

# We Made Ourselves Over

## Engagement targets – End of Project report

JH // 06 12 2017

Activity	Description	Engagement figures		Success criteria	
		Target	Actuals	Target	Notes
Project website	<ul style="list-style-type: none"> <li>- Telling the story of the project over 18 months</li> <li>- Inviting engagement with the project team</li> <li>- With reciprocal links to partners in Hull and beyond</li> <li>- Marshalling social media posts and material from project's social media channels</li> <li>- Providing a single coherent channel to subscribe to updates about the project</li> <li>- Presenting the legacy of the project</li> </ul>	<ul style="list-style-type: none"> <li>• 120,000 visits</li> <li>• 80,000 unique visitors</li> </ul>	<ul style="list-style-type: none"> <li>• 16,662 visits</li> <li>• 11,496 unique visitors</li> </ul>	<ul style="list-style-type: none"> <li>• Website analytics show targets are met.</li> </ul>	
Social media campaign	<ul style="list-style-type: none"> <li>- Sharing media from creative development and provoking conversations on Twitter, Facebook and YouTube</li> <li>- Building on existing social media channels from Hull City of Culture and other partners</li> <li>- Sustaining and building relationships with participants from the research and production process.</li> <li>- Involving audiences in production challenges and creating anticipation.</li> <li>- Publishing production stills, video clips and visual design assets.</li> <li>- Directly engaging active social media users within diverse sectors from academia to gaming, in conversations about the work.</li> <li>- Making call outs for participation in workshops and films</li> <li>- Promoting the launch and public event</li> <li>- Sharing media from users' participation during each stage of the public event.</li> <li>- Instigate project hashtag</li> </ul>	<ul style="list-style-type: none"> <li>• Combined Twitter reach of 200,000 followers</li> <li>• Reach of Facebook posts: 50,000 views</li> </ul>	<ul style="list-style-type: none"> <li>• Combined Twitter reach of 487,354 followers</li> <li>• Reach of Facebook posts: 287,000 views</li> </ul>	<ul style="list-style-type: none"> <li>• High engagement using the project hashtag</li> <li>• People sharing activity from the event</li> <li>• People creating new content using the hashtag</li> <li>• New audiences reached</li> <li>• People showing a deep engagement with the project through the quality of comments and feedback.</li> </ul>	<ul style="list-style-type: none"> <li>• High engagement using the project hashtag</li> <li>• People sharing activity from the event</li> <li>• People creating new content using the hashtag</li> <li>• New audiences reached</li> <li>• People showing a deep engagement with the project through the quality of comments and feedback.</li> </ul>
Research partnerships	<ul style="list-style-type: none"> <li>- Introducing leading experts and academics in the fields of architecture, planning, technology, climate change and economics to the project.</li> <li>- Developing conversations that contribute to project workshops and engage local people in thinking about Hull in a global context.</li> <li>- Engaging experts to talk about and share the project across their own networks and advocate for the project at a national and international level.</li> </ul>	<ul style="list-style-type: none"> <li>• Deep relationships with 5 leading experts and academics</li> <li>• 3 peer reviewed research papers</li> <li>• Dissemination at 5 conferences</li> </ul>	<ul style="list-style-type: none"> <li>• The following TBC (post-Substance) <ul style="list-style-type: none"> <li>○ Deep relationships with 5 leading experts and academics</li> <li>○ 3 peer reviewed research papers</li> <li>○ Dissemination at 5 conferences</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Research partners sharing project via social media.</li> <li>• Engaging academic partner in study of the project</li> <li>• Coverage in an academic journal or publication</li> </ul>	<ul style="list-style-type: none"> <li>• Research partners sharing project via social media.</li> <li>• Engaging academic partner in study of the project</li> <li>• Coverage in an academic journal or publication</li> </ul>
Workshop call out	<ul style="list-style-type: none"> <li>- A call out to schools, youth and community groups across the city.</li> <li>- Introducing the core concept for the project.</li> <li>- Developing relationships with key staff at schools and in community groups to advocate for the project.</li> <li>- Inviting participation at project workshops</li> <li>- Creating awareness and excitement about the project among a broad constituency.</li> </ul>	<ul style="list-style-type: none"> <li>• 10 Secondary schools</li> <li>• 3 youth groups</li> <li>• 3 community groups</li> <li>• 1 over 60's group</li> </ul>	<ul style="list-style-type: none"> <li>• 6 schools</li> <li>• 1 youth group</li> <li>• 1 over 60's group</li> </ul>	<ul style="list-style-type: none"> <li>• Successfully recruiting workshop participants from diverse locations.</li> <li>• Staff in schools and community groups subscribing to project website and Blast Theory social media.</li> </ul>	<ul style="list-style-type: none"> <li>• Successfully recruiting workshop participants from diverse locations.</li> <li>• Staff in schools and community groups subscribing to project website and Blast Theory social media.</li> </ul>
Workshop participation	<ul style="list-style-type: none"> <li>- Four intensive workshops providing a deep engagement with the project.</li> <li>- Introducing local people to material and ideas developed with research partners.</li> <li>- Developing local voices within the project from different age groups and diverse backgrounds.</li> <li>- Connecting participants from neighbourhoods across the city.</li> <li>- Inviting participants to share their experiences of the workshops and perspectives on the project among their communities and social networks.</li> <li>- Building relationships for participation at later stages of the project.</li> </ul>	<ul style="list-style-type: none"> <li>• Deep engagement with 80 workshop participants</li> </ul>	<ul style="list-style-type: none"> <li>• Deep engagement with 73 workshop participants</li> </ul>	<ul style="list-style-type: none"> <li>• Workshop participants share project social media posts on their own networks</li> <li>• Participants subscribe to project website</li> <li>• Feedback gathered via forms and informal interviews.</li> </ul>	<ul style="list-style-type: none"> <li>• Workshop participants share project social media posts on their own networks</li> <li>• Participants subscribe to project website</li> <li>• Feedback gathered via forms and informal interviews.</li> </ul>
Film production call out	<ul style="list-style-type: none"> <li>- A call out for participation in the filming and production.</li> </ul>	<ul style="list-style-type: none"> <li>• 10 Secondary schools</li> </ul>	<ul style="list-style-type: none"> <li>• Call out for filming locations and</li> </ul>	<ul style="list-style-type: none"> <li>• Successful recruiting of cast</li> </ul>	<ul style="list-style-type: none"> <li>• Successful recruiting</li> </ul>

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	<ul style="list-style-type: none"> <li>- Sharing project 'teasers' including visual assets for the films, script snippets and concepts</li> <li>- Developing more concrete anticipation of specific stories ideas</li> <li>- Creating excitement around 'filming a science fiction movie' in your neighbourhood.</li> <li>- Inviting residents to nominate and document potential locations</li> <li>- Inviting residents to participate in the cast.</li> </ul>	<ul style="list-style-type: none"> <li>• 3 youth groups</li> <li>• 3 community groups</li> <li>• 1 over 60's group</li> <li>• University media and drama courses</li> <li>• Local media production companies</li> </ul>	<p>screening locations reached approximately 11,000 social media followers and approximately 5,000 mailing list subscribers</p>	<ul style="list-style-type: none"> <li>• members and volunteers</li> <li>• Sharing and discussion of potential locations</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• of cast members and volunteers</li> <li>• Sharing and discussion of potential locations</li> </ul>
Filming	<ul style="list-style-type: none"> <li>- Participation through casting and shooting in neighbourhoods around Hull.</li> <li>- Recruiting volunteers to assist on production, and engage onlookers.</li> <li>- Engaging with onlookers on location during filming to create awareness and anticipation of the project.</li> <li>- Building conversations about the ideas of the project and sharing details about the public event.</li> </ul>	<ul style="list-style-type: none"> <li>• Up to 50 from local communities to appear as cast in the films.</li> <li>• 500 onlookers engaged on location during filming</li> </ul>	<ul style="list-style-type: none"> <li>• 12 from local communities to appear as cast in the films.</li> <li>• 344 onlookers engaged on location during filming</li> </ul>	<ul style="list-style-type: none"> <li>• People sharing media and posting about shoot</li> <li>• Subscriptions to project website.</li> </ul>	<ul style="list-style-type: none"> <li>• People sharing media and posting about shoot</li> <li>• Subscriptions to project website.</li> </ul>
Platform and interactive testing	<ul style="list-style-type: none"> <li>- A call to individuals across Hull to preview and test the interactive call system in their local phone box</li> <li>- An international call out to smartphone users to Beta test the preview release of the app</li> <li>- Building anticipation around the public event</li> <li>- Skill sharing in digital production with testers</li> </ul>	<ul style="list-style-type: none"> <li>• 100 local testers for phone boxes</li> <li>• 100 Beta testers for the smartphone app</li> </ul>	<ul style="list-style-type: none"> <li>• 262 local testers for phone boxes</li> <li>• 58 Beta testers for the smartphone app</li> </ul>	<ul style="list-style-type: none"> <li>• Sharing and social media posts about preview release of app and phone box</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Sharing and social media posts about preview release of app and phone box</li> </ul>
Press campaign	<ul style="list-style-type: none"> <li>- A preview screening and press event held in Hull</li> <li>- Focusing on the first film launch and countdown to synchronised phone boxes and face to face encounters.</li> <li>- Promotion of films</li> <li>- Disseminating production stills of Hull in 2097</li> <li>- Driving participation in phone box interactions via promise of face to face encounters</li> </ul>	<ul style="list-style-type: none"> <li>• 50 press and VIPS to attend launch event</li> <li>• 5 features in local press</li> <li>• 3 feature/editorials in national press</li> <li>• 1 feature in international press</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• 46 press articles total</li> <li>• 1 feature/editorials in national press</li> <li>• 2 features in international press</li> </ul>	<ul style="list-style-type: none"> <li>• Targets for press coverage are met</li> </ul>	<ul style="list-style-type: none"> <li>• Targets for press coverage are met</li> </ul>
Films – online	<ul style="list-style-type: none"> <li>- Publishing of five films on YouTube over ten weeks</li> <li>- Co-ordinated with online press and social media campaign</li> <li>- Building online conversations around each film</li> <li>- Driving audiences to explore further by downloading the smartphone app.</li> </ul>	<ul style="list-style-type: none"> <li>• 125,000 views in total</li> <li>• 25,000 per film</li> </ul>	<ul style="list-style-type: none"> <li>• 29,279 views in total</li> <li>• 5,856 per film</li> </ul>	<ul style="list-style-type: none"> <li>• YouTube targets met</li> <li>• Analytics demonstrate engagement with films</li> <li>• People sharing and commenting on films</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• YouTube targets met</li> <li>• Analytics demonstrate engagement with films</li> <li>• People sharing and commenting on films</li> </ul>
Films – local screenings	<ul style="list-style-type: none"> <li>- 30 screenings at locations around the city</li> <li>- Engaging groups and participants from development process and revisiting locations from filming</li> <li>- Co-ordinated with calendar of local events to maximise visibility, for example. Hull Fair during October local marketing and targeted social media</li> </ul>	<ul style="list-style-type: none"> <li>• 3000 viewers</li> <li>• 100 per screening</li> </ul>	<ul style="list-style-type: none"> <li>• 8,380 viewers</li> <li>• 524 per screening</li> </ul>	<ul style="list-style-type: none"> <li>• Records of audience at locations meet targets</li> <li>• People sharing screenings via social networks</li> </ul>	<ul style="list-style-type: none"> <li>• Records of audience at locations meet targets</li> <li>• People sharing screenings via social networks</li> </ul>
Phone boxes	<ul style="list-style-type: none"> <li>- Synchronised calling to phone boxes across the city</li> <li>- Accessible 24/7 from any white phone box</li> <li>- Inviting participants to contribute and share their responses to the dilemmas posed within films</li> <li>- Co-ordinated with local press campaign</li> </ul>	<ul style="list-style-type: none"> <li>• 3000 interactive calls via phone boxes</li> </ul>	<ul style="list-style-type: none"> <li>• 4702 interactive calls (2,637 from phone boxes / 2,065 from non-kiosk phones)</li> </ul>	<ul style="list-style-type: none"> <li>• Meeting call targets</li> <li>• Call logs show long engagements with calls</li> <li>• Recordings of contributions from participants show deep engagement with the project</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Meeting call targets</li> <li>• Call logs show long engagements with calls</li> <li>• Recordings of contributions from participants show deep engagement with the project</li> </ul>
Smartphone app	<ul style="list-style-type: none"> <li>- A smartphone app inviting participants to interact with five episodes released over ten weeks.</li> <li>- Co-ordinated with online press and social media campaign for five films.</li> </ul>	<ul style="list-style-type: none"> <li>• 15,000 interactive video plays via 3000 app downloads</li> </ul>	<ul style="list-style-type: none"> <li>• 7,155 interactive video plays</li> <li>• 1,681 app downloads</li> </ul>	<ul style="list-style-type: none"> <li>• Download targets are met</li> <li>• App analytics show downloads and interactions with videos</li> <li>• Reviews and ratings from app stores</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Download targets are met</li> <li>• App analytics show downloads and interactions with videos</li> <li>• Reviews and ratings from app stores</li> </ul>

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Face to face encounters	<ul style="list-style-type: none"> <li>- Inviting deep participation via face to face encounters in electric vehicles around the city</li> <li>- Acting as an advert around the city for the project and as a reward for participation.</li> <li>- Co-ordinated with local press campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Up to 1000 encounters over five weekends</li> </ul>	<ul style="list-style-type: none"> <li>• 262 encounters over five weekends (creative decision to change from initial target of 1,000, to allow for more in-depth journeys)</li> </ul>	<ul style="list-style-type: none"> <li>• Video recording of encounters show deep engagement with the project by participants</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Video recording of encounters show deep engagement with the project by participants</li> </ul>
Finale	<ul style="list-style-type: none"> <li>- Co-ordinated with a national press campaign</li> <li>- Providing an opportunity for focused engagement with a new public</li> <li>- Inviting participants from development process including research partners and local communities</li> <li>- Inviting VIPs, Hull City Of Culture partners, national and local press, international visitors and strategic partners.</li> </ul>	<ul style="list-style-type: none"> <li>• 1500 attendees</li> </ul>	<ul style="list-style-type: none"> <li>• TBC attendees (Substance)</li> </ul>	<ul style="list-style-type: none"> <li>• Attendance by participants from development</li> <li>• Attendance by strategic partners and VIPs.</li> </ul>	<ul style="list-style-type: none"> <li>• Attendance by participants from development</li> <li>• Attendance by strategic partners and VIPs.</li> </ul>
Legacy video and documentation	<ul style="list-style-type: none"> <li>- Video to summarise the project</li> <li>- Archive of social media interactions on project website</li> </ul>	<ul style="list-style-type: none"> <li>• 5000 views</li> </ul>	<ul style="list-style-type: none"> <li>• TBC views (post-Substance)</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing monitoring of website analytics</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing monitoring of website analytics</li> </ul>