| **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: 113,900  All 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 now  Sign off survey with fieldwork agency by 23/12/2016  Contact details collection 01/01/2017 – 07/01/2017  CATI surveys from 02/01/2017 – 20/01/2017 | £6,000 for Fieldwork Agency | Elinor Unwin & Regenris to create survey  Professional Fieldwork Agencyto undertake fieldwork and provide data tables  Regeneris 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 Unwin  Niccy Halifax  Ground 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 Unwin  Niccy 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 Unwin  Niccy Halifax |
| Number of creative development sessions | 0 | ? | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor Unwin  Niccy Halifax |
| Number of rehearsals of live performance | 0 | ? | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor Unwin  Niccy Halifax |
| Number of sites used in project | * Total: 0 * Heritage sites: 0 | * Total: * Heritage sites: | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor Unwin  Niccy Halifax |
| Number of known Hull histories presented by the project | 0 | ? | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor Unwin  Niccy Halifax |
| Number of commissions of new artwork and/or interpretation | - | ? | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor Unwin  Niccy Halifax |
| Number of art forms involved within project | - | ? | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor Unwin  Niccy 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 survey  Creative team survey & depth interviews  Peer survey & depth interviews | CATI surveys from 02/01/2017 – 20/01/2017  Pre-event 16/12/2016  Post-event 08/01/2017  Post-event attendance | £6,000 for Fieldwork Agency  Staff time  Evaluator time  Expenses for Peer(s) £500 | Elinor Unwin  Fieldwork Agency  Regeneris |
| HLF Quality Metrics | TBC | TBC | Audience/visitor survey  Creative team survey & depth interviews  Peer survey & depth interviews  Heritage partner survey & depth interviews | CATI surveys from 02/01/2017 – 20/01/2017  Pre-event 16/12/2016  Post-event 08/01/2017  Pre-event 16/12/2016  Post-event attendance  Pre-event 16/12/2016  Post-event attendance | £6,000 for Fieldwork Agency  Staff time  Evaluator time  Expenses for Peer(s) £500 | Elinor Unwin  Fieldwork Agency  Regeneris |
| 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 pops    Core Team/Artist survey & depth interviews | CATI surveys from 02/01/2017 – 20/01/2017  Vox Pops 01/01/2017 – 07/01/2017  Core Team/Artist Survey:  Core Team/Artist Depth interviews: ? | £6,000 for Fieldwork Agency  Staff time  Evaluator time  £x for filming and editing of vox pops | Elinor Unwin  Fieldwork Agency  Regeneris  Videographer |
| New and surprising histories people have discovered in regard to Hull’s history and heritage | 0 | ? | Audience/visitor survey & vox pops    Core Team/Artist survey & depth interviews | CATI surveys from 02/01/2017 – 20/01/2017  Vox Pops 01/01/2017 – 07/01/2017  core Team/Artist Survey:  Core Team/Artist Depth interviews: ? | £6,000 for Fieldwork Agency  Staff time  Evaluator time  £x for filming and editing of vox pops | Elinor Unwin  Fieldwork Agency  Regeneris  Videographer |
| How has the project made people feel about Hull’s history and heritage? | N/A | ? | Audience/visitor survey & vox pops    Core Team/Artist survey & depth interviews | CATI surveys from 02/01/2017 – 20/01/2017  Vox Pops 01/01/2017 – 07/01/2017  Core Team/Artist Survey:  Core Team/Artist Depth interviews: ? | £6,000 for Fieldwork Agency  Staff time  Evaluator time  £x for filming and editing of vox pops | Elinor Unwin  Fieldwork Agency  Regeneris  Videographer |
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| Generate National Media coverage & interest | Number of press releases | ? | ? | Project Monitoring Sheet | ? | Staff Time | Niccy Halifax  Alix Johnson |
| Number of TV appearances | ? | ? | Project Monitoring Sheet | ? | Staff Time | Niccy Halifax  Alix Johnson |
| Number of Radio appearances | ? | ? | Project Monitoring Sheet | ? | Staff Time | Niccy Halifax  Alix Johnson |
| Number of editorial pieces by Hull 2017 on website | ? | ? | Project Monitoring Sheet | ? | Staff Time | Niccy Halifax  David Watson |
| Number of social media posts on Hull 2017 platforms | ? | ? | Project Monitoring Sheet | ? | Staff Time | Niccy Halifax  David 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris |
| 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 Unwin  Niccy Halifax |
| How was it found? | 0 | ? | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor Unwin  Niccy Halifax |
| What difference did it make to people? | 0 | * Artists: * Partners: * Participants: * Audiences: | Audience/visitor survey & vox pops    Core Team/Artist survey & depth interviews | CATI surveys from 02/01/2017 – 20/01/2017  Vox Pops 01/01/2017 – 07/01/2017  Core Team/Artist Survey:  Core Team/Artist Depth interviews: ? | £6,000 for Fieldwork Agency  Staff time  Evaluator time  £x for filming and editing of vox pops | Elinor Unwin  Fieldwork Agency  Regeneris  Videographer |
| 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris |
| 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris |
| % 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris |
| Mapping of attenders across Hull Local Authority Area | Baseline Research Project 2016 | ? | Audience/visitor Survey | 23/01/2017 – 27/01/201 | Staff time  Business Intelligence Team @ HCC | Elinor Unwin  Richard 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris |
| Number of access provisions created/ provided for participants and attenders | 0 | ? | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor Unwin  Niccy 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris |
| % 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris |
| 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris |
| % 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 pops    Core Team/Artist survey & depth interviews | CATI surveys from 02/01/2017 – 20/01/2017  Vox Pops 01/01/2017 – 07/01/2017  Core Team/Artist Survey:  Core Team/Artist Depth interviews: ? | £6,000 for Fieldwork Agency  Staff time  Evaluator time  £x for filming and editing of vox pops | Elinor Unwin  Fieldwork Agency  Regeneris  Videographer |
| % 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris |
| 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris  Videographer |
| 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris |
| 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris |
| Provide training and development opportunities to 2,800 residents |  |  |  |  |  |  |  |
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|  |  |  |  |  |  |  |
| Number of training sessions for Hull 2017 volunteers | 0 | ? | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor Unwin  Niccy Halifax |
| Number of volunteers attending training sessions | 0 | ? | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor Unwin  Niccy 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris  Videographer |
| 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris  Videographer |
| 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris  Videographer |
| 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris  Videographer |
| 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris  Videographer |
| 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris  Videographer |
| 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 Unwin  Niccy Halifax |
| Number of freelancers employed |  |  | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor Unwin  Niccy Halifax |
| Number of days worked by delivery team |  |  | Project Monitoring Sheet | Ongoing project monitoring | Staff time | Elinor Unwin  Niccy 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris |
| % 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris |
| 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris |
| 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris |
| 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris |
| 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris |
| 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris  Videographer |
|  |  |  |  |  |  |  |
| 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 time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris  Videographer |
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|  |  |  |  |  |  |  |
| Unexpected outcomes | ? | 0 | ? | Core Team/Artist survey & depth interviews | Core Team/Artist Survey:  Core Team/Artist Depth interviews: ? | Staff time  Evaluator time | Elinor Unwin  Fieldwork Agency  Regeneris  Videographer |