**PROJECT OVERVIEW – SLUNG LOW: *FLOOD***

|  |  |
| --- | --- |
| **NAME OF PROJECT** | **Slung Low: *Flood*** |
| **PROJECT START - FINISH DATES** | **11 May 2016 - ??/??/2017** |
| **PROJECT LIVE DATES** | **Part 1: Prologue (27 February 2016 – 4 March Airstream Tour; 27 February – indefinite online) – short film****Part 2: Abundance (11 April - 15 April 2017) – live play****Part 3: To the Sea (Summer 2017) – live play on BBC TV****Part 4: New World (October 2017) – live play** |
| **COC PROJECT LEAD** | **Martin Green** |
| **PROJECT SUMMARY**  | Flood is an extraordinary year-long epic commissioned for Hull 2017 that will be told online, live in Hull and on BBC television. It is created by the ground-breaking Leeds-based theatre company Slung Low, directed by artistic director Alan Lane and written by award-winning playwright James Phillips.One day it starts to rain and no-one knows why. And it doesn’t stop. Far out on the North Sea a fisherman raises a girl in his net, miraculously alive from the deep sea. Is she one of the migrants now washing up on English shores? Or someone sent for some higher purpose? |
| **TARGET AUDIENCES - ATTENDERS** | * Residents of Victoria Dock
* Disabled audiences
* General audience (or are there other target communities, e.g. schools, young people, older people, BAME groups,)
 |
| **TARGET AUDIENCES - PARTICIPANTS**  | * Residents of Victoria Dock
* Part 2: Hull 2017 Volunteers – general (or specific?)
* Part 4: Hull 2017 Volunteers and wider general public (or specific?)
 |
| **CREATIVE CORE TEAM** | * Martin Green (Executive Producer, Hull 2017)
* Lindsey Alvis (Producer, Hull 2017)
* Martin Atkinson (Assistant Producer, Hull 2017)
* [Insert key leads at Slung Low and Job Title]
* Alan Lane (Director)
* James Phillips (Writer)
* [Insert any others that are missing]
 |
| **CAST MEMBERS / ARTISTS** | * Professional cast
* Community cast (Hull 2017 Volunteers and wider general public)
 |
| **DELIVERY PARTNERS****(IF APPLICABLE)** | * BBC – who are key individuals?
* The Space - who are key individuals?
* Hull 2017 Digital Team (David Watson)
* Hull 2017 Volunteering Team (Anna Route)
* Hull 2017 Monitoring & Evaluation Team (Elinor Unwin & Pippa Gardner)
* Any other key partners?
 |
| **PROJECT SPECIFIC OBJECTIVES/ OUTPUTS TO MEASURE**  | * Scale up the artistic work of Slung Low to produce a long-running site specific theatrical production for Hull 2017
* Slung Low to develop skills and confidence in online digital engagement, film-making and broadcast
* Engage the residents of Victoria Dock, through Slung Low being in-residence throughout the project
* Produce a short film (prologue) and tour this around the city
* Create two high quality pieces of live outdoor/ site specific performance
* Create a live performance for TV
* Create intervening online content to build character profiles
* Ensure that all four pieces of work connect with one another
* Provide captioning and wheelchair access at all live performances – please expand on access provision here
* Engage a large community cast in the live/outdoor site specific performances (is there a target number and / or specific communities that you want to reach?)
* To challenge attitudes and behaviours on the issue of immigration (do you want this included?)
* Slung Low and Hull 2017 to share project learnings and expertise with Ambition for Excellence Consortium
* Slung Low to offer a Producer placement to local cultural sector partner (Martin mentioned Mungo worked with them for a time)
* Encourage local suppliers and freelancers to engage with tender opportunities for Slung Low – suggestion, but remove if not true
 |
| **HULL 2017 STRATEGIC OBJECTIVES THAT THE PROJECT IS CONTRIBUTING TO** | * 365-day cultural programme that is ‘of the city’ yet outward looking, including 60 commissions – do we class this as 1 or 4 commissions?
* Increase total audiences for Hull’s art, 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 city’s cultural infrastructure through capacity building and collaborative work
* 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 it to others
* Improve positive attitudes towards Hull as a place to live, study, visit and do business
* Increase visitor numbers to Hull
* Delivering economic benefits to the city and the city region
* Engage volunteers from Hull and beyond
* 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
* Delivery of training and development opportunities to local residents through arts and culture initiatives
* Ensure partners are satisfied with their Hull 2017 partnership experience
 |

**PROJECT MONITORING & EVALUATION PLAN – SLUNG LOW: *FLOOD***

| **OBJECTIVES**  | **WHAT YOU WANT TO KNOW:** **OUTPUTS AND OUTCOMES**  | **STAKEHOLDERS:** **WHO YOU’LL GATHER INFORMATION FROM**  | **SOURCES OF DATA COLLECTION:****WHAT METHODS WILL YOU USE TO COLLECT YOUR EVIDENCE?** | **TIMING OF DATA COLLECTION:****WHEN WILL YOU GATHER INFORMATION?** | **DATA COLLECTION:****PERSON (S) RESPONSIBLE**  |
| --- | --- | --- | --- | --- | --- |
| **Project Specific*** Scale up the artistic work of Slung Low to produce a long-running site specific theatrical production for Hull 2017
* Slung Low to develop skills and confidence in online digital engagement, film-making and broadcast
* Engage the residents of Victoria Dock, through Slung Low being in-residence throughout the project
* Produce a short film (prologue) and tour this around the city
* Create two high quality pieces of live outdoor/ site specific performance
* Create a live performance for TV
* Create intervening online content to build character profiles
* Ensure that all four pieces of work connect with one another
* Provide captioning and wheelchair access at all live performances – please expand on access provision here if not all included
* Engage a large community cast in the live/outdoor site specific performances (is there a target number and / or specific communities that you want to reach?)
* To challenge attitudes and behaviours on the issue of immigration (do you want this included?)
* Slung Low and Hull 2017 to share project learnings and expertise with Ambition for Excellence Consortium
* Slung Low to offer placement(s) to local cultural sector partner (Martin mentioned Mungo worked with them for a time)
* Encourage local suppliers and freelancers to engage with tender opportunities for Slung Low – suggestion, but remove if not true

**Hull 2017 objectives this project will contribute to:*** 365-day cultural programme that is ‘of the city’ yet outward looking, including 60 commissions – do we class this as 1 or 4 commissions?
* Increase total audiences for Hull’s art, 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 city’s cultural infrastructure through capacity building and collaborative work
* 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 it to others
* Improve positive attitudes towards Hull as a place to live, study, visit and do business
* Increase visitor numbers to Hull
* Delivering economic benefits to the city and the city region
* Engage volunteers from Hull and beyond
* 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
* Delivery of training and development opportunities to local residents through arts and culture initiatives
* Ensure partners are satisfied with their Hull 2017 partnership experience
 | * Length of project (compared with previous projects delivered by Slung Low)
 | * Creative Core Team
* Slung Low
 | * Project Delivery Plan
* Creative Core Team Depth Interviews
 | * Ongoing
* TBC
 | * TBC
* External consultant
 |
| * Project budget (compared with previous projects delivered by Slung Low)
 | * Creative Core Team
* Slung Low
 | * Project Budget
* Creative Core Team Depth Interviews
 | * Ongoing
* TBC
 | * TBC
* Lindsey Alvis
* External consultant
 |
| * Record of activities delivered by Slung Low (identifying which activities are first-time activities for the company)
 | * Creative Core Team
 | * Project Monitoring Workbook
* Depth interviews
 | * Ongoing
* TBC
 | * Pippa Gardner
* Lindsey Alvis
* Slung Low
* External consultant
 |
| * New skills and knowledge acquired by Slung Low staff throughout the project
 | * Slung Low staff
 | * Creative Core Team Survey
* Creative Core Team Depth Interviews
 | * End of project
 | * External consultant
 |
| * Existing skills and knowledge further developed by Slung Low staff throughout the project
 | * Slung Low staff
 | * Creative Core Team Survey
* Creative Core Team Depth Interviews
 | * End of project
 | * External consultant
 |
| * Confidence level of Slung Low staff in delivering projects of a similar nature in future, with a particular focus on delivery of:
* Long-running projects
* Multi-part projects
* Multi-platform projects
 | * Slung Low staff
 | * Creative Core Team Survey
* Creative Core Team Depth Interviews
 | * End of project
 | * External consultant
 |
| * Intention of Slung Low staff to deliver projects of a similar nature in future
 | * Slung Low staff
 | * Creative Core Team Survey
* Creative Core Team Depth Interviews
 | * End of project
 | * External consultant
 |
| * New skills and knowledge acquired by other Creative Core Team members throughout the project
 | * Creative Core Team
 | * Creative Core Team Survey
* Creative Core Team Depth Interviews
 | * End of project
 | * External consultant
 |
| * Existing skills and knowledge further developed by other Creative Core Team members throughout the project
 | * Creative Core Team
 | * Creative Core Team Survey
* Creative Core Team Depth Interviews
 | * End of project
 | * External consultant
 |
| * Confidence level of other Creative Core Team members in delivering projects of a similar nature in future
 | * Creative Core Team
 | * Creative Core Team Survey
* Creative Core Team Depth Interviews
 | * End of project
 | * External consultant
 |
| * Number of Victoria Dock residents engaged as participants in the project
 | * TBC
 | * Participant Survey – Part 2
* Participant Survey – Part 4
 | * End of Part 2
* End of Part 4
 | * Hull 2017
* Fieldwork Agency
 |
| * Number of Victoria Dock residents interacting with Slung Low throughout the course of the project
 | * Slung Low
 | * TBC
* Audience Counts at Residents Association meetings attended (using clicker counter)
 | * Ongoing (dates TBC)
 | * Slung Low
 |
| * Number of Victoria Dock residents who come to see rehearsals of *Flood: Abundance (Part 2)* and *Flood: New World (Part 4)*
 | * TBC
 | * TBC
 | * 10 April
* Other dates TBC
 | * TBC
 |
| * Attitudes and behaviours of Victoria Dock residents towards Slung Low and project, during and after the project
 | * Victoria Dock Residents
 | * Community Consultation (exact methodology TBC)
 | * Ongoing (dates TBC)
* End of Project
 | * External consultant
 |
| * Impact on Victoria Dock residents of having Slung Low in-residence at Victoria Dock
 | * Victoria Dock Residents
 | * Community Consultation (exact methodology TBC)
 | * Ongoing (dates TBC)
* End of Project
 | * External consultant
 |
| * Script and storyboards for *Flood: From the Sea (Part 1)*
 | * TBC
 | * N/A
 | * End of Part 1
 | * TBC
 |
| * Final Edit of *Flood: From the Sea (Part 1)* – Digital File
 | * TBC
 | * N/A
 | * End of Part 1
 | * TBC
 |
| * Number and location of tour stops for *Flood: From the Sea (Part 1)*
 | * Slung Low
 | * Airstream Caravan Tour Schedule
 | * End of Part 1
 | * Slung Low
 |
| * Script of *Flood: Abundance (Part 2)*
 | * TBC
 | * N/A
 | * End of Part 2
 | * TBC
 |
| * Number of workshops and / or rehearsals of *Flood: Abundance (Part 2)*
 | * Slung Low
 | * Production Schedule
* Project Monitoring Workbook
 | * End of Part 2
 | * Pippa Gardner
* Lindsey Alvis
* Slung Lo
 |
| * Number of performances of *Flood: Abundance (Part 2)*
 | * Slung Low
 | * Production Schedule
* Project Monitoring Workbook
 | * End of Part 2
 | * Pippa Gardner
* Lindsey Alvis
* Slung Low
 |
| * Number of workshops and / or rehearsals of *Flood: To The Sea (Part 3)*
 | * Slung Low
 | * Production Schedule
* Project Monitoring Workbook
 | * End of Part 3
 | * Pippa Gardner
* Lindsey Alvis
* Slung Low
 |
| * Number of screenings of *Flood: To The Sea (Part 3)*
 | * BBC
 | * Project Monitoring Workbook
 | * End of Part 3
 | * Pippa Gardner
* Lindsey Alvis
* BBC
 |
| * Number of workshops and / or rehearsals of *Flood: New World (Part 4)*
 | * Slung Low
 | * Production Schedule
* Project Monitoring Workbook
 | * End of Part 4
 | * Pippa Gardner
* Lindsey Alvis
* Slung Low
 |
| * Number of performances of *Flood: New World (Part 4)*
 | * Slung Low
 | * Project Monitoring Workbook
 | * End of Part 4
 | * Pippa Gardner
* Lindsey Alvis
* Slung Low
 |
| * Number of clips / videos made for intervening online content
 | * Slung Low
* Hull 2017 Digital
 | * Project Monitoring Workbook
 | * Ongoing
 | * Pippa Gardner
* David Watson
* Slung Low
 |
| * Number profiles made for intervening online content
 | * Slung Low
* Hull 2017 Digital
 | * Project Monitoring Workbook
 | * Ongoing
 | * Pippa Gardner
* David Watson
* Slung Low
 |
| * Number of editorial pieces made for intervening online content
 | * Slung Low
* Hull 2017 Digital
 | * Project Monitoring Workbook
 | * Ongoing
 | * Pippa Gardner
* David Watson
* Slung Low
 |
| * Number of access provisions provided for each part of *Flood*
 | * Creative Core Team
 | * Project Monitoring Workbook
 | * End of Part 1
* End of Part 2
* End of Part 3
* End of Part 3
 | * Pippa Gardner
* Lindsey Alvis
* Slung Low
 |
| * Number of professional cast members for *Flood: Abundance (Part 2)*
 | * Slung Low
 | * Project Monitoring Workbook
* Contracts (?)
 | * End of Part 2
 | * Pippa Gardner
* Lindsey Alvis
* Slung Low
 |
| * Post code data for professional cast members for *Flood: Abundance (Part 2)*
 | * Slung Low
 | * Project Monitoring Workbook
* Contracts (?)
 | * End of Part 2
 | * Pippa Gardner
* Lindsey Alvis
* Slung Low
 |
| * Equal opportunities data on professional cast members for *Flood: Abundance (Part 2)*
 | * Slung Low
 | * Project Monitoring Workbook
* Contracts (?)
 | * End of Part 2
 | * Pippa Gardner
* Lindsey Alvis
* Slung Low
 |
| * Number of professional cast members for *Flood: New World (Part 4)*
 | * Slung Low
 | * Project Monitoring Workbook
* Contracts (?)
 | * End of Part 4
 | * Pippa Gardner
* Lindsey Alvis
* Slung Low
 |
| * Post code data for professional cast members for *Flood: New World (Part 4)*
 | * Slung Low
 | * Project Monitoring Workbook
* Contracts (?)
 | * End of Part 4
 | * Pippa Gardner
* Lindsey Alvis
* Slung Low
 |
| * Equal opportunities data on professional cast members for *Flood: New World (Part 4)*
 | * Slung Low
 | * Project Monitoring Workbook
* Contracts (?)
 | * End of Part 4
 | * Pippa Gardner
* Slung Low
 |
| * Number of Hull 2017 Volunteer cast members for *Flood: Abundance (Part 2)*
 | * Participants
 | * Better Impacts
* Project Monitoring Workbook
 | * End of Part 2
 | * Anna Route
* Pippa Gardner
 |
| * Post code data for Hull 2017 Volunteer cast members for *Flood: Abundance (Part 2)*
 | * Participants
 | * Better Impacts
* Participant Survey – Part 2
* Project Monitoring Workbook
 | * End of Part 2
 | * Anna Route
* Pippa Gardner
 |
| * Equal opportunities data Hull 2017 Volunteer cast members for *Flood: Abundance (Part 2)*
 | * Participants
 | * Better Impacts
* Participant Survey – Part 2
* Project Monitoring Workbook
 | * End of Part 2
 | * Anna Route
* Pippa Gardner
 |
| * Number of community cast members for *Flood: New World (Part 4)*: broken down by Hull 2017 Volunteers and general public (TBC)
 | * TBC
 | * Registration Forms
* Project Monitoring Workbook
 | * Sign up for Part 4
 | * Pippa Gardner
* Lindsey Alvis
* Slung Low
 |
| * Post code data for community cast members for *Flood: New World (Part 4)*
 | * Participants
 | * Registration Forms
 | * Sign up for Part 4
 | * Lindsey Alvis
* Slung Low
 |
| * Equal opportunities data on community cast members for *Flood: New World (Part 4)*
 | * Participants
 | * Registration Forms
 | * Sign up for Part 4
 | * Lindsey Alvis
* Slung Low
 |
| * Current attitudes towards immigration
 | * Participants
* Audiences
 | * Participant Survey – Part 2
* Audience Survey - Part 2
 | * End of Part 2
 | * Elinor Unwin
* Fieldwork Agency
 |
| * Post-project attitudes towards immigration
 | * Participants
* Audiences
 | * Participant Survey – Part 4
* Audience Survey - Part 4
 | * End of Part 4
 | * Elinor Unwin
* Fieldwork Agency
 |
| * Current behaviours towards immigrants
 | * Participants
* Audiences
 | * Participant Survey – Part 2
* Audience Survey - Part 2
 | * End of Part 2
 | * Elinor Unwin
* Fieldwork Agency
 |
| * Post-project attitudes towards immigrants
 | * Participants
* Audiences
 | * Participant Survey – Part 4
* Audience Survey - Part 4
 | * End of Part 4
 | * Elinor Unwin
* Fieldwork Agency
 |
| * Number of activities delivered for Ambition for Excellence Consortium linked to *Flood*
 | * Core Creative Team
 | * Project Monitoring Workbook
 | * Ongoing
 | * Pippa Gardner
* Cian Smyth
* Slung Low
 |
| * Number of placements for Hull-based sector professionals or emerging artists on *Flood*
 | * Core Creative Team
 | * Project Monitoring Workbook
 | * Ongoing
 | * Pippa Gardner
* Cian Smyth
* Slung Low
 |
| * Number of local suppliers (including freelancers) involved in the supply chain for *Flood*
 | * Core Creative Team
 | * Project Budget
* Project Monitoring Workbook
 | * Ongoing
 | * Pippa Gardner
* Cian Smyth
* Slung Low
 |
| * Arts Council England Quality Metrics rating of *Flood*
 | * Core Creative Team
* Peer Assessors
* Audiences
* Participants
 | * Creative Core Team Survey
* Creative Core Team Depth Interviews
* Peer Assessor Depth Interviews
* Audience Survey – Part 2
* Audience Survey – Part 4
* Audience Qual
* Participant Survey – Part 2
* Participant Survey – Part 4
* Participant Qual
 | * Now
* End of Part 2
* End of Part 4
 | * External Consultant
 |
| * Equal opportunities data on Core Creative Team
 | * Core Creative Team
 | * Equal opportunities form
* Project Monitoring Workbook
 | * Now
 | * Pippa Gardner
* Lindsey Alvis
* Slung Low
 |
| * Number of commissions within *Flood* project
 | * Core Creative Team
 | * Project Monitoring Workbook
 | * Ongoing
 | * Pippa Gardner
* Lindsey Alvis
* Slung Low
 |
| * Number of views of *Flood: From the Sea (Part 1) –* David, do we need to review all social media separately, or is this all captured just via YouTube?
 | * TBC
 | * TBC
 | * Ongoing
* End of Project
 | * *David Watson*
 |
| * Number of people who watched *Flood: From the Sea (Part 1)* via Airstream Caravan Tour
 | * Slung Low
 | * Project Monitoring Workbook
 | * End of Part 1
 | * Slung Low
 |
| * Ticket sales for *Flood: Abundance (Part 2)*
 | * Spektrix
 | * Box Office Report
 | * End of Part 2
 | * David Watson
 |
| * Viewing figures for *Flood: To The Sea (Part 3)*
 | * BBC
 | * TBC
 | * End of Part 3
 | * BBC (person?)
 |
| * Ticket sales for *Flood: New World (Part 4)*
 | * Spektrix
 | * Box Office Report
 | * End of Part 4
 | * David Watson
 |
| * Location stats for viewings of *Flood: From the Sea (Part 1) –* David, how detailed does this go, can we get it by city?
 | * YouTube (?)
 | * YouTube Analytics
 | * End of Part 1
* End of Project
 | * David Watson
 |
| * Audience post code data for those attending *Flood: Abundance (Part 2)*
 | * Audiences
 | * Audience Survey – Part 2
 | * End of Part 2
 | * Hull 2017
* Fieldwork Agency
 |
| * Location stats on *Flood: To The Sea (Part 3)*
 | * TBC
 | * TBC
 | * TBC
 | * BBC (person?)
 |
| * Audience post code data for those attending *Flood: New World (Part 4)*
 | * Audiences
 | * Audience Survey – Part 4
 | * End of Part 4
 | * Elinor Unwin
* Fieldwork Agency
 |
| * Equal opportunities data on audiences for *Flood: Abundance (Part 2)*
 | * Audiences
 | * Audience Survey – Part 2
 | * End of Part 2
 | * Elinor Unwin
* Fieldwork Agency
 |
| * Equal opportunities data on audiences for *Flood: New World (Part 4)*
 | * Audiences
 | * Audience Survey – Part 4
 | * End of Part 4
 | * Elinor Unwin
* Fieldwork Agency
 |
| * New skills and knowledge acquired by professional cast
 | * Professional cast
 | * Professional Cast Survey – Part 2
* Professional Cast Survey – Part 4
* Professional Cast - Qual
 | * End of Part 2
* End of Part 4
 | * Elinor Unwin
* External consultant
 |
| * Existing skills and knowledge further developed by professional cast
 | * Participants
 | * Professional Cast Survey – Part 2
* Professional Cast Survey – Part 4
* Professional Cast - Qual
 | * End of Part 2
* End of Part 4
 | * Elinor Unwin
* External consultant
 |
| * Confidence level of participants in taking part in arts projects
 | * Participants
 | * Professional Cast Survey – Part 2
* Professional Cast Survey – Part 4
 | * End of Part 2
* End of Part 4
 | * Elinor Unwin
* External consultant
 |
| * New skills and knowledge acquired by professional cast
 | * Participants
 | * Participant Survey – Part 2
* Participant Survey – Part 4
* Participant Qual
 | * End of Part 2
* End of Part 4
 | * Elinor Unwin
* Fieldwork Agency
 |
|  | * Existing skills and knowledge further developed by project participants
 | * Participants
 | * Participant Survey – Part 2
* Participant Survey – Part 4
* Participant Qual
 | * End of Part 2
* End of Part 4
 | * Elinor Unwin
* Fieldwork Agency
 |
| * Confidence level of participants in taking part in arts projects
 | * Participants
 | * Participant Survey – Part 2
* Participant Survey – Part 4
* Participant Qual
 | * End of Part 2
* End of Part 4
 | * Elinor Unwin
* Fieldwork Agency
 |
| * New skills and knowledge acquired by Ambition for Excellence Consortium
 | * Ambition for Excellence Consortium
 | * Post event feedback forms
 | * Post event
 | * Elinor Unwin
* Cian Smyth
 |
| * Existing skills and knowledge further developed by Ambition for Excellence Consortium
 | * Ambition for Excellence Consortium
 | * Post event feedback forms
 | * Post event
 | * Elinor Unwin
* Cian Smyth
 |
| * New skills and knowledge acquired by placement recipients
 | * Placement recipients
 | * Post placement feedback forms
 | * Post placement
 | * Elinor Unwin
* Cian Smyth
 |
| * Existing skills and knowledge further developed by placement recipients
 | * Placement recipients
 | * Post placement feedback forms
 | * Post placement
 | * Elinor Unwin
* Cian Smyth
 |
| * Confidence level of placement recipients in taking part in arts projects
 | * Placement recipients
 | * Post placement feedback forms
 | * Post placement
 | * Elinor Unwin
* Cian Smyth
 |
| * New skills acquired and knowledge by local organisations and freelancers supplying supply chain services
 | * Local organisations
* Freelancers
 | * Supplier & Freelancer Survey
 | * End of project
 | * Elinor Unwin
* Cian Smyth
 |
| * Existing skills and knowledge further developed by local organisations and freelancers supplying supply chain services
 | * Local organisations
* Freelancers
 | * Supplier & Freelancer Survey
 | * End of project
 | * Elinor Unwin
* Cian Smyth
 |
| * Confidence level of local organisations and freelancers supplying supply chain services in working on similar projects in future
 | * Local organisations
* Freelancers
 | * Supplier & Freelancer Survey
 | * End of project
 | * Elinor Unwin
* Cian Smyth
 |
| * Number of press release, TV and radio appearances
 | * Hull 2017 Comms
 | * TBC – Ben and Alix?
 | * Ongoing
 | * Ben McKnight
 |
| * Levels and messaging of media coverage across all channels (including social media)
 | * Gorkana
* Falcon
* Other (?)
 | * Media monitoring and analysis
* Social Media Analysis
 | * Ongoing
 | * PR Agency
* Ben McKnight
* Chris Marr
 |
| * Number of visitors (non-Hull residents) amongst audiences
 | * Participants
* Audiences
 | * Participant Survey – Part 2
* Audience Survey - Part 2
* Participant Survey – Part 4
* Audience Survey - Part 4
 | * End of Part 2
* End of Part 4
 | * Elinor Unwin
* Fieldwork Agency
 |
| * Audience spend on accommodation (staying visitors) and all other spend areas (all audiences)
 | * Participants
* Audiences
 | * Participant Survey – Part 2
* Audience Survey - Part 2
* Participant Survey – Part 4
* Audience Survey - Part 4
 | * End of Part 2
* End of Part 4
 | * Elinor Unwin
* Fieldwork Agency
 |
| * Perceptions of Hull at during the project and reasons for any changes since before project began
 | * Core Creative Team
* Delivery Partners
* Audiences
* Participants
* Residents of Victoria Dock
 | * Depth interviews
* Participant Survey – Part 2
* Audience Survey - Part 2
* Participant Survey – Part 4
* Audience Survey - Part 4
 | * End of Part 2
* End of Part 4
 | * Elinor Unwin
* External consultant
* Fieldwork Agency
 |
| * Perceptions of Hull at end of project and reasons for any changes
 | * Core Creative Team
* Delivery Partners
* Audiences
* Participants
* Residents of Victoria Dock
 | * Depth interviews
* Participant Survey – Part 2
* Audience Survey - Part 2
* Participant Survey – Part 4
* Audience Survey - Part 4
 | * End of Part 2
* End of Part 4
 | * Elinor Unwin
* External consultant
* Fieldwork Agency
 |
| * Level of enjoyment linked to the project
 | * Core Creative Team
* Delivery Partners
* Audiences
* Participants
* Residents of Victoria Dock
 | * Depth interviews
* Participant Survey – Part 2
* Audience Survey - Part 2
* Participant Survey – Part 4
* Audience Survey - Part 4
* Audience Qual
* Participant Qual
 | * End of Part 2
* End of Part 4
 | * Elinor Unwin
* External consultant
* Fieldwork Agency
 |
| * Perceived level of success against motivations to be involved amongst delivery partners
 | * Delivery Partners
 | * Delivery Partner Survey
* Delivery Partner Depth interviews
 | * End of Part 2
* End of project
 | * External consultant
 |
| * Attitudes towards project management and support provided by Hull 2017
 | * Core Creative Team (non-Hull 2017)
* Delivery Partners
 | * Creative Core Team Survey
* Creative Core Team Depth Interviews
* Delivery Partner Survey
* Delivery Partner Depth interviews
 | * End of Part 2
* End of project
 | * External consultant
 |