**CREATIVE PARTNERS**   
**ORGANISATIONAL BASELINE REPORT (2016 FIGURES)**

**GENERAL INFORMATION**

|  |  |
| --- | --- |
| **ORGANISATION NAME:** | Freedom Festival Arts Trust |
| **MAIN CONTACT:** | Jenny Howard-Coombes |
| **REPORT SUBMISSION DATE:** | 25 June 2017 |

**INTRODUCTION**

Everyone who receives funding from Hull UK City of Culture 2017 Ltd. has monitoring and reporting obligations, which serve to keep us informed of how you are doing against the deliverables in your Agreement with us; identify how we can better support you as a partner; and to provide data that will feed into our reporting to the funding partners who have made this year possible.

In order to have a clearer idea of how Hull being UK City of Culture in 2017 is having an impact, we ask that you complete the following data tables. This will provide us with a baseline in 2016, against which 2017 figures can be compared.

Please email this activity report to: [insert Hull contact]@hull2017.co.uk

**GLOSSARY OF TERMS**

* **Commission -** the hiring or payment to an artist / artistic company to create a new art work, project or performance. A commission can be wholly or partly funded by you / your organisation.
* **Participant opportunities** – workshops, classes, courses, engagement projects for members of the public (i.e. not including school’s engagement, artist development or staff training opportunities).
  + **Workshops and classes**: individual occurrences of a workshop / class, even if it is the same one being delivered, e.g. the same contemporary dance workshop led by Hull Dance, delivered at 3 different venues or 3 times in a day, is 3 opportunities.
  + **Courses and engagement projects**: a series of classes, workshops, activities, etc. where the same group of participants take part for the duration, and it is progressive in nature, e.g. a group of 8 circus skills classes to introduce participants to a range of acrobatic skills (once a week for 8 weeks), attended by the same 10 participants OR a community cast recruited to develop, rehearse and perform a drama.
* **School’s engagement opportunities –** as above, but organized formally with schools.
* **Artist development opportunities** – includes residencies, structured schemes, seed commissions, professional or industry advice, showcase opportunities, associate artist schemes, etc.
* **Staff training opportunities** – including formal training and development programmes, attendance at industry conferences and seminars, professional leave, work shadowing, mentoring, etc.
* **Audience** - those attending an exhibition or performance, and people getting access to work that is printed, recorded, broadcast or on the internet.
* **Participant** – those taking part in doing an activity.

1. **BASELINE DATA**
2. **ACTIVITY IN 2016**

**Please enter the data linked to your 2016 activity in the table below, broken down by quarter. We are interested to hear about all activity undertaken by your organisation, not just activity that might have received support from Hull UK City of Culture 2017.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Q1 JAN-MAR** | **Q2 APR-JUN** | **Q3 JUL-SEP** | **Q4 OCT-DEC** |
| **ACTIVITY** | | | | |
| **COMMISSIONS** | | | | |
| No. of commissions |  |  | 26 |  |
| No. of commissions inspired by history / heritage |  |  | 14 |  |
| **PRODUCTIONS AND PERFORMANCES** | | | | |
| No. of productions or co-productions |  |  | 14 |  |
| No. of productions or co-production performances |  |  | 3 |  |
| No. of productions or co-productions on tour |  |  |  |  |
| No. of visiting company productions |  |  | 71 |  |
| No. of visiting company production performances |  |  | 221 |  |
| No. of productions inspired by history / heritage |  |  | 9 |  |
| No. of accessible performances |  |  |  |  |
| **EXHIBITIONS AND COMMISSIONS** | | | | |
| No. of exhibitions |  |  | 2 |  |
| No. of exhibitions on tour |  |  |  |  |
| No. of exhibition days |  |  | 25 |  |
| No. of exhibitions inspired by history / heritage |  |  | 1 |  |
| No. of access provisions |  |  |  |  |
| **FILMS** | | | | |
| No. of films |  |  |  |  |
| No. of films on tour |  |  |  |  |
| No. of screenings |  |  |  |  |
| No. of films inspired by history / heritage |  |  |  |  |
| No. of accessible screenings |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Q1 JAN-MAR** | **Q2 APR-JUN** | **Q3 JUL-SEP** | **Q4 OCT-DEC** |
| **ACTIVITY** | | | | | |
| **FESTIVALS & MUSIC** | | | | | |
| No. of festival days |  |  | 3 |  |
| No. of artists / groups / companies programmed |  |  | 71 |  |
| No. of performances |  |  | 221 |  |
| No. of shows inspired by history / heritage |  |  | 9 |  |
| No. of accessible performances during festival |  |  | 221 |  |
| **LEARNING AND PARTICIPATION** | | | | | |
| No. of participant opportunities\* (in-house) |  |  | 164 |  |
| No. of participant opportunities\* (outreach) |  |  |  |  |
| No. of school’s engagement opportunities\* (in-house) |  |  | 6 |  |
| No. of school’s engagement opportunities\* (outreach) |  |  |  |  |
| No. of artist development opportunities\* (in-house) |  |  | 28 |  |
| No. of artist development opportunities\* (outreach) |  |  |  |  |
| No. of staff training opportunities\* (in-house) |  |  | 4 |  |
| No. of staff training opportunities\* (outreach) |  |  |  |  |
| No. of opportunities exploring history / heritage |  |  | 15 |  |
| No. of opportunities to build historical / heritage-based skills or knowledge |  |  |  |  |
| No. of accessible learning and participation activities |  |  |  |  |

**In the table below, please enter the total number of activities delivered by your organisation for each quarter of 2016 by location.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Q1 JAN-MAR** | **Q2 APR-JUN** | **Q3 JUL-SEP** | **Q4 OCT-DEC** |
| **ACTIVITY VENUES/LOCATIONS** | | | | |
| No. of activities delivered in your own venue  (if applicable) |  |  | N/A |  |
| No. of activities delivered elsewhere in HU1 – HU9 |  |  | 36 |  |
| No. of activities delivered outside of HU1 – HU9 |  |  |  |  |

**(Jenny HC – in No of activities I’ve counted the festival as one activity and the workshops/participatory activities as 1 for each workshop)**

1. **YOUR PEOPLE IN 2016**

**In the table below, please enter the number of staff in your organisation (as of 31 December 2016), in each of the job roles / departments listed. Where rows are not applicable, please leave blank.**

|  |  |  |
| --- | --- | --- |
|  | **AT END OF 2016** | **NO. FROM  HU1 – HU9** |
| **ORGANISATION** |  |  |
| **CORE CREATIVE TEAM (IN-HOUSE)** |  |  |
| (Artistic) Director | 1 | 1 |
| Producer | 1 | 1 |
| Other Production |  |  |
| Curator |  |  |
| Conservators |  |  |
| Archivists |  |  |
| Other Curatorial |  |  |
| Other Creative |  |  |
| **OTHER** |  |  |
| Executive Director | 1 |  |
| Researchers |  |  |
| Marketing & Communications |  |  |
| Learning & Participation |  |  |
| Development |  |  |
| Finance | 1 |  |
| Technical & Operations |  |  |
| Admin | 1 |  |
| Front of House |  |  |
| Other staff |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **TOTAL 2016** |  |  | **TOTAL 2016** |
| **AGE GROUPS** | |  | **DISABILITY/LONG TERM ILLNESS** | |
| 16-17 years |  |  | Yes – limited a lot |  |
| 18-19 years |  |  | Yes – limited a little | 1 |
| 20-24 years |  |  | No |  |
| 25-29 years |  |  | Prefer not to say |  |
| 30-34 years | 1 |  | **CONDITIONS** | |
| 35-39 years | 1 |  | Learning disability |  |
| 40-44 years | 2 |  | Long-term illness/condition | 1 |
| 45-49 years | 1 |  | Sensory impairment |  |
| 50-54 years |  |  | Mental Health condition |  |
| 55-59 years |  |  | Physical impairment |  |
| 60-64 years |  |  | Cognitive impairment |  |
| 65-69 years |  |  | Other |  |
| 70-74 years |  |  | **ETHNICITY** |  |
| 75+ years |  |  | Welsh/English/Scottish/Northern Irish/British | 4 |
| Prefer not to say |  |  | Irish |  |
| **GENDER** | |  | Gypsy or Irish Traveller |  |
| Male | **1** |  | Any other White background |  |
| Female | 4 |  | White and Black Caribbean |  |
| Transgender |  |  | White and Black African |  |
| Gender non-conf |  |  | White and Asian |  |
| Prefer not to say |  |  | Any other Mixed/multiple ethnic background | 1 |
|  |  |  | Indian |  |
| **In the tables on this page, please enter the number of staff in your organisation for 2016, who fall into each of the equal opportunities categories listed. If you do not know we recommend asking all current staff to complete the Equal Opportunities Form in the Hull 2017 Toolkit.** |  |  | Pakistani |  |
|  |  |  | Bangladeshi |  |
|  |  |  | Chinese |  |
|  |  |  | Any other Asian background |  |
|  |  |  | African |  |
|  |  |  | Caribbean |  |
|  |  |  | Any other Black/African/Caribbean background |  |
|  |  |  | Arab |  |
|  |  |  | Any other ethnic group |  |
|  |  |  | Prefer not to say |  |

1. **EXAMPLE ACTIVITY IN 2016**

**Pick an example project / activity delivered by your organisation in 2016 (that might be similar to your Hull 2017 project). In the table below, please enter the number of people contracted to make this production / exhibition happen. The totals provided below should not include your core team who have already been entered in section ii. YOUR PEOPLE IN 2016.**

**Some roles / work areas have been provided. However, please insert new roles into the table for anything not accounted for.**

|  |  |  |
| --- | --- | --- |
|  | **AT END OF 2016** | **NO. FROM  HU1 – HU9** |
| **ORGANISATION** |  |  |
| **CORE CREATIVE TEAM (PRODUCTION / EXHIBITION SPECIFIC)** | | |
| Co-Director |  |  |
| Co-Producer |  |  |
| Other Production | 1 | 1 |
| Artist / Performer | 16 |  |
| Co-Curator |  |  |
| Stage Manager | 1 | 1 |
| **OTHER** |  |  |
| [Insert others here] |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **TOTAL**  **2016** |  |  | **TOTAL 2016** |
| **AGE GROUPS** | |  | **DISABILITY/LONG TERM ILLNESS** | |
| 16-17 years |  |  | Yes - limited a lot |  |
| 18-19 years |  |  | Yes – limited a little |  |
| 20-24 years | 1 |  | No | 2 |
| 25-29 years |  |  | Prefer not to say |  |
| 30-34 years | 1 |  | **CONDITIONS** | |
| 35-39 years |  |  | Learning disability |  |
| 40-44 years |  |  | Long-term illness/condition |  |
| 45-49 years |  |  | Sensory impairment |  |
| 50-54 years |  |  | Mental Health condition |  |
| 55-59 years |  |  | Physical impairment |  |
| 60-64 years |  |  | Cognitive impairment |  |
| 65-69 years |  |  | Other |  |
| 70-74 years |  |  | **ETHNICITY** |  |
| 75+ years |  |  | Welsh/English/Scottish/Northern Irish/British | 2 |
| Prefer not to say |  |  | Irish |  |
| **GENDER** | |  | Gypsy or Irish Traveller |  |
| Male |  |  | Any other White background |  |
| Female | 2 |  | White and Black Caribbean |  |
| Transgender |  |  | White and Black African |  |
| Gender non-conf |  |  | White and Asian |  |
| Prefer not to say |  |  | Any other Mixed/multiple ethnic background |  |
|  |  |  | Indian |  |
|  | **In the tables on this and the following page, please enter the number of people contracted to make this production / exhibition happen, who fall into each of the equal opportunities categories listed. If you do not know please leave this blank.** |  | Pakistani |  |
|  |  |  | Bangladeshi |  |
|  |  |  | Chinese |  |
|  |  |  | Any other Asian background |  |
|  |  |  | African |  |
|  |  |  | Caribbean |  |
|  |  |  | Any other Black/African/Caribbean background |  |
|  |  |  | Arab |  |
|  |  |  | Any other ethnic group |  |
|  |  |  | Prefer not to say |  |

1. **AUDIENCES IN 2016**

**In the table below, please enter the total number of audiences for your organisation in 2016.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Q1 JAN-MAR** | **Q2 APR-JUN** | **Q3 JUL-SEP** | **Q4 OCT-DEC** | **% FROM  HU1 – HU9** |
| Number of audience members\* (in-house) |  |  |  | 72893 | 54% |
| Number of audience members on tour |  |  |  |  | % |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **% - 2016** |  |  | **% - 2016** |
| **AGE GROUPS - AUDIENCES** | |  | **DISABILITY/LONG TERM ILLNESS – AUDIENCES** | |
| 0-2 years |  |  | Yes - limited a lot |  |
| 3-5 years |  |  | Yes – limited a little | 9% for the above highlighted categories |
| 6-10 years |  |  | No |  |
| 11-15 years |  |  | Prefer not to say |  |
| 16-17 years |  |  | **CONDITIONS – AUDIENCES (NON-MANDATORY)** | |
| 18-19 years |  |  | Learning disability |  |
| 20-24 years |  |  | Long-term illness/condition |  |
| 25-29 years |  |  | Sensory impairment |  |
| 30-34 years | 34% for all of the above highlighted categories |  | Mental Health condition |  |
| 35-39 years |  |  | Physical impairment |  |
| 40-44 years |  |  | Cognitive impairment |  |
| 45-49 years |  |  | Other |  |
| 50-54 years | 41% for all of the above categories | **If you collected this data, then please enter the % of your audience in each of the equal opportunities categories shown in the tables on this and the following page. If you did not collect this data then please leave blank.** |  |  |
| 55-59 years |  |  |  |  |
| 60-64 years |  |  |  |  |
| 65-69 years |  |  |  |  |
| 70-74 years |  |  |  |  |
| 75+ years | 33% for all of the above categories |  |  |  |
| Prefer not to say |  |  |  |  |
| **GENDER - AUDIENCES** | |  |  |  |
| Male | 50% |  |  |  |
| Female | 50% |  |  |  |
| Transgender |  |  |  |  |
| Gender non-conf |  |  |  |  |
| Prefer not to say |  |  |  |  |

|  |  |
| --- | --- |
|  | **% - 2016** |
| **ETHNICITY - AUDIENCES** | |
| Welsh/English/Scottish/Northern Irish/British | 93% |
| Irish |  |
| Gypsy or Irish Traveller |  |
| Any other White background | 4% |
| White and Black Caribbean |  |
| White and Black African |  |
| White and Asian |  |
| Any other Mixed/multiple ethnic background | 4% |
| Indian |  |
| Pakistani |  |
| Bangladeshi |  |
| Chinese |  |
| Any other Asian background |  |
| African |  |
| Caribbean |  |
| Any other Black/African/Caribbean background |  |
| Arab |  |
| Any other ethnic group |  |
| Prefer not to say |  |

1. **TICKETS IN 2016**

**In the table below, please enter any details you have on ticket sales, booking trends, and friends schemes in 2016. If you do not have this data, please leave blank.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Q1 JAN-MAR** | **Q2 APR-JUN** | **Q3 JUL-SEP** | **Q4 OCT-DEC** | **% FROM  HU1 – HU9** |
| **TICKET SALES** | | | | | |
| No. of full price tickets sold |  |  | 484 |  | % |
| No. of concessionary tickets sold |  |  | 251 |  | % |
| No. of free tickets issued |  |  |  |  | % |
| Value of all ticket sales | £ | £ | £9831 | £ | % |
| **BOOKING TRENDS %** | | | | | |
| % by Telephone | % | % | % | % | % |
| % by Counter | % | % | % | % | % |
| % by Website | % | % | 100% | % | % |
| % by Post | % | % | % | % | % |
| % by Agency | % | % | % | % | % |
| ONLINE TICKET SALES | | | | | |
| No. of tickets sold online |  |  | 735 |  | % |
| Value of tickets sold online | £ | £ | £9831 | £ | % |
| FRIENDS/MEMBERSHIP | | | | | |
| New memberships |  |  |  |  | % |
| Membership renewals |  |  |  |  | % |
| No. of tickets purchased by members |  |  |  |  | % |
| Value of tickets bought by members | £ | £ | £ | £ | % |

1. **PARTICIPANTS IN 2016**

**In the table below, please enter the total number of participants for your organisation in 2016.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Q1 JAN-MAR** | **Q2 APR-JUN** | **Q3 JUL-SEP** | **Q4 OCT-DEC** | **% FROM  HU1 – HU9** |
| Number of participants\*  (in-house) |  |  | 164 |  | % |
| Number of participants (outreach) |  |  |  |  | % |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **% - 2016** |  |  | | | **% - 2016** |
| **AGE GROUPS - PARTICIPANTS** | |  | **DISABILITY/LONG TERM ILLNESS - PARTICIPANTS** | | | |
| 0-2 years |  |  | Yes - limited a lot | | |  |
| 3-5 years |  |  | Yes – limited a little | | |  |
| 6-10 years |  |  | No | | |  |
| 11-15 years |  |  | Prefer not to say | | |  |
| 16-17 years | 13 |  | **CONDITIONS – PARTICIPANTS (NON-MANDATORY)** | | | |
| 18-19 years |  |  | Learning disability | | |  |
| 20-24 years | 36 for the above two highlighted catergories |  | Long-term illness/condition | | |  |
| 25-29 years |  |  | Sensory impairment | | |  |
| 30-34 years | 21 for the above highlighted categories |  | Mental Health condition | | |  |
| 35-39 years |  |  | Physical impairment | | |  |
| 40-44 years |  |  | Cognitive impairment | | |  |
| 45-49 years |  |  | Other | | |  |
| 50-54 years | 59for the above highlighted categories | **If you collected this data, then please enter the % of your participants in each of the equal opportunities categories shown in the tables on this and the following page. If you did not collect this data then please leave blank.** | **If you collected this data, then please enter the % of your participants in each of the equal opportunities categories shown in the tables on this and the following page. If you did not collect this data then please leave blank.** | | |  |
| 55-59 years |  |  |  | | |  |
| 60-64 years |  |  |  | | |  |
| 65-69 years |  |  |  | | |  |
| 70-74 years |  |  |  | | |  |
| 75+ years |  |  |  | | |  |
| Prefer not to say | 35 for the above highlighted categories |  |  | | |  |
| **GENDER - PARTICIPANTS** | |  |  | | |  |
| Male | 52 |  |  | | |  |
| Female | 109 |  |  | | |  |
| Transgender | 1 |  |  | | |  |
| Gender non-conf | 2 |  |  | | |  |
| Prefer not to say |  |  |  | | |  |
|  |  |  |  | | |  |
|  | | | | **% - 2016** |
| **ETHNICITY** | | | |  |
| Welsh/English/Scottish/Northern Irish/British | | | | 85 |
| Irish | | | |  |
| Gypsy or Irish Traveller | | | |  |
| Any other White background | | | | 4.8 |
| White and Black Caribbean | | | |  |
| White and Black African | | | | 1.2 |
| White and Asian | | | | 1.8 |
| Any other Mixed/multiple ethnic background | | | | 1.8 |
| Indian | | | |  |
| Pakistani | | | |  |
| Bangladeshi | | | |  |
| Chinese | | | |  |
| Any other Asian background | | | |  |
| African | | | | 1 |
| Caribbean | | | |  |
| Any other Black/African/Caribbean background | | | |  |
| Arab | | | |  |
| Any other ethnic group | | | | 1 |
| Prefer not to say | | | | 3.6 |

1. **DIGITAL IN 2016**

**In the tables below, please enter any website and social media statistics you have for your organisation in 2016.**

|  |  |  |  |
| --- | --- | --- | --- |
| **WEBSITE** | **TOTAL PAGE VIEWS** | **UNIQUE PAGE VIEWS** | **AVERAGE TIME ON WEBSITE** |
| Freedomfestival.co.uk | **406,780** | **84934** | **2:33** |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **SUBSCRIBERS AT START OF 2016** | **SUBSCRIBERS AT END OF 2016** | **CLICK THROUGHS IN 2016** |
| E-newsletter subscribers |  |  |  |
| SMS subscribers |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **LIKES/FOLLOWERS/ SUBCRIBERS AT START 2016** | **LIKES/FOLLOWERS/ SUBSCRIBERS AT END OF 2016** | **IMPRESSIONS ON POSTS IN 2016** | **ENGAGEMENTS WITH POSTS IN 2016** |
| Facebook |  |  |  |  |
| Twitter |  |  |  |  |
| Instagram |  |  |  |  |
| Other |  |  |  |  |

**DEFINITIONS**

* **Followers include:** Facebook Page Likes / Profile Friends; Twitter Followers; YouTube Subscribers; etc.
* **Impressions:** impressions (“views”) of Facebook posts; impressions (“views”) of Twitter tweets; views of YouTube videos on your channel; etc.
* **Engagements:** Facebook posts, likes, shares, comments; Twitter tweets, retweets, likes; YouTube shares, comments; etc.

1. **PARTNERS IN 2016**

**In the tables below, please enter data on the partnerships your organisation had in 2016.**

|  |  |  |
| --- | --- | --- |
|  | **TOTAL BASED IN HU1 – HU9 IN 2016** | **TOTAL BASED OUTSIDE**  **HU1 – HU9 IN 2016** |
| **PARTNER TYPE** | | |
| Artistic partner (e.g. theatre, art gallery, music venue) | 2 | 4 |
| Heritage partner (e.g. museum, archive) | 1 |  |
| Funder (e.g. Arts Council England, business, private trust) | 9 | 4 |
| Public Sector partner (e.g. libraries, GPs) | 2 |  |
| Voluntary sector partner (e.g. community group, charity) | 3 |  |
| Education (e.g. school, college, university) | 3 |  |
| Other |  |  |
| **PARTNERSHIP STAGE** | | |
| Number of new partnerships established in 2016 | 2 | 4 |
| Number of existing partners retained in 2016 | 18 | 4 |