**PROJECT OVERVIEW – WHERE DO WE GO FROM HERE**

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| **NAME OF PROJECT** | **WHERE DO WE GO FROM HERE** |
| **PROJECT START - FINISH DATES** | 01/07/2017 – 31/01/2018 |
| **PROJECT LIVE DATES** | 01/12/2017 – 13/01/2018 |
| **COC PROJECT LEAD** | Niccy Hallifax |
| **PROJECT SUMMARY**  | In our last major commission for 2017, and as a challenging companion piece to Made in Hull, [Jason Bruges Studio](http://www.jasonbruges.com/) will shine an enquiring light through Hull’s Old Town. This ambitious intervention will produce a playful manipulation of light, responding to the city’s unique geometries and architecture, revealing unseen spaces and pinpointing unconsidered details. The work, accompanied by new soundscapes, seeks to propel us into a bright and yet unknown future, engaging everyone in arguably the most important questions of the year for Hull and the nation: What kind of place do we wish to live in? What role should culture play? Where do we go from here? Jason Bruges Studio is critically acclaimed for producing innovative light installations in site-specific environments across the globe. Supported by Arts Council England and Spirit of 2012. |
| **TARGET AUDIENCES**  | * Hull Residents
* Regional and National Visitors
* Children, Young People and Families
* Older People and People with Disabilities
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| **CORE PROJECT TEAM** | * Niccy Hallifax
* Sam Hunt
* Martin Green
* Haitham Ridha
* Chris Clay
* Laura Beddows
* Sarah Moor
* Bethany Watson
* Ben McKnight
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| **ARTISTS** | * Jason Bruge Studio
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| **DELIVERY PARTNERS** | * Hull City Council?
* Hull Minster?
* HC&L?
* Others?
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| **PROJECT SPECIFIC AIMS/OBJECTIVES TO MEASURE**  | **To highlight the end of the year and the beginning of the next with a new public art work*** To work with international and regional artists on a site-specific commission for Hull
* To develop the appeal of Hull to a wider audience and increase footfall in the old town from residents and visitors
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| **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
* Improving understanding and appreciation of Hull’s heritage

**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

**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*** 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
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| **SUMMARY OF METHODS** | * Audience counts based on samples at the four cluster sites (£4,000)
* Audience contact detail collection (Volunteers, postcards in stock)
* Online/CATI survey to 393 sample size (£3,500)
* Audience Walk and Talk Group Interviews x 2 and post-event focus groups x 2 (£2,500)
* Artist pre- and post- survey and telephone interview (Abi Bell to conduct)
* Project team online pre- and post-event surveys
* Completed Project Team Debrief Template
* Project Monitoring Workbook
* Media Monitoring
* Social Media Monitoring

Total M&E Cost = £10,000 |

**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  |
| To highlight the end of the year and the beginning of the next with a new public art work | To work with international and regional artists on a site-specific commission for Hull | Evaluation of project design and delivery processes including:* Heritage outcomes
* Community outcomes
* Artistic quality outcomes
 | Artists and Project Team | Artist and Project Team Surveys / Artist Interviews / Project Team Debrief Notes | November 2017 – January 2018 | Staff Time | Pippa Gardner |
| To develop the appeal of Hull to a wider audience and increase footfall in the old town from residents and visitors | See outcomes relating to developing audiences and increasing visitors below.  | See below. | See below. | See below.  | See below.  | See below.  |

**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 event is open / Number of new commissions | Assistant Producer | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
| Proportion of audiences and participants who agree/strongly agree that the exhibition showed them “…there is more to Hull than they expected.” | Audiences | Audience Survey | 1st and 2nd Week December 2017 | Staff Time / To be Contracted | Pippa Gardner |
| Improving understanding and appreciation of Hull’s heritage | Proportion of audience members who report increase in knowledge about Hull’s history or heritage | Audiences | Audience Survey | 1st and 2nd Week December 2017 | Staff Time / To be Contracted | Pippa Gardner |
| Heritage outcomes from event | Audiences, Artists, Project Team | Audience Focus Groups, Artist Survey, Project Team Survey | December 2017 | Staff Time / To be Contracted | Pippa Gardner |
| Develop audiences   | Increase total audiences for Hull's arts, cultural and heritage offer  | No. of audience members | To Be Contracted | Audience Counts | December 2017 | Staff Time / To Be Contracted | Pippa Gardner |
| Increase engagement and participation in arts and heritage amongst Hull residents   | Proportion of audience members and participants who are Hull residents | Audiences | Audience Survey | December 2017 | Staff Time / To be Contracted | Pippa Gardner |
| Increase the diversity of audiences for Hull’s arts and heritage offer | Diversity of audience members  | Audiences | Audience Survey | December 2017 | Staff Time / To be Contracted | Pippa Gardner |
| Proportion of audiences coming from areas of low engagement in the arts  | Audiences | Postcode Mapping (From Audience Surveys) | December 2017 | 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  | 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 | December 2017 | Staff Time / Information By Design | 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 | December 2017 | Staff Time / Information By Design | Elinor Unwin |
| Strengthen Hull and East Riding economy | Increase visitor numbers to Hull  | No of audience members who are visitors to Hull | Audiences | Audience Survey | December 2017 | Staff Time / To be Contracted | Pippa Gardner |
| Deliver economic benefits for the city and city region | Economic impact of audiences | Audiences | Audience Survey | December 2017 | Staff Time / To be Contracted | Pippa Gardner |
| Improve wellbeing through engagement and participation | Increase levels of happiness and enjoyment as a result of engaging with arts and culture | Proportion of audience members who agree or strongly agree that attending the events “…were an enjoyable experience.” | Audiences | Audience Survey | December 2017 | Staff Time / To be Contracted | Pippa Gardner |
| Increase levels of confidence and community cohesion among local audiences and participants | Community cohesion measures from event.  | Audiences | Audience Survey | December 2017 | Staff Time / To be Contracted | Pippa Gardner |