**PROJECT OVERVIEW – TURNER PRIZE EXHIBITION**

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| **NAME OF PROJECT** | **Turner Prize Exhibition** |
| **PROJECT START - FINISH DATES** | **Oct 2016 – Jan 2018** |
| **PROJECT LIVE DATES** | **Exhibition: 26 Sep 2017 – 7 Jan 2018**  **Learning and Engagement: May 2017 – Jan 2018**  **Artists Involvement: Apr 2017 - Jan 2018** |
| **COC PROJECT LEAD** | **Sara Black** |
| **PROJECT SUMMARY** | From September, Hull will host one of the art world’s most prestigious awards, the Turner Prize. The exhibition of the four shortlisted artists’ work will be held at the Ferens Art Gallery until January 8, and will be free to the public. Established in 1984, the prize, awarded by Tate, aims to grow awareness and interest in contemporary art. And as the UK’s most publicised arts award, it certainly gets people talking. From Damien Hirst’s cows in formaldehyde to Anthea Hamilton’s 16ft sculpture of a bare bottom, the prize’s provocative exhibits always generate debate – often coming back to the same question: “but is it art?” Following Helen Marten’s 2016 win for her complex sculptural work, the contemporary art world awaits the announcement of the 2017 shortlist and overall winner. Will sculpture continue to dominate? Will we see a return to traditional painting? As ever, the Turner Prize generates more questions than answers – a good thing, surely, when it comes to art and culture. We hope you’ll join us at the Ferens from September and add to the debate. |
| **TARGET AUDIENCES** | * Exhibition - TBC * Learning and Engagement: * The Warren * Young families (especially from children’s centres on North Bransholme / Orchard Park / Greatfield / Hessle Road) * not sure how practical but if possible, would be great to engage groups associated with the Older People’s Partnership) * CASE * The Disabilities Trust * Mencap Hull / Talent Match Humber * 5 senses * Open Doors * Hull Homeless Commuinity Project |
| **CORE PROJECT TEAM** | * Sara Black (Project Manager) * Lily Mellor (Assistant Producer) * Katy Fuller (Executive Producer) * George Vasey (Curator) * Sacha Craddock (Curator) * Kirsten Simister (Curator of … - Ferens Art Gallery) * Chris Marr (Marketing and Communications) * Laura Smith (Marketing and Communications) * Chloe Patrickson (Marketing and Communications) * Sarah Moor (Marketing and Communications) * Phil Batty (Marketing and Communications) * Ian Read (Learning and Participation) * James McGuire (Learning and Participation) * Nicole Steele (Learning and Participation) * Colin Renshaw (Learning and Participation) * Ben McKnight (Marketing and Communications) * Pippa Gardner (Monitoring and Evaluation) * Christie Parkin (Monitoring and Evaluation) * Jenny Hutt * Will Hutchinson |
| **ARTISTS** | * Andrea Buttner * Hurvin Anderson * Lubiana Himid * Rosalind Nashashibi |
| **DELIVERY PARTNERS** | * Hull Culture and Leisure * Tate * BBC |
| **PROJECT SPECIFIC OBJECTIVES/ OUTPUTS TO MEASURE** | **Successfully deliver the world renowned Turner Prize in 201**7   * Deliver a high quality Turner Prize exhibition in Hull * Develop a successful partnership with Tate * Develop a successful partnership and undertake capacity building with Ferens Art Gallery * Engage new audiences for visual arts in the city and to drive footfall to the city centre * Develop and deliver a structured learning and engagement programme, including the first under 5's programme to accompany the Turner Prize |
| **HULL 2017 STRATEGIC OBJECTIVES THAT THE PROJECT IS CONTRIBUTING TO** | **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   **Develop audiences**   * Increase total audiences for Hull's arts, 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 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 * Increase in Hull residents who are proud to live in Hull and would speak positively about the city to others * Improve positive attitudes towards Hull as a place to live, study, visit and do business   **Strengthen Hull and East Riding economy**   * Increase visitor numbers to Hull * Deliver economic benefits for the city and city region   **Improve wellbeing through engagement and participation**   * Engage volunteers from Hull and beyond through the Volunteering Programme * 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   **Increase aspirations, abilities and knowledge of residents**   * Engage with all Hull-based primary and secondary schools, providing all school age children with the opportunity to engage with arts and culture * Delivery of training and development opportunities to local residents through arts and culture initiatives |
| **SUMMARY OF PROPOSED METHODS** | * Audience Count * Postcards in the Ferens (Contact details, Postcode Origin, Age, etc) * Tablet Audience Survey in gallery (Attended by M&E trained Volunteer) * Online Audience Survey (Sent to email collected on postcards and to targeted Facebook Ad) * Participants Survey for Learning Session and Public Programme * Participants Survey for Volunteer Masterclass on June 26th 2017 (<1200) () * Participants Survey for Front of House Volunteers (<400) (To capture 3-part training process of intro/orientation/private view and experience of doing shifts) * Post-Event Artist Survey * Pre-Event Artist interviews with curators (Any Q’s we want to input about motivations and perceptions of Hull? Deadline?) * Core Project Team Survey * Project Monitoring Workbook * Peer Assessors (List of people to approach from Sara/Lily) * Press Monitoring * Social Media Monitoring |

**PROJECT MONITORING & EVALUATION PLAN – Project Specific Objectives**

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| **AIMS** | **OBJECTIVES** | **OUTPUTS & OUTCOMES** | **WHO YOU’LL GATHER INFORMATION FROM** | **METHOD OF DATA COLLECTION** | **WHEN TO GATHER DATA** | **RESOURCES** | **PERSON (S) RESPONSIBLE** |
| **Successfully deliver the world renowned Turner Prize in 201**7 | Deliver a high quality Turner Prize exhibition in Hull | No. of days exhibition is open | Ferens/Assistant Producer | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
| No. of exhibition audience members | Ferens Art Gallery | Ferens Audience Counts | Ongoing Sep 2017 – Jan 2018 | Staff Time | Pippa Gardner |
| Exhibition rated as high quality using Culture Counts metrics | * Audiences * Artists * Core Project Team * Peer Assessors | * Audience Online Survey * Artists Survey * Core Project Team Survey * Peer Assessors visits with pre- and post-visit surveys | * Ongoing Sep 2017 – Jan 2018 * November 2017 * December 2017 * November 2017 | Staff Time | Pippa Gardner |
| Develop a successful partnership with Tate | Successes and challenges of partnership | Core Project Team | Core Project Team Survey | December 2017 | Staff Time | Pippa Gardner |
| Develop a successful partnership and capacity building with Ferens Art Gallery | Successes and challenges of partnership | Core Project Team | Core Project Team Survey | December 2017 | Staff Time | Pippa Gardner |
| Staff at Ferens/Hull 2017 report development of knowledge and skills | Core Project team | Core Project Team Survey | December 2017 | Staff Time | Pippa Gardner |
| Engage new audiences for visual arts in the city and to drive footfall to the city centre | Visiting Ferens for the first time | Participants  Audiences | Participant Survey (FoH Volunteers, Learning and Public Programme)  Online Audience Survey | Various  Ongoing Sep 2017 – Jan 2018 | Staff Time | Pippa Gardner |
| Proportion of participants and audiences coming from areas of low engagement in the arts | Participants and Audiences | Postcode Mapping (From Audience Postcards and Participant Surveys) | Ongoing Sep 2017 – Jan 2018 | Staff Time | Pippa Gardner |
| Proportion of participants and audiences visiting a Turner Prize Exhibition for the first time | Participants  Audiences | Participant Survey (FoH Volunteers, Learning and Public Programme)  Online Audience Survey | Various  Ongoing Sep 2017 – Jan 2018 | Staff Time | Pippa Gardner |
| Diversity of audience expectations and extent to which these were met | Audiences | Online Audience Survey | Ongoing Sep 2017 – Jan 2018 | Staff Time | Pippa Gardner |
| Economic impact of Turner Prize Exhibition audiences | Audiences | Online Audience Survey | Ongoing Sep 2017 – Jan 2018 | Staff Time | Pippa Gardner |
| Develop and deliver a structured learning and engagement programme, including the first under 5's programme to accompany the Turner Prize | No of participants in learning and engagement programme including volunteering opportunities | Staff Delivering Learning and Engagement Programme | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
| Outcomes from Turner // Return Learning and Engagement Project | See No Limits Evaluation Plan | - | - | See No Limits Evaluation Plan Budget | - |
| No of participants reporting increase in happiness and / or development of skills and knowledge | Participants | Participant Survey (FoH Volunteers, Learning and Public Programme, Volunteer Masterclass) | Various | Staff Time | Pippa Gardner |
|  | Successes and challenges of working across Hull 2017 teams | Core Project Team | Core Project Team Survey | December 2017 | Staff Time | Pippa Gardner |

**PROJECT MONITORING & EVALUATION PLAN – Hull 2017 Strategic Objectives**

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| **AIMS** | **OBJECTIVES** | **OUTPUTS & OUTCOMES** | **WHO YOU’LL GATHER INFORMATION FROM** | **METHOD OF DATA COLLECTION** | **WHEN TO GATHER DATA** | **RESOURCES** | **PERSON (S) RESPONSIBLE** |
| **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 | No. of days exhibition is open | Ferens/Assistant Producer | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
| Exhibition rated as high quality using Culture Counts metrics | * Audiences * Artists * Core Project Team * Peer Assessors | * Audience Online Survey * Artists Survey * Core Project Team Survey * Peer Assessors visits with pre- and post-visit surveys | * Ongoing Sep 2017 – Jan 2018 * November 2017 * December 2017 * November 2017 | Staff Time | Pippa Gardner |
| Proportion of audiences and participants who agree/strongly agree that the Turner Prize exhibition showed them “…there is more to Hull than they expected.” | Audiences and Participants | Audience Postcards  Participant Survey (FoH Volunteers, Learning and Public Programme, Volunteer Masterclass) | Ongoing Sep 2017 – Jan 2018  Various | Staff Time | Pippa Gardner |
| **Develop audiences** | Increase total audiences for Hull's arts, cultural and heritage offer | No. of exhibition audience members | Ferens Art Gallery | Ferens Audience Counts | Ongoing Sep 2017 – Jan 2018 | Staff Time | Pippa Gardner |
| No. of participants in Turner Learning and Engagement Programme | Core Project Team | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
| Increase engagement and participation in arts and heritage amongst Hull residents | Proportion of audience members and participants who are Hull residents | Audiences  Participants | Audience Postcards  Participant Survey (FoH Volunteers, Learning and Public Programme, Volunteer Masterclass) | Ongoing Sep 2017 – Jan 2018  Various | Staff Time | Pippa Gardner |
| Increase the diversity of audiences for Hull’s arts and heritage offer | Diversity of audience members and participants | Audiences  Participants | Audience Postcards  Participant Survey (FoH Volunteers, Learning and Public Programme, Volunteer Masterclass) | Ongoing Sep 2017 – Jan 2018  Various | Staff Time | Pippa Gardner |
| Proportion of participants and audiences coming from areas of low engagement in the arts | Participants and Audiences | Postcode Mapping (From Audience Postcards and Participant Surveys) | Ongoing Sep 2017 – Jan 2018 | Staff Time | Pippa Gardner |
| **Develop the cultural sector** | Develop the city's cultural infrastructure through capacity building and collaborative work undertaken by/with Hull 2017 and its partners | See Outputs and Outcomes for ‘Develop a successful partnership and capacity building with Ferens Art Gallery’ | - | - | - | - | - |
| No of new temporary and permanent jobs created as a result of the Turner Prize Exhibition 2017 | Core Project Team | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
| **Improve perceptions of Hull both internally and externally** | Enhance positive media coverage of Hull’s arts and heritage offer | No of articles of positive media coverage around Turner Prize exhibition | Gorkana | Media Monitoring | Ongoing | Staff Time | Alix Johnson |
| Increase in Hull residents who are proud to live in Hull and would speak positively about the city to others | No of Hull residents who report being proud to live in Hull and would speak positively about the city to others | Hull Residents | Citywide Residents Survey | Jan 2018 | Staff Time  Market Research Agency | Elinor Unwin |
| Improve positive attitudes towards Hull as a place to live, study, visit and do business | No of respondents with positive attitudes towards Hull as a place to live, study, visit and do business | Hull Residents | Citywide Residents Survey | Jan 2018 | Staff Time  Market Research Agency | Elinor Unwin |
| Positive attitudes of artists to Hull as a place to exhibit their work | Artists | Pre-event artist interviews  Post-event artist surveys | August 2017  December 2017 | (Interviews conducted as part of Turner Prize wider project plan)  Staff Time | Pippa Gardner |
| **Strengthen Hull and East Riding economy** | Increase visitor numbers to Hull | No of audience members who are visitors to Hull | Audiences | Audience Postcards | Ongoing Sep 2017 – Jan 2018 | Staff Time | Pippa Gardner |
| Deliver economic benefits for the city and city region | Economic impact of Turner Prize Exhibition audiences | Audiences | Online Audience Survey | Ongoing Sep 2017 – Jan 2018 | Staff Time | Pippa Gardner |
| **Improve wellbeing through engagement and participation** | Engage volunteers from Hull and beyond through the Volunteering Programme | No of Volunteer opportunities (Masterclasses, Training, Shifts) provided | Core Project Team | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
| Increase levels of happiness and enjoyment as a result of engaging with arts and culture | Proportion of audience members and participants reporting increased levels of happiness | Audiences and Participants | Audience Postcards  Participant Survey (FoH Volunteers, Learning and Public Programme) | Ongoing Sep 2017 – Jan 2018  Various | Staff Time | Pippa Gardner |
| Proportion of audience members and participants who agree or strongly agree that Turner Prize activities “…were an enjoyable experience.” | Audiences and Participants | Audience Postcards  Participant Survey (FoH Volunteers, Learning and Public Programme, Volunteer Masterclass) | Ongoing Sep 2017 – Jan 2018  Various | Staff Time | Pippa Gardner |
| Increase levels of confidence and community cohesion among local audiences and participants | Proportion of audience members and participants who report increase in confidence | Audiences and Participants | Audience Postcards  Participant Survey (FoH Volunteers, Learning and Public Programme, Volunteer Masterclass) | Ongoing Sep 2017 – Jan 2018  Various | Staff Time | Pippa Gardner |
| Proportion of audience members and participants who agree or strongly agree that Turner Prize activities “have enabled me to interact with people I wouldn’t usually interact with.’ | Audiences and Participants | Audience Postcards  Participant Survey (FoH Volunteers, Learning and Public Programme, Volunteer Masterclass) | Ongoing Sep 2017 – Jan 2018  Various | Staff Time | Pippa Gardner |
| **Increase aspirations, abilities and knowledge of residents** | Engage with all Hull-based primary and secondary schools, providing all school age children with the opportunity to engage with arts and culture | No of school age children who participate in Turner Learning and Engagement programme | Participants | Participants Survey (Learning and Public Programme) | Various | Staff Time | Pippa Gardner |
| Delivery of training and development opportunities to local residents through arts and culture initiatives | No of training and development opportunities provided to local residents through the learning and engagement programme | Core Project Team | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
|  | No of training and development opportunities provided to volunteers | Core Project Team | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |