| **AIMS & OBJECTIVES** | **INDICATORS** | **BASELINE** | **TARGET** | **METHODS**  | **TIMING** | **RESOURCES** | **RESPONSIBILITY** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Invite every Hull resident to the live event | Number of invites delivered | 0 | Number of occupied households, Hull: 113,900All households, Hull: 119,000 | [Ask Laura] | TBC | TBC | Niccy Halifax |
| % of residents who recall receiving an invite | 0 | 90% | Audience/visitor survey  | Recruit fieldwork agency nowSign off survey with fieldwork agency by 23/12/2016Contact details collection 01/01/2017 – 07/01/2017CATI surveys from 02/01/2017 – 20/01/2017 | £6,000 for Fieldwork Agency  | Elinor Unwin & Regenris to create surveyProfessional Fieldwork Agencyto undertake fieldwork and provide data tablesRegeneris to analyse and produce report |
| Enable better understanding of the last 70 years of Hull’s history and heritage through the creation and delivery of a spectacular opening event | Number of delivery team members | * Producer: 0
* Artists: 0
* Production Staff: 0
* Other staff: 0
* Volunteers: 0
 | * Producer:
* Artists:
* Production Staff:
* Other staff:
* Volunteers:
 | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor UnwinNiccy HalifaxGround Control |
| Equal opportunities data on delivery team | * Post code: 0
* Gender: 0
* Age: 0
* Sexual orientation: 0
* Ethnicity: 0
* Disability: 0
* Conditions: 0
 | * Post code:
* Gender:
* Age:
* Sexual orientation:
* Ethnicity:
* Disability:
* Conditions:
 | Equal Opps Form & Project Monitoring Sheet | At contract (or ASAP) | Staff time | Elinor UnwinNiccy Halifax |
| Number of partners | * Artistic: 0
* Heritage: 0
* Funder: 0
* Public sector: 0
* Voluntary/Charity Sector: 0
* Education: 0
* Other: 0
 | * Artistic:
* Heritage:
* Funder:
* Public sector:
* Voluntary/Charity Sector:
* Education:
* Other:
 | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor UnwinNiccy Halifax |
| Number of creative development sessions | 0 | ? | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor UnwinNiccy Halifax |
| Number of rehearsals of live performance | 0 | ? | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor UnwinNiccy Halifax |
| Number of sites used in project  | * Total: 0
* Heritage sites: 0
 | * Total:
* Heritage sites:
 | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor UnwinNiccy Halifax |
| Number of known Hull histories presented by the project | 0 | ? | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor UnwinNiccy Halifax |
| Number of commissions of new artwork and/or interpretation | - | ? | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor UnwinNiccy Halifax |
| Number of art forms involved within project | - | ? | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor UnwinNiccy Halifax |
| Arts Council England Quality Metrics | Self, Peer and Public* Concept
* Presentation
* Distinctiveness
* Challenge
* Captivation
* Enthusiasm
* Local impact
* Relevance
* Rigour

Self and Peer only* Originality
* Risk
* Excellence
 | Self, Peer and Public* Concept
* Presentation
* Distinctiveness
* Challenge
* Captivation
* Enthusiasm
* Local impact
* Relevance
* Rigour

Self and Peer only* Originality
* Risk
* Excellence
 | Audience/visitor surveyCreative team survey & depth interviewsPeer survey & depth interviews | CATI surveys from 02/01/2017 – 20/01/2017Pre-event 16/12/2016Post-event 08/01/2017Post-event attendance | £6,000 for Fieldwork Agency Staff timeEvaluator timeExpenses for Peer(s) £500 | Elinor UnwinFieldwork AgencyRegeneris |
| HLF Quality Metrics | TBC | TBC | Audience/visitor surveyCreative team survey & depth interviewsPeer survey & depth interviewsHeritage partner survey & depth interviews | CATI surveys from 02/01/2017 – 20/01/2017Pre-event 16/12/2016Post-event 08/01/2017Pre-event 16/12/2016Post-event attendancePre-event 16/12/2016Post-event attendance | £6,000 for Fieldwork Agency Staff timeEvaluator timeExpenses for Peer(s) £500 | Elinor UnwinFieldwork AgencyRegeneris |
| Awareness of/knowledge of the histories presented by the project | Citywide Residents Survey 2016 comparable categories:* Hull Blitz
* Hull in the Civil War
* Fishing and whaling industry
* Trade through the ages
* Ship building
* Famous sons/daughters of Hull
 | * WW2 & Rebuilding
* Fishing
* The Docks
* Migration
* Hull game changers?
* Work and industry
* Music and culture
* Sport
* Art & Literature
* Architecture in Hull
* People of Hull
* Visitors to Hull
 | Audience/visitor survey & vox popsCore Team/Artist survey & depth interviews | CATI surveys from 02/01/2017 – 20/01/2017Vox Pops 01/01/2017 – 07/01/2017Core Team/Artist Survey:Core Team/Artist Depth interviews: ? | £6,000 for Fieldwork Agency Staff timeEvaluator time£x for filming and editing of vox pops | Elinor UnwinFieldwork AgencyRegenerisVideographer |
| New and surprising histories people have discovered in regard to Hull’s history and heritage | 0 | ? | Audience/visitor survey & vox popsCore Team/Artist survey & depth interviews | CATI surveys from 02/01/2017 – 20/01/2017Vox Pops 01/01/2017 – 07/01/2017core Team/Artist Survey:Core Team/Artist Depth interviews: ? | £6,000 for Fieldwork Agency Staff timeEvaluator time£x for filming and editing of vox pops | Elinor UnwinFieldwork AgencyRegenerisVideographer |
| How has the project made people feel about Hull’s history and heritage?  | N/A | ? | Audience/visitor survey & vox popsCore Team/Artist survey & depth interviews | CATI surveys from 02/01/2017 – 20/01/2017Vox Pops 01/01/2017 – 07/01/2017Core Team/Artist Survey:Core Team/Artist Depth interviews: ? | £6,000 for Fieldwork Agency Staff timeEvaluator time£x for filming and editing of vox pops | Elinor UnwinFieldwork AgencyRegenerisVideographer |
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| Generate National Media coverage & interest | Number of press releases | ? | ? | Project Monitoring Sheet | ? | Staff Time | Niccy HalifaxAlix Johnson |
| Number of TV appearances | ? | ? | Project Monitoring Sheet | ? | Staff Time | Niccy HalifaxAlix Johnson |
| Number of Radio appearances | ? | ? | Project Monitoring Sheet | ? | Staff Time | Niccy HalifaxAlix Johnson |
| Number of editorial pieces by Hull 2017 on website | ? | ? | Project Monitoring Sheet | ? | Staff Time | Niccy HalifaxDavid Watson |
| Number of social media posts on Hull 2017 platforms | ? | ? | Project Monitoring Sheet | ? | Staff Time | Niccy HalifaxDavid Watson |
| Editorial coverage received (volume & sentiment) | ? | ? | Gorkana Media Monitoring / Other TBC | From: ?To: 20/01/2017 | PR Company | Alix Johnson  |
| Number of impressions across digital platforms | ? | ? | Google Analytics & Falcon / Other TBC | From: ?To: 20/01/2017 | PR Company | David Watson |
| Number of engagements across digital platforms | ? | ? | Google Analytics & Falcon | From: ?To: 20/01/2017 | PR Company | David Watson |
| How audiences found out about the project | Baseline Research Project 2016 | Media Campaign Plan targets | Audience/visitor Survey | CATI surveys from 02/01/2017 – 20/01/2017 | £6,000 for Fieldwork Agency Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegeneris |
| Uncover unexpected stories relating to the last 70 years of Hull’s history | What was discovered? | 0 | ? | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor UnwinNiccy Halifax |
| How was it found? | 0 | ? | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor UnwinNiccy Halifax |
| What difference did it make to people? | 0 | * Artists:
* Partners:
* Participants:
* Audiences:
 | Audience/visitor survey & vox popsCore Team/Artist survey & depth interviews | CATI surveys from 02/01/2017 – 20/01/2017Vox Pops 01/01/2017 – 07/01/2017Core Team/Artist Survey:Core Team/Artist Depth interviews: ? | £6,000 for Fieldwork Agency Staff timeEvaluator time£x for filming and editing of vox pops | Elinor UnwinFieldwork AgencyRegenerisVideographer |
| Increase total audiences for Hull’s cultural offer by 25% | Footfall at key sites (need to measure throughout December and January to ensure that a comparison can be made to the active days) | 01/12/2016 - 31/12/2016: * Queen Victoria Square
* Beverley Gate
* Whitefriargate
* Zebedee’s Yard
* Land of Green Ginger
* Silver Street
* Scale Lane
* Scale Lane Straigth
* Underpass
* Stage @TheDock
* The Wash to Humber Street

01/01/2017 – 31/01/2017:* Queen Victoria Square
* Beverley Gate
* Whitefriargate
* Zebedee’s Yard
* Land of Green Ginger
* Silver Street
* Scale Lane
* Scale Lane Straigth
* Underpass
* Stage @TheDock
* The Wash to Humber Street
 | X% higher average footfall on live dates vs. other dates across all sites | Infra-red Footfall Counters | 01/07/2017 – 07/01/2017 | £x | Niccy Halifax? |
| People are inspired to take part in/attend other projects as a result of the project | Baseline Research Project 2016 |  | Audience/visitor Survey | CATI surveys from 02/01/2017 – 20/01/2017 | £6,000 for Fieldwork Agency Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegeneris |
| Increase engagement and participation in culture amongst Hull residents (HU1-HU9) by 7% | % of audiences from HU1-HU9 | Baseline Research Project 2016 | ? | Audience/visitor Survey | CATI surveys from 02/01/2017 – 20/01/2017 | £6,000 for Fieldwork Agency Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegeneris |
| % who are lapsed/first time attenders and participants | Baseline Research Project 2016 & Citywide Residents Survey 2016 | ? | Audience/visitor Survey | CATI surveys from 02/01/2017 – 20/01/2017 | £6,000 for Fieldwork Agency Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegeneris |
| Mapping of attenders across Hull Local Authority Area | Baseline Research Project 2016 | ? | Audience/visitor Survey | 23/01/2017 – 27/01/201 | Staff timeBusiness Intelligence Team @ HCC | Elinor UnwinRichard Morfitt |
|  |  |  |  |  |  |  |  |
| Increase the diversity of audiences for Hull’s cultural offer | Equal opportunities data on attenders* Gender
* Age
* Group size and age of group members
* Employment status
* Ethnicity
* Disability
* Conditions
 | Baseline Research Project 2016 | ? | Audience/visitor Survey | CATI surveys from 02/01/2017 – 20/01/2017 | £6,000 for Fieldwork Agency Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegeneris |
| Number of access provisions created/ provided for participants and attenders | 0 | ? | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor UnwinNiccy Halifax |
| Satisfaction levels with access provisions created/provided for participants and attenders | 0 | ? | Audience/visitor Survey | CATI surveys from 02/01/2017 – 20/01/2017 | £6,000 for Fieldwork Agency Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegeneris |
| % of participants /attenders who state that would have taken part/attended if the access provisions made were not provided | 0 | ? | Audience/visitor Survey | CATI surveys from 02/01/2017 – 20/01/2017 | £6,000 for Fieldwork Agency Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegeneris |
| Increase positive attitudes towards Hull as a place to live, work, study and visit by 10% | Motivation for taking part in/attending the project  | Baseline Research Project 2016 | ? | Audience/Visitor Survey | CATI surveys from 02/01/2017 – 20/01/2017 | £6,000 for Fieldwork Agency Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegeneris |
| % of people who state that as a result of the project their attitudes towards Hull have changed for the better | 0 |  | Audience/visitor survey & vox popsCore Team/Artist survey & depth interviews | CATI surveys from 02/01/2017 – 20/01/2017Vox Pops 01/01/2017 – 07/01/2017Core Team/Artist Survey:Core Team/Artist Depth interviews: ? | £6,000 for Fieldwork Agency Staff timeEvaluator time£x for filming and editing of vox pops | Elinor UnwinFieldwork AgencyRegenerisVideographer |
| % of attenders who strongly agree or agree with a range of value statements | Baseline Research Project 2016 | ? | Audience/visitor Survey | CATI surveys from 02/01/2017 – 20/01/2017 | £6,000 for Fieldwork Agency Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegeneris |
| Interest amongst non-Hull base delivery team members to deliver/work on future cultural projects in Hull | 0 | ? | Core Team/Artist survey & depth interviews | Core Team/Artist Survey:Core Team/Artist Depth interviews: ? | Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegenerisVideographer |
| 75% of Hull residents being proud to live in Hull | % of residents who agree that the project has made them proud to live in Hull | Citywide Residents Survey 2015 and 2016 | 75% of Hull respondents | Audience/visitor Survey | CATI surveys from 02/01/2017 – 20/01/2017 | £6,000 for Fieldwork Agency Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegeneris |
| 75% of Hull residents agreeing they would speak positively about Hull to others | Likelihood of recommending the project/ones like it Hull it to others | Citywide Residents Survey 2015 and 2016 | 75% of Hull respondents | Audience/visitor Survey | CATI surveys from 02/01/2017 – 20/01/2017 | £6,000 for Fieldwork Agency Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegeneris |
| Provide training and development opportunities to 2,800 residents |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Number of training sessions for Hull 2017 volunteers | 0 | ? | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor UnwinNiccy Halifax |
| Number of volunteers attending training sessions | 0 | ? | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor UnwinNiccy Halifax |
| By March 2018, 75% of local cultural organisations will agree the city’s cultural infrastructure has been developed as a result of capacity building and collaborative work undertaken with Hull 2017 and partners | Skills and know how development of artist/creative practitioners and delivery partners | 0 | ? | Core Team/Artist survey & depth interviews | Core Team/Artist Survey:Core Team/Artist Depth interviews: ? | Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegenerisVideographer |
| Confidence level of artist/creative practitioners and delivery partners | 0 | ? | Core Team/Artist survey & depth interviews | Core Team/Artist Survey:Core Team/Artist Depth interviews: ? | Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegenerisVideographer |
| Ambition of artist/creative practitioners and delivery partners | 0 | ? | Core Team/Artist survey & depth interviews | Core Team/Artist Survey:Core Team/Artist Depth interviews: ? | Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegenerisVideographer |
| Level of profile of artist/creative practitioners and delivery partners | 0 | ? | Core Team/Artist survey & depth interviews | Core Team/Artist Survey:Core Team/Artist Depth interviews: ? | Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegenerisVideographer |
| Perceptions of Hull amongst artists/creative practitioners and delivery partners | 0 | ? | Core Team/Artist survey & depth interviews | Core Team/Artist Survey:Core Team/Artist Depth interviews: ? | Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegenerisVideographer |
| Understanding of Hull’s history and heritage amongst artists/creative practitioners and delivery partners | 0 | ? | Core Team/Artist survey & depth interviews | Core Team/Artist Survey:Core Team/Artist Depth interviews: ? | Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegenerisVideographer |
| By the end of 2017, Hull 2017 will deliver economic impacts of at least £60m | Number of jobs created by project |  |  | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor UnwinNiccy Halifax |
| Number of freelancers employed |  |  | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor UnwinNiccy Halifax |
| Number of days worked by delivery team |  |  | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor UnwinNiccy Halifax |
| Main purpose for visiting Hull (non HU1-HU9) | Baseline Research Project 2016 | ? | Audience/visitor Survey | CATI surveys from 02/01/2017 – 20/01/2017 | £6,000 for Fieldwork Agency Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegeneris |
| % of first time visitors  | Baseline Research Project 2016 | ? | Audience/visitor Survey | CATI surveys from 02/01/2017 – 20/01/2017 | £6,000 for Fieldwork Agency Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegeneris |
| Visitor satisfaction levels | Baseline Research Project 2016 | ? | Audience/visitor Survey | CATI surveys from 02/01/2017 – 20/01/2017 | £6,000 for Fieldwork Agency Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegeneris |
| Length of stay | Baseline Research Project 2016 | ? | Audience/visitor Survey | CATI surveys from 02/01/2017 – 20/01/2017 | £6,000 for Fieldwork Agency Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegeneris |
| Visitor spend on accommodation if overnight visitor | Baseline Research Project 2016 | ? | Audience/visitor Survey | CATI surveys from 02/01/2017 – 20/01/2017 | £6,000 for Fieldwork Agency Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegeneris |
| Visitor spend on other items | Baseline Research Project 2016 | ? | Audience/visitor Survey | CATI surveys from 02/01/2017 – 20/01/2017 | £6,000 for Fieldwork Agency Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegeneris |
| By the end of 2017, Hull 2017 and partners will have contributed to sustainable legacy projects that build on the success of Hull 2017 UK CoC initiatives | How will the commissioned pieces be accessible or utilised in future?  | 0 | ? | Core Team/Artist survey & depth interviews | Core Team/Artist Survey:Core Team/Artist Depth interviews: ? | Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegenerisVideographer |
|  |  |  |  |  |  |  |
| How will the project direct audiences to the archive utilised should they wish to access it in future? | 0 | ? | Core Team/Artist survey & depth interviews | Core Team/Artist Survey:Core Team/Artist Depth interviews: ? | Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegenerisVideographer |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Unexpected outcomes | ? | 0 | ? | Core Team/Artist survey & depth interviews | Core Team/Artist Survey:Core Team/Artist Depth interviews: ? | Staff timeEvaluator time | Elinor UnwinFieldwork AgencyRegenerisVideographer |