Impact Areas

**DEFINITIONS OF IMPACT AREAS**

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| **Category** | **Area** | **Definition** |
| A | Arts & Culture | Developing the arts & culture infrastructure, delivering and inspiring quality art (incorporating the creative case), building national and international collaboration, and developing audiences (attendance and participation) for Hull’s cultural offer (locally, nationally and internationally) |
| B | Place making | Changing perceptions and positioning of Hull (locally, nationally and internationally) via city branding, cultural programming, infrastructure developments, and marketing & communications; with a particular focus on media profile, resident satisfaction, and visitor satisfaction |
| C | Economy | Achieving regeneration, increased revenue within the culture economy, increased value & volume of tourism, job creation, skills development, capacity building, inward investment and multipliers |
| D | Society & Wellbeing | Developing learning, education & skills, health & wellbeing, and community pride & engagement; with a particular focus on social capital, inclusion, reducing isolation, community cohesion, life satisfaction and changing perceptions of protected characteristics |
| E | Partnerships, Development & Legacy | Developing partnerships – political, strategic and commercial - to ensure readiness and legacy, as well as evidencing the value of art & culture intrinsically more broadly. Includes investment in access, infrastructure (of the City and connections to the UK & overseas), marketing & positioning, fundraising, visitor welcome & customer services, and legacy projects |