**HULL 2017: EVALUATION ARCHITECTURE**

**IMPACT AREAS**

Partnerships, Development & Legacy (PDL)

Arts & Culture

(A&C)

Society & Wellbeing

(S&W)

Place making

(P)

Economy

(E)

Overarching evaluation: outcomes and impacts

**The overarching evaluation will be based on the M&E Framework, which has been designed in response to the Hull 2017 Logic Model**

**In addition to the overarching evaluation, but subject to resources, a number of in-depth evaluations have been identified**

High

**Visits Influenced by Hull 2017:**

**Process, Impact & Legacy**

(Impact domains: A&C; P; E; PDL)

**Audience Development: From Data to Digital**

(Impact domains: A&C; E; S&W; PDL)

**Media Impact Assessment: Changing press, broadcast and social media narratives for Hull**

(Impact domains: all)

Low

**The Impact of Hull 2017 on the Public Realm**

(Impact domains: all)

**A World-Class Volunteer Experience:  
Process, Impact & Legacy**(Impact domains: all)

**Raising Aspirations and Learning   
via Culture & Heritage**  
 (Impact domains: A&C; E; S&W; PDL)

**The Guide to UK City of Culture**(Impact domains: all)

**Transformation of Quality of Life:  
Culture, Health & Wellbeing**(Impact domains: all)

Medium

**The Evolution of Hull & East Riding’s Cultural Economy: Capacity Building & Programme**(Impact domains: all)

**Wish List of Detailed Evaluation Linked to Impact Areas – Ranked**