead on Production and Technical support, TG Events) * Simon Sharkey (Artistic Advisor, Freelance) |

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| **ARTISTS** | * Periplum: Claire Raftery and Damian Wright * Joshua Sofaer * And Now: * Aswarm: Thor and Chloe Osborne * Davy & Kristin McGuire * Scottee (2016 pilot project only) * Dominic Wilcox (2016 pilot project only) * Macnas: Noeline * Walk the Plank: [insert key names] |
| **DELIVERY PARTNERS** | * TG Events * Hull Daily Mail * Hull City Council: Gary Taylor & Jenny Langrick |
| **PROJECT SPECIFIC OBJECTIVES/ OUTPUTS TO MEASURE** | * To pilot and develop an 18-month, citywide, collaborative commissioning model, which delivers a series of linked creative projects   + Provide a narrative framework within which creative projects sit   + Provide a Creative brief for artists and creatives   + Recruit a Core Project Team and additional capacity to lead Umbrella project   + Build partnerships with key city and neighbourhood players to facilitate project delivery   + Commission artists to develop and deliver 2016 pilot projects   + Facilitate artists to develop and deliver high quality imaginative 2016 pilot projects   + Adapt model to account for feedback provided by artists during 2016 pilot phase   + Commission artists to develop and deliver 2017 final projects   + Facilitate artists to develop and deliver high quality imaginative 2017 final project   + Collaborate with commissioned artists to create a mechanism for linking the creative projects * To build communities engagement with arts and cultural activity in Hull’s neighbourhoods, through a series of acts of wanton wonder that animate places   + Identify locations for the delivery of pilot and final projects across Hull’s neighbourhoods   + Support the commissioned projects to build engagement with local communities for 2016 pilot projects   + Support the commissioned projects to build engagement with local communities for 2017 final projects * To connect the communities of Hull with one another   + Signpost participating communities/neighbourhoods to one another   + Signpost non-participating communities/neighbourhoods to the project more generally * To uncover and celebrate the intangible things that make Hull unique   + Record and document the uncovered stories, mythologies, folklores etc. of local areas   + Support artists to explore and celebrate their chosen focus within 2016 pilot project   + Support artists to explore and celebrate their chosen focus within 2017 final project   + Use the mystery surrounding the origins of the name ‘Land of Green Ginger’ as a starting point for artistic commissions and overarching narrative * To empower Hull’s residents to imagine their neighbourhoods and city in a new way, celebrating their pride and unlocking their imagination   + Create a heralding project to capture attention and build the foundations for the overarching narrative in 2017   + Recruit conspirators to reinforce the “truth” about the overarching narrative   + Create “calls to action” within social media to enable active participation across the city * To chronicle Hull’s year as city of culture, as lived by its residents   + Commission a culmination project to act as a record of the creative projects making up Land of Green Ginger   + Distribute this record with the wider residents of Hull. |

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| **HULL 2017 STRATEGIC OBJECTIVES THAT THE PROJECT IS CONTRIBUTING TO** | * 365-day cultural programme that is ‘of the city’ yet outward looking, including 60 commissions – do we class this as 1 or 4 commissions? * Increase total audiences for Hull’s art, 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 * Develop the city’s cultural infrastructure through capacity building and collaborative work * Enhance positive media coverage of Hull’s arts and heritage offer * Increase in Hull residents who are proud to live in Hull and would speak positively about it to others * Improve positive attitudes towards Hull as a place to live, study, visit and do business * Increase visitor numbers to Hull * Delivering economic benefits to the city and the city region * Engage volunteers from Hull and beyond * 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 * Demonstrate Hull 2017 is a best practice exemplar of how to deliver UK City of Culture * Ensure partners are satisfied with their Hull 2017 partnership experience |

**PROJECT MONITORING & EVALUATION PLAN – LAND OF GREEN GINGER: UMBRELLA**

| **AIMS** | **OBJECTIVES** | **OUTPUTS & OUTCOMES** | **WHO YOU’LL GATHER INFORMATION FROM** | **METHOD OF DATA COLLECTION** | **WHEN TO GATHER DATA** | **RESOURCES** | **PERSON (S) RESPONSIBLE** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Pilot and develop an 18-month, citywide, collaborative commissioning model, which delivers a series of linked creative projects | Provide a narrative framework within which creative projects sit | Narrative Framework | Executive Producer Artistic Advisor | Narrative Framework | Ongoing | Staff time | Elizabeth Bergeron |
| Provide a Creative brief for artists and creatives | Creative Brief  (Call Out for Expressions of Interest) | Executive Producer | Creative Brief | xxx 2016 | Staff time | Elizabeth Bergeron |
| Recruit a Core Project Team and additional capacity to lead Umbrella project | Number of Core Project Team members (NB: Do not double count in individual projects) | Core Project Team  (Hull 2017 staff + additional capacity) | Project Monitoring Workbook  See individual project M&E | Ongoing  See individual project M&E | Staff time  See individual project M&E | Elizabeth Bergeron  See individual project M&E |
| Equal Opportunities data of Core Project Team members (NB: Do not double count in individual projects) | Core Project Team  (Hull 2017 staff + additional capacity) | Project Monitoring Workbook  See individual project M&E | Ongoing  See individual project M&E | Staff time  See individual project M&E | Elizabeth Bergeron  See individual project M&E |
| Build partnerships with key city and neighbourhood players to facilitate project delivery | Number and profile of partners supporting the development and delivery of Umbrella activity | Core Project Team | Project Monitoring Workbook | Ongoing | Staff time | Elizabeth Bergeron |
| Extent to which Core Project Team are satisfied with the input of delivery partners | Core Project Team | Core Project Team Debrief | ??? | Evaluator | Elinor Unwin |
| Extent to which artists are satisfied with the input of delivery partners | Artists | Artist Depth Interviews | ??? | Evaluator | Elinor Unwin |
| Extent to which delivery partners are satisfied with their partnership with Hull 2017 and commissioned artists | Delivery Partners | Delivery Partner Survey Delivery Partner Depth Interview | ??? | Evaluator | Elinor Unwin |
| Commission artists to develop and deliver 2016 pilot projects | Number of commissions for 2016 pilots | Executive Producer | Project Monitoring Workbook | Ongoing | Staff time | Elizabeth Bergeron |
| Total value of commissions for 2016 pilot projects | Executive Producer | Artist Commissioning Agreements | Ongoing | Staff time | Elizabeth Bergeron |
| Facilitate artists to develop and deliver high quality imaginative 2016 pilot projects | Number of creative development sessions with commissioned artists linked to 2016 pilot project - collectively | Core Project Team | Project Monitoring Workbook | Ongoing | Staff time | Elizabeth Bergeron |
| Number of creative development sessions with commissioned artists 2016 pilot project - individually | See individual project M&E | See individual project M&E | See individual project M&E | See individual project M&E | See individual project M&E |
| Extent to which Core Project Team see 2016 pilot projects as high quality and imaginative | Core Project Team | Core Project Team Debrief | Xxx 2016 | Staff time | Katy Fuller |
| Extent to which artists see 2016 pilot projects as high quality and imaginative | Artists | Artist Surveys Artist Depth Interviews | Xxx 2016 | Staff time | Elinor Unwin |
| Extent to which artists felt supported by Core Project Team to deliver a high quality imaginative 2016 pilot projects | Artists | Artist Surveys Artist Depth Interviews | Xxx 2016 | Staff time | Elinor Unwin |
| Extent to which audiences and participants engage with 2016 pilot projects | Audiences  Participants | Observational Research | See individual project M&E | See individual project M&E | Elinor Unwin |

| **AIMS** | **OBJECTIVES** | **OUTPUTS & OUTCOMES** | **WHO YOU’LL GATHER INFORMATION FROM** | **METHOD OF DATA COLLECTION** | **WHEN TO GATHER DATA** | **RESOURCES** | **PERSON (S) RESPONSIBLE** |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Adapt model to account for feedback provided by artists during 2016 pilot phase | Number of changes made to delivery model for final 2017 projects | Executive Producer | Core Project Team Depth Interviews | May 2017 | Evaluator | Elinor Unwin |
| Nature of changes made to delivery model for final 2017 projects | Executive Producer | Core Project Team Depth Interviews | May 2017 | Evaluator | Elinor Unwin |
| Extent to which artists feel the model was adapted in response to feedback provided in 2016 | Artists | Artist Surveys Artist Depth Interviews | ??? | Evaluator | Elinor Unwin |
| Commission artists to develop and deliver 2017 final projects | Number of commissions for 2017 final projects | Executive Producer | Artist Commissioning Agreements | Ongoing | Staff time | Elizabeth Bergeron Pippa Gardner |
| Total value of commissions for 2017 final projects | Executive Producer | Artist Commissioning Agreements | Ongoing | Staff time | Elizabeth Bergeron Pippa Gardner |
| Facilitate artists to develop and deliver high quality imaginative 2017 final project | Number of creative development sessions with commissioned artists linked to 2017 final project - collectively | Core Project Team | Project Monitoring Workbook | Ongoing | Staff time | Elizabeth Bergeron Pippa Gardner |
| Number of creative development sessions with commissioned artists for 2017 final projects - individually | Core Project Team | See individual project M&E | See individual project M&E | See individual project M&E | See individual project M&E |
| Extent to which Core Project Team see 2017 final projects as high quality and imaginative | Core Project Team | Core Project Team Debrief | ??? | Evaluator | Elinor Unwin |
| Extent to which artists see 2017 final projects as high quality and imaginative | Artists | Artist Surveys Artist Depth Interviews | ??? | Evaluator | Elinor Unwin |
| Extent to which artists felt supported by Core Project Team to deliver a high quality imaginative 2017 final project | Artists | Artist Surveys Artist Depth Interviews | ??? | Evaluator | Elinor Unwin |
| Extent to which audiences and participants see 2017 final projects as high quality and imaginative | Audiences  Participants | See individual project M&E | See individual project M&E | See individual project M&E | See individual project M&E |
| Collaborate with commissioned artists to create a mechanism for linking the creative projects | Number of creative development sessions focusing on the mechanism to link creative projects | Core Project Team | Project Monitoring Workbook | Ongoing | Staff time | Elizabeth Bergeron  Pippa Gardner |
| Number of mechanisms developed for linking creative projects | Core Project Team | Project Monitoring Workbook | Ongoing | Staff time | Elizabeth Bergeron  Pippa Gardner |
| Nature of the mechanisms for linking creative projects | Core Project Team | Green Ginger Fellowship Brief Crate Appearances Production Schedule | April 2017 | Staff time | Elizabeth Bergeron Pippa Gardner |
| Extent to which Core Project Team see the mechanisms for linking the creative projects as effective | Core Project Team | Core Project Team Debrief | ??? | Evaluator | Elinor Unwin |
| Extent to which artists see the mechanisms for linking the creative projects as effective | Artists | Artist Surveys Artist Depth Interviews | ??? | Evaluator | Elinor Unwin |
| Extent to which audiences and participants are aware of the connections between individual projects | Audiences Participants | Audience Survey  Audience Qualitative Research | TBC | Evaluator | Elinor Unwin |

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| Build engagement with arts and cultural activity in Hull’s neighbourhoods, through a series of acts of wanton wonder that animate places | Identify locations for the delivery of pilot and final projects across Hull’s neighbourhoods | Number of sites identified to show to commissioned artists linked to 2016 final projects | Core Project Team | Creative Development Days Site Visit Recee | Xxx 2016 | Staff time | Elizabeth Bergeron |
| Rationale for locations identified for 2016 pilot projects | Core Project Team | Core Project Team Debrief | ??? | Staff time | Elinor Unwin |
| Number of additional sites identified to show to commissioned artists linked to 2017 final projects | Core Project Team | Project Monitoring Workbook | Ongoing | Staff time | Elizabeth Bergeron Pippa Gardner |
| Rationale for locations identified for 2017 final projects | Core Project Team | Core Project Team Debrief | ??? | Evaluator | Elinor Unwin |
| Support the commissioned projects to build engagement with local communities for 2016 pilot projects | Extent to which artists feel supported by the Core Project Team to develop community-based partnerships for 2016 pilot projects | Artists | Artist Depth Interviews | Xxx 2016 | Staff time | Elinor Unwin |
| Extent to which artists are satisfied with community connections made for 2016 pilot projects | Artists | Artist Depth Interviews | Xxx 2016 | Staff time | Elinor Unwin |
| Support the commissioned projects to build engagement with local communities for 2017 final projects | Extent to which artists feel supported by the Core Project Team to develop community-based partnerships for 2017 final projects | Artists | Artist Depth Interviews | Xxx 2016 | Staff time | Elinor Unwin |
| Extent to which artists are satisfied with community connections made for 2017 final projects | Artists | Artist Surveys Artist Depth Interviews | ??? | Evaluator | Elinor Unwin |
| Extent to which community groups and gatekeepers are satisfied with community connections made for 2017 final projects | Artists | Artist Surveys Artist Depth Interviews | ??? | Evaluator | Elinor Unwin |
| Extent to which audiences and participants engage with the individual projects | Audiences  Participants | See individual project M&E | See individual project M&E | See individual project M&E | See individual project M&E |
| Audience and participant reaction to the individual projects | Audiences  Participants | See individual project M&E | See individual project M&E | See individual project M&E | See individual project M&E |
| Number of heralding activities in neighbourhoods | Core Project Team | Project Monitoring Workbook | Ongoing | Staff time | Elizabeth Bergeron Pippa Gardner |
| Connect the communities of Hull with one another | Signpost participating communities/ neighbourhoods to one another | Number of signposting activities to direct participating communities/ neighbourhoods to one another | Core Project Team | Project Monitoring Workbook | Ongoing | Staff time | Elizabeth Bergeron  Pippa Gardner |
| Method via which audiences and participants from participating communities/neighbourhoods found out about individual projects in other communities/neighbourhoods | Audiences Participants | See individual project M&E | See individual project M&E | See individual project M&E | See individual project M&E |

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|  | Signpost non-participating communities/neighbourhoods to individual projects | Number of signposting activities to direct non-participating communities/neighbourhoods to individual projects | Core Project Team | Project Monitoring Workbook | Ongoing | Staff time | Elizabeth Bergeron  Pippa Gardner |
| Method via which audiences and participants from non-participating communities/neighbourhoods found out about individual projects | Audiences | See individual project M&E | See individual project M&E | See individual project M&E | See individual project M&E |
| Uncover and celebrate the intangible things that make Hull unique | Record and document the uncovered stories, mythologies, folklores etc. of local areas | Summary of new stories, mythologies, folklores etc. uncovered by R&D for Umbrella project and by commissioned artists | Core Project Team   Artists | ???  See individual project M&E | Ongoing  See individual project M&E | Staff time  See individual project M&E | Elizabeth Bergeron  Pippa Gardner  See individual project M&E |
| Support artists to explore and celebrate their chosen focus within 2016 pilot project | Extent to which artists feel supported by Core Project Team to explore and celebrate their chose focus | Artists | Artist Surveys Artist Depth Interviews | ??? | Evaluator | Elinor Unwin |
| Extent to which the Core Project Team feel the project successfully represents its chosen focus | Core Project Team | Core Project Team Debrief | ??? | Evaluator | Elinor Unwin |
| Extent to which audiences and participants feel the project successfully represents its chosen focus | Audiences  Participants | See individual project M&E | See individual project M&E | See individual project M&E | See individual project M&E |
| Support artists to explore and celebrate their chosen focus within 2017 final project | Extent to which artists feel supported by Core Project Team to explore and celebrate their chose focus | Artists | Artist Surveys Artist Depth Interviews | ??? | Evaluator | Elinor Unwin |
| Extent to which the Core Project Team feel the project successfully represents its chosen focus | Core Project Team | Core Project Team Debrief | ??? | Evaluator | Elinor Unwin |
| Extent to which audiences and participants feel the project successfully represents its chosen focus | Audiences  Participants | See individual project M&E | See individual project M&E | See individual project M&E | See individual project M&E |
| Use the mystery surrounding the origins of the name ‘Land of Green Ginger’ as a starting point for artistic commissions and overarching narrative | Number of audiences and participants that associate the Land of Green Ginger name with the individual projects | Audiences  Participants | See individual project M&E | See individual project M&E | See individual project M&E | See individual project M&E |
| Percentage of audiences and participants motivated to attend or take part because of the LOGG connection | Audiences  Participants | See individual project M&E | See individual project M&E | See individual project M&E | See individual project M&E |
| Extent to which audiences and participants feel they have a connection to LOGG | Audiences  Participants | Audience Survey  Audience Qualitative Research | TBC | Evaluator | Elinor Unwin |

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| Empower Hull’s residents to imagine their neighbourhoods and city in a new way, celebrating their pride and unlocking their imagination | Create a heralding project to capture attention and build the foundations for the overarching narrative in 2017 | Number of activities specific to the heralding project in April 2017 | Core Project Team | Project Monitoring Workbook | Ongoing | Staff time | Elizabeth Bergeron  Pippa Gardner |
| Number of impressions linked to heralding project activities | Falcon | Social Media Analytics | Ongoing | Staff time | Chris Marr |
| Number of engagements linked to heralding project activities | Falcon | Social Media Analytics | Ongoing | Staff time | Chris Marr |
| Nature of engagements linked to heralding project activities | Falcon | Social Media Analytics | Ongoing | Staff time | Chris Marr |
| Tone of engagements with heralding project activities | Falcon | Social Media Analytics | Ongoing | Staff time | Chris Marr |
| Extent to which audience “buy into” the heralding project activities | Online Audiences | Social Media Analysis | Ongoing | Evaluator | Elinor Unwin |
| Number of editorial pieces linked to heralding activity | In-house Press Releases  Gorkana | Press Release Archive  Media Monitoring | April 2017  April 2017 | Staff time | Chrissie Lewis  Alix Johnson |
| Comments on Hull Daily Mail editorial linked to heralding activity | Hull Daily Mail Online Readers | Comment coding & analysis | April & May 2017 | Staff time | Chrissie Lewis |
| Recruit conspirators to reinforce the “truth” about the overarching narrative | Number of conspirators recruited | Core Project Team | Project Monitoring Workbook | Ongoing | Staff time | Elizabeth Bergeron  Pippa Gardner |
| Extent to which Core Project Team feel conspirators added weight to the overarching narrative | Core Project Team | Core Project Team Debrief | ??? | Evaluator | Elinor Unwin |
| Extent to which artists feel conspirators added weight to the overarching narrative | Artists | Artist Surveys Artist Depth Interviews | ??? | Evaluator | Elinor Unwin |
| Extent to which audiences and participants “buy into” the involvement of the conspirators | Audiences  Participants | Audience Survey  Audience Qualitative Research | TBC | Evaluator | Elinor Unwin |
| Create “calls to action” within social media to enable active participation across the city | Number of non-project specific “calls to action” created by Green Ginger Fellowship | Chrissie Lewis | Project Monitoring Workbook | Ongoing | Staff time | Elizabeth Bergeron  Pippa Gardner |
| Nature of non-project specific “calls to action” delivered by Green Ginger Fellowship | Chrissie Lewis | Project Monitoring Workbook | Ongoing | Staff time | Elizabeth Bergeron Pippa Gardner |
| Number of non-project specific impressions with Green Ginger Fellowship online activity | Falcon | Social Media Analytics | Ongoing | Staff time | Chris Marr |
| Number of non-project specific engagements with Green Ginger Fellowship online activity | Falcon | Social Media Analytics | Ongoing | Staff time | Chris Marr |
| Tone of engagements with non-project specific Green Ginger Fellowship online activity | Falcon | Social Media Analytics | Ongoing | Staff time | Chris Marr |
| Extent to which audiences “buy into” the Green Ginger Fellowship | Audiences  Participants | Audience Survey  Audience Qualitative Research | TBC | Evaluator | Elinor Unwin |
| Number of editorial pieces containing non-project specific “calls to action” | In-house Press Releases  Gorkana | Press Release Archive  Media Monitoring | Ongoing | Staff time | Chrissie Lewis  Alix Johnson |
| Comments on Hull Daily Mail editorial linked to non-project specific “calls to action” | Hull Daily Mail Online Readers | Comment coding & analysis | Ongoing | Staff time | Chrissie Lewis |
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| Chronicle Hull’s year as city of culture, as lived by its residents | Commission a culmination project to act as a record of the creative projects making up Land of Green Ginger | Creative brief for culmination project | Executive Producer | Creative Brief | Xxx 2017 | Staff time | Elizabeth Bergeron |
| Value of commissions for 2017 final projects | Executive Producer | Artist Commissioning Agreement |  | Staff time | Elizabeth Bergeron Pippa Gardner |
| Distribute this record with the wider residents of Hull | Number of editions of culmination project produced | Core Project Team | Project Monitoring Workbook | Ongoing | Staff time | Elizabeth Bergeron Pippa Gardner |
| Number of households in Hull receiving an edition of the culmination project | Core Project Team | Project Monitoring Workbook | Ongoing | Staff time | Elizabeth Bergeron Pippa Gardner |
| Extent to which Hull residents appreciate the culmination projects | Hull residents | TBC | TBC | TBC | Elinor Unwin |
| Unexpected Outcomes |  |  |  |  |  |  |  |

| **HULL 2017 AIMS & OBJECTIVES** | | | | | | | |
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| High quality programme of arts, culture and heritage | 365 day of cultural programme that is ‘of the city’ yet outward looking and includes 60 commissions | Total number of days of activity for LOGG | Core Project Team | Project Monitoring Workbook | Ongoing | Staff time | Elizabeth Bergeron  Pippa Gardner |
| Number of commissions within LOGG | Core Project Team | Project Monitoring Workbook | Ongoing | Staff time | Elizabeth Bergeron  Pippa Gardner |
| Extent to which audiences feel LOGG represents the people and spirit of Hull | Audiences  Participants | Audience Survey Audience Qualitative Research | TBC | Evaluator | Elinor Unwin |
| Improve understanding and appreciation of Hull’s heritage | Extent to which audiences can speak confidently about the histories, stories, folklores, mythologies etc. represented in LOGG | Audiences  Participants | Audience Survey Audience Qualitative Research | TBC | Evaluator | Elinor Unwin |
| Develop audiences | Increase engagement and participation in arts and heritage amongst Hull residents | Captured through project specific aims and objectives | - | - | - | - | - |
| Increase the diversity of audiences for Hull’s arts, culture and heritage offer | Perceived diversity of audiences and participants for pilot project in 2016 | Audiences & Participants |  |  |  |  |
| Equal opportunities data for non-project specific audiences and participants | Audiences | Audience Survey Audience Qualitative Research | TBC | Evaluator | Elinor Unwin |
| Develop the cultural sector | Develop the city’s cultural infrastructure through capacity building and collaborative work undertaken by / with Hull 2017 and its partners |  |  |  |  |  |  |
| Improve perceptions of Hull both internally and externally | Enhance positive media coverage of Hull’s arts and heritage offer | Captured through project specific aims and objectives |  |  |  |  |  |
| Increase in Hull residents who are proud to live in Hull and would speak positively about the city to others | Extent to which audiences and participants are proud of their neighbourhood | Audiences | Audience Survey Audience Qualitative Research | TBC | Evaluator | Elinor Unwin |
| Extent to which local residents are proud to live in Hull | Local Residents | Citywide Residents Survey 2017 | December 2017 | Evaluator | Elinor Unwin |
|  | Extent to which audiences and participants’ attitudes towards Hull change as a result of LOGG | Audiences | Audience Survey Audience Qualitative Research | TBC | Evaluator | Elinor Unwin |
|  | Extent to which local residents would speak positively about the city to someone else, both with and without being asked | Local Residents | Citywide Residents Survey 2017 | December 2017 | Market Research Agency | Elinor Unwin |
| Improve wellbeing through engagement and participation | Engage volunteers from Hull and beyond through the Volunteer Programme | Number of volunteers engaged in LOGG | Hull 2017 Volunteer Team | See individual project M&E | See individual project M&E | See individual project M&E | See individual project M&E |
| Roles of volunteers in LOGG | Hull 2017 Volunteer Team | See individual project M&E | See individual project M&E | See individual project M&E | See individual project M&E |
| Increase levels of happiness and enjoyment as a result of engaging with arts and culture | Perceived reaction to 2016 pilot projects amongst audiences and participants | Audiences  Participants | See individual project M&E | See individual project M&E | See individual project M&E | See individual project M&E |
| Extent to which audiences and participants enjoy 2017 final projects and it increases happiness levels | Audiences  Participants | See individual project M&E | See individual project M&E | See individual project M&E | See individual project M&E |
| Extent to which audiences and participants enjoy 2017 final projects and it increases happiness levels | Audiences  Participants | Audience Survey Audience Qualitative Research | TBC | Evaluator | Elinor Unwin |
| Increase levels of confidence and community cohesion among local audiences and participants | See project specific aims and objectives | - | - | - | - | - |
| Extent to which Hull residents feel connected to their communities and recognise the value of others | Local Residents | Citywide Residents Survey 2017 | December 2017 | Market Research Agency | Elinor Unwin |