**PROJECT OVERVIEW – Larkin: New Eyes Each Year**

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| **NAME OF PROJECT** | **Larkin: New Eyes Each Year** |
| **PROJECT START - FINISH DATES** | **05/07/2016 – 31/12/2017** |
| **PROJECT LIVE DATES** | **05/07/2017 – 01/10/2017** |
| **COC PROJECT LEAD** | **Cian Smyth** |
| **PROJECT SUMMARY**  | It's proposed that Hull UK City of Culture 2017, The Philip Larkin Society and the University of Hull will work together to present an exhibition on Philip Larkin, poet, librarian, novelist, jazz critic and photographer at the Brynmore Jones Exhibition Centre, University of Hull between July - October 2017. The exhibition will take a biographical approach to the artist, putting his work into context. Focussing on unseen letters, photography, jazz, his librarianship and his poetry, the exhibition will be developed for a new audience to Larkin and present his work in a new and exciting way supplemented by a programme of activity inviting high profile artists to respond to his work and the exhibition. |
| **TARGET AUDIENCES**  | * **Hull Residents**
* **University Campus Users**
* **Regional/National/International Visitors with Interest in Larkin**
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| **CORE PROJECT TEAM** | * Niccy Hallifax
* *(Henri Duckworth)*
* Cian Smyth
* Laura Beddows
* *(Hannah Williams Walton)*
* Jenny Hutt
* Sarah Moor
* Eleanor Churchill
* Ben McKnight
* Siana-Mae Heppell Secker
 |
| **ARTISTS** | * Anna Farthing (curator)
* Craig Oldham (designer)
* James Orwin
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| **HERITAGE PARTNERS** | * The Philip Larkin Society
* Hull History Centre
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| **DELIVERY PARTNERS** | * The Philip Larkin Society
* Hull History Centre
* University of Hull
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| **PROJECT SPECIFIC AIMS/OBJECTIVES TO MEASURE**  | **Develop an exhibition which presents Larkin’s work in a new and exciting way supplemented by a programme of activity which invites high profile artists to respond to his work and the exhibition*** Develop new audiences for literature exhibitions in Hull
* Display a previous unseen Larkin archive in order to enhance awareness of Larkin in Hull
* Develop and support new creative partnerships in the city
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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

**Develop the cultural sector*** Develop the city's cultural infrastructure through capacity building and collaborative work undertaken by/with Hull 2017 and its partners

**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 Count
* Audience Surveys
* Core Team Survey
* Creative Partners Survey
* Focus groups with exhibition attendees (those who learnt a lot about Larkin split by whether this was first time or not)
* Media Monitoring
* Citywide Residents Survey (2018)
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**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  |
| Develop an exhibition which presents Larkin’s work in a new and exciting way supplemented by a programme of activity which invites high profile artists to respond to his work and the exhibition | Develop new audiences for literature exhibitions in Hull | Proportion of audience members who agree or strongly agree that the exhibition has introduced them to literature exhibitions for the first time. | Audiences | Audience Survey | Ongoing Jul 2017 – Oct 2017 | Staff Time | Pippa Gardner |
| Display a previous unseen Larkin archive in order to enhance awareness of Larkin in Hull | Proportion of audience members who report increase in knowledge about Larkin history or heritage | Audiences | Audience Survey | Ongoing Jul 2017 – Oct 2017 | Staff Time | Pippa Gardner |
| Develop and support new creative partnerships in the city | Identification of the successes and challenges of collaborating on this project  | Core Team and Creative Partners | Core Team SurveyCreative and Delivery Partners Survey | August 2017August 2017  | Staff Time  | Pippa Gardner |
| Proportion of respondents who agree or strongly agree that they would work on a similar partnership project again in the future | Creative Partners | Creative and Delivery Partners Survey | August 2017 | Staff Time | Pippa Gardner |

**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 exhibition is open | University of Hull/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 | Ongoing Jul 2017 – Oct 2017 | Staff Time | Pippa Gardner |
| Improving understanding and appreciation of Hull’s heritage | Proportion of audience members who report increase in knowledge about Larkin history or heritage | Audiences | Audience Survey | Ongoing Jul 2017 – Oct 2017 | Staff Time | Pippa Gardner |
|  |  | Heritage outcomes from exhibition | Audiences, Artists, Project Team | Audience Focus Groups, Artist Survey, Project Team Survey | August 2017 | Staff Time | Pippa Gardner |
| **Develop audiences** | Increase total audiences for Hull's arts, cultural and heritage offer   | No. of exhibition audience members | University of Hull | Audience Counts | Ongoing Jul 2017 – Oct 2017 | Staff Time | 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 | Ongoing Jul 2017 – Oct 2017 | Staff Time | Pippa Gardner |
| Increase the diversity of audiences for Hull’s arts and heritage offer  | Diversity of audience members  | Audiences | Audience Survey | Ongoing Jul 2017 – Oct 2017 | Staff Time | Pippa Gardner |
| Proportion of audiences coming from areas of low engagement in the arts  | Audiences | Postcode Mapping (From Audience Surveys) | Ongoing Jul 2017 – Oct 2017 | Staff Time | Pippa Gardner |
| **Develop the cultural sector** | Develop the city's cultural infrastructure through capacity building and collaborative work undertaken by/with Hull 2017 and its partners  | See Outputs and Outcomes for ‘Develop and support new creative partnerships in the city’  |  - |  -  |  - |  - |  - |
| **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 | Jan 2018 | Staff TimeMarket Research Agency | 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 | Jan 2018 | Staff TimeMarket Research Agency | 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 | Ongoing Jul 2017 – Oct 2017 | Staff Time | Pippa Gardner |
| Deliver economic benefits for the city and city region | Economic impact of exhibition audiences | Audiences | Audience Survey | Ongoing Jul 2017 – Oct 2017 | Staff Time | 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 activities “…were an enjoyable experience.” | Audiences | Audience Survey | Ongoing Jul 2017 – Oct 2017 | Staff Time | Pippa Gardner |
| Increase levels of confidence and community cohesion among local audiences and participants  | Proportion of audience members and participants who agree or strongly agree that the exhibition “has enabled me to interact with people I wouldn’t usually interact with.’  | Audiences | Audience Surveys | Ongoing Jul 2017 – Oct 2017 | Staff Time | Pippa Gardner |