**PROJECT OVERVIEW – HUMBER STREET GALLERY**

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| **NAME OF PROJECT** | **Humber Street Gallery** |
| **PROJECT START - FINISH DATES** | **?** |
| **PROJECT LIVE DATES** | **3rd February 2017 – 31st December 2017** |
| **COC PROJECT LEAD** | **David Sinclair** |
| **PROJECT SUMMARY** | Our aim is to be forward-thinking in our choice of exhibitions, and to present the best of all aspects of art and design to our audience by including a range of contemporary visual fine art, design, fashion, photography and craft. Without losing our artistic integrity we often include a focus on popular culture and social history to broaden the appeal and accessibility of our exhibitions. We aim to ensure 64 Humber Street is a venue where people can learn, engage and become inspired. We want to create an environment that instils a sense of confidence, enjoyment, understanding and a desire to return again and again by providing an exhibitions programme that appeals to a wide cross-section of people regardless of age, background or ability. We hope to generate debate, expand boundaries and encourage change and development, both for those familiar with the arts and those new to this arena. Primarily serving as a showcase for major commissioned exhibitions and exhibitions and loans from established lenders. By creating strong working relationships with such institutions as the Tate, Magnum, Film and Video Umbrella and the Crafts Council. 64 Humber Street aims to enhance the quality of the visitor experience whilst also raising the profile as a credible venue for exhibitions of importance. Although we aim to be contemporary and forward-thinking in our choice of exhibitions and strive to raise the cultural aspirations of our audience, we also want to attract new audiences into the gallery environment and encourage lifelong learning amongst local people, visitors, educational groups and those already interested in the arts. For this reason we aim to present a programme of exhibitions that is relevant and accessible to all. |
| **TARGET AUDIENCES** | * Hull Residents * Regional, National and International Visitors * Children, Young People and Families * Older People (60+) * Self-identify as disabled * BME * NEET |
| **CORE PROJECT TEAM** | * Sam Hunt (Executive Producer) * David Sinclair (Curator) * Kate West * David Cleary * Louis Jones * (Gallery Assistant) * Jo Franklin * Marketing * Comms * Digital |
| **ARTISTS** | * Sarah Lucas (Power in Women: 3rd Feb-26th March) * Cosey Fanni Tutti (COUM Transmission: 3rd Feb – 22nd March) * Genesis P-Orridge (COUM Transmissions: 3rd Feb – 22nd March) * Simon Faithfull (Somewhere Becoming Sea: 8th April – 17th June) * Nikolaj Bendix Skyum Larsen (Somewhere Becoming Sea: 8th April – 17th June) * Layla Curtis (Somewhere Becoming Sea: 8th April – 17th June) * Ruth Maclennan (Somewhere Becoming Sea: 8th April – 17th June) * Gunnar Jonsson (Somewhere Becoming Sea: 8th April – 17th June) * Alec Finlay (Somewhere Becoming Sea: 8th April – 17th June) * Hanna Tuulikki (Somewhere Becoming Sea: 8th April – 17th June) * Lucy Orta (Somewhere Becoming Sea: 8th April – 17th June) * Jamie Reid (Where Are We Now Collage: 2nd June - TBC) * WORM (WORM – Mini Festival: 23rd -25th June) * Crafts Council (States of Play: 6th July – 25th September) * Lee Price (The House of Kings and Queens: 27th July – 23rd September) * Made North (British Road Signs: 2nd October – 29th October) * Magnum Photography (Portrait of a City: 14th October – 31st December) * Lee Karen Stow (Torn: 6th November – 31st December) * TBC (Young Travel Photographer of the Year: December) |
| **HERITAGE PARTNERS**  **(IF APPLICABLE)** | * Heritage explored in COUM, Torn and Portrait of a City exhibitions? |
| **DELIVERY PARTNERS** | * Phil Benson (Café/bar) * Danny Winter (Café/bar) * British Ports (Dead Bod) * Young Travel Photographer of the Year * TBC (Travel Photographer of the Year) |
| **PROJECT SPECIFIC AIMS/OBJECTIVES TO MEASURE** | * To achieve the diversification of the visual arts offer within the city, enabling greater balance across the programme.   + Deliver an exhibition programme which cuts across a range of genres including contemporary visual fine art, design, fashion, photography and craft.   + Bring internationally renowned artists to Hull, within a series of exhibitions which align to the four seasons of the overarching Hull 2017 UK City of Culture programme.   + Deliver an exhibition programme which is 'of Hull' and which documents and reflects upon the city's cultural past, present and future. * Ensure 64 Humber Street is a venue where people can engage with new forms of art and culture and raise their aspirations by generating debate, expanding boundaries and encouraging change and development, for artists and for both existing and new visual arts audiences.   + Provide opportunities for exhibiting artists to continue their professional development.   + Commission new works from artists with experience working with themes and contexts similar to those to be explored through the Humber Street Gallery exhibition programme.   + Through the 'Somewhere Becoming Sea' exhibition, raise awareness of issues surrounding migration, immigration and Brexit.   + Through the 'House of Kings and Queens' exhibition, raise awareness of LGBT issues in UK and Sierra Leone by marking the 50th anniversary of the partial decriminalisation of homosexuality in the UK and creating a representation of a previously undocumented community.   + Through the 'Torn' exhibition, deliver an alternative view on remembrance commemoration and raise awareness of the women responsible for the Poppy design.   + Through the 'COUM Transmissions' exhibition and associated live arts programme, deliver the first retrospective exhibition of COUM Transmissions and bring COUM's work to new audiences. * Create impact from capital investment, achieved through corporate partnerships and adopt a collaborative approach to the development of a live support programme for exhibitions.   + Foster partnership working with Magnum Photos and celebrate their 70th anniversary through the ‘Portrait of the City’ exhibition.   + Foster partnership working with Tate.   + Foster partnership working with the Crafts Council through the 'States of Play' exhibition. * Develop new and existing audiences and encourage lifelong learning amongst local people, visitors, educational groups and those already interested in the arts.   + Deliver a programme of exhibitions that is relevant, accessible to all and appeals to a wide cross-section of people regardless of age, background or ability. Local audience provided with a new arts and culture offer leading to new and greater engagement   + Without losing artistic integrity, broaden the appeal and accessibility of exhibitions including by adopting a focus on popular culture and social history   + Increase visitor audiences by promoting a contemporary art offer that previously didn’t exist in the city * Contribute directly to the repositioning of the Fruit Market and Humber Street as a cultural quarter.   + Invest directly in the local cultural infrastructure, through the creation of spaces in which new and touring commissions can be presented.   + Create economic impact through ticket sales and additional spend at food and beverage offer within the gallery and nearby.   + Create additional jobs in the local cultural and visitor economy sectors.   + Establish plans for the sustainability of Humber Street Gallery to exist beyond 2017. |
| **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 * Strengthen Hull and East Riding economy   + Increase visitor numbers to Hull   + Deliver economic benefits for the city and city region * Increase investment and regeneration   + Support new investment and regeneration in the city * 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 * Increase aspirations, abilities and knowledge of residents   + Engage with all Hull-based primary and secondary schools, providing all school age children with the opportunity to engage with arts and culture |

**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 achieve the diversification of the visual arts offer within the city, enabling greater balance across the programme. | Deliver an exhibition programme which cuts across a range of genres including contemporary visual fine art, design, fashion, photography and craft. | Range of artforms reported as included within the exhibition programme. | * Project Team * Artists | * Project team Interviews * Artist survey/interviews | * Midpoint/Endpoint * End of exhibitions | University Fellow time, Staff Time | Elinor Unwin |
|  | Bring internationally renowned artists to Hull, within a series of exhibitions which align to the four seasons of the overarching Hull 2017 UK City of Culture programme. | Extent to which the gallery programme responds to the four seasons of overarching Hull 2017 programme | * Project Team * Artists | * Project team Interviews * Artist survey/interviews | * Midpoint/Endpoint * End of exhibitions | University Fellow time, Staff Time | Elinor Unwin |
|  |  | Extent to which project team feel artists programmed have been 'internationally renowned' | * Project Team | * Project team Interviews | * Midpoint/Endpoint | University Fellow time, Staff Time | Elinor Unwin |
|  |  | Audiences, project team, artists and peers rate the exhibition programme as being of high quality | * Audiences * Project Team * Artists * Peer Assessors | * Follow Up CATI * Project Team Interviews * Artist Surveys/Interviews * Peer Assessors Surveys | * TBC * Midpoint/Endpoint * End of each exhibition * During each exhibition | Market Research Agency, University Fellow time,  Staff Time | Elinor Unwin |
|  | Deliver an exhibition programme which is 'of Hull' and which documents and reflects upon the city's cultural past, present and future. | Extent to which exhibition programme is felt to be 'of Hull' | * Audiences * Project Team * Artists * Peer Assessors | * Follow Up CATI * Project Team Interviews * Artist Surveys/Interviews * Peer Assessors Surveys | * TBC * Midpoint/Endpoint * End of each exhibition * During each exhibition | Market Research Agency, University Fellow time,  Staff Time | Elinor Unwin |
|  |  | Extent to which city's heritage explored through relevant exhibitions | * Project Team * Artists | * Project team Interviews * Artist survey/interviews | * Midpoint/Endpoint * End of exhibitions | University Fellow time, Staff Time | Elinor Unwin |
|  |  | Extent to which exhibition programme documents and reflects upon City of Culture status in 2017 | * Project Team * Artists | * Project team Interviews * Artist survey/interviews | * Midpoint/Endpoint * End of exhibitions | University Fellow time, Staff Time | Elinor Unwin |
| Ensure 64 Humber Street is a venue where people can engage with new forms of art and culture and raise their aspirations by generating debate, expanding boundaries and encouraging change and development, for artists and for both existing and new visual arts audiences. | Provide opportunities for exhibiting artists to continue their professional development. | # of artist development opportunities provided | * Project Team | * Project Monitoring workbook | * Ongoing | Staff Time | Pippa Gardner |
|  |  | Extent to which artists feel they have developed or gained new skills as a result of their involvement with the gallery | * Artists | * Artist survey/interviews | * End of exhibitions | University Fellow Time, Staff Time | Elinor Unwin |
|  | Commission new works from artists with experience working with themes and contexts similar to those to be explored through the Humber Street Gallery exhibition programme. | # of new commissions within the gallery programme | * Project Team | * Project Monitoring Workbook | * Ongoing | * Staff Time | Pippa Gardner |
|  |  | Reasons why commissioned artists selected for each commission | * Project Team | * Project team Interviews | * Midpoint/Endpoint | University Fellow time, Staff Time | Elinor Unwin |
|  | Through the 'Somewhere Becoming Sea' exhibition, raise awareness of issues surrounding migration, immigration and Brexit. | % of audiences aware of issues of migration, immigration and Brexit through the exhibition | * Audience | * Follow Up CATI | * TBC | Market Research Agency, Staff Time | Pippa Gardner |
|  |  | Extent to which artists and project team felt the exhibition successfully explored issues of migration, immigration and Brexit | * Project Team * Artists | * Project team Interviews * Artist survey/interviews | * Midpoint/Endpoint * End of exhibitions | University Fellow time, Staff Time | Elinor Unwin |
|  | Through the 'House of Kings and Queens' exhibition, raise awareness of LGBT issues in UK and Sierra Leone by marking the 50th anniversary of the partial decriminalisation of homosexuality in the UK and creating a representation of a previously undocumented community. | % of audiences aware of LGBT issues in UK and Sierra Leone, including the 50th Anniversary of the partial decriminalisation of homosexuality in the UK | * Audience | * In gallery Survey | * July – September 2017 | Market Research Agency, Staff Time | Pippa Gardner |
|  |  | Extent to which artists and project team feel exhibition successfully explored LGBT issues in UK and Sierra Leone | * Project Team * Artists | * Project team Interviews * Artist survey/interviews | * Midpoint/Endpoint * End of exhibitions | University Fellow time, Staff Time | Elinor Unwin |
|  | Through the 'Torn' exhibition, deliver an alternative view on remembrance commemoration and raise awareness of the women responsible for the Poppy design. | % of audiences aware of women responsible for the Poppy design | * Audience | * In gallery Survey | * July – September 2017 | Market Research Agency, Staff Time | Pippa Gardner |
|  |  | Extent to which artists and project team feel exhibition successfully provided an alternative view on remembrance | * Project Team * Artists | * Project team Interviews * Artist survey/interviews | * Midpoint/Endpoint * End of exhibitions | University Fellow time, Staff Time | Elinor Unwin |
|  | Through the 'COUM Transmissions' exhibition and associated live arts programme, deliver the first retrospective exhibition of COUM Transmissions and bring COUM's work to new audiences. | % of audiences experiencing COUM's work for the first time | * Audience | * In gallery Survey | * July – September 2017 | Market Research Agency, Staff Time | Pippa Gardner |
|  |  | Extent to which artists and project team feel exhibition successfully delivered first retrospective exhibition and introduced new audiences to COUM's work | * Project Team * Artists | * Project team Interviews * Artist survey/interviews | * Midpoint/Endpoint * End of exhibitions | University Fellow time, Staff Time | Elinor Unwin |
| Create impact from capital investment, achieved through corporate partnerships and adopt a collaborative approach to the development of a live support programme for exhibitions. | Foster partnership working with Magnum Photos and celebrate their 70th anniversary through the ‘Portrait of the City’ exhibition | Extent to which project team and delivery partners feel that partnership was successful | * Project Team * Delivery Partners | * Project Team interviews * Delivery Partners Interviews | * Midpoint/Endpoint * Midpoint/Endpoint | University Fellow Time | Elinor Unwin |
|  | Foster partnership working with Tate. | Extent to which project team and delivery partners feel that partnership was successful | * Project Team * Delivery Partners | * Project Team interviews * Delivery Partners Interviews | * Midpoint/Endpoint * Midpoint/Endpoint | University Fellow Time | Elinor Unwin |
|  | Foster partnership working with the Crafts Council through the 'States of Play' exhibition. | Extent to which project team and delivery partners feel that partnership was successful | * Project Team * Delivery Partners | * Project Team interviews * Delivery Partners Interviews | * Midpoint/Endpoint * Midpoint/Endpoint | University Fellow Time | Elinor Unwin |
| Develop new and existing audiences and encourage lifelong learning amongst local people, visitors, educational groups and those already interested in the arts. | Deliver a programme of exhibitions that is relevant, accessible to all and appeals to a wide cross-section of people regardless of age, background or ability. | # / % of audiences introduced to new artists for the first time | * Audiences | * In Gallery Survey | * July – September 2017 | Market Research Agency, Staff Time | Pippa Gardner |
|  |  | Diversity breakdown of audiences in comparison to demographic profile of the city | * Audiences | * In Gallery Survey | * July – September 2017 | Market Research Agency, Staff Time | Pippa Gardner |
|  | Without losing artistic integrity, broaden the appeal and accessibility of exhibitions including by adopting a focus on popular culture and social history | Extent to which focus on popular culture and social history was successful in broadening the appeal and accessibility of the exhibition programme | * Project Team * Artists | * Project team Interviews * Artist survey/interviews | * Midpoint/Endpoint * End of exhibitions | University Fellow time, Staff Time | Elinor Unwin |
|  | Increase visitor audiences by promoting a contemporary art offer that previously didn’t exist in the city | # of visitors to Hull attending Humber Street Gallery | Core Project Team | Beam Counters / Audience Survey | Ongoing | Beam Counter, Staff Time | Elinor Unwin |
|  |  | # of visitors to Hull citing Humber Street Gallery as the main reason for their visit | Audiences | Audience Survey | Ongoing | Tablets, Staff Time | Elinor Unwin |
| Contribute directly to the repositioning of the Fruit Market and Humber Street as a cultural quarter. | Invest directly in the local cultural infrastructure, through the creation of spaces in which new and touring commissions can be presented. | # of new commissions and touring exhibitions presented in the space. | Core Project Team | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
|  | Create economic impact through ticket sales and additional spend at food and beverage offer within the gallery. | Total ticket income and revenue from food and beverage offer. | Core Project Team | TBC | TBC | TBC | TBC |
|  | Create additional jobs in the local cultural and visitor economy sectors. | # of temporary and permanent jobs created. | Core Project Team | TBC | TBC | TBC | TBC |
|  | Establish plans for the sustainability of Humber Street Gallery to exist beyond 2017. | Existence of plans for Humber Street Gallery operations in 2018. | Core Project Team | Project Team Interviews | Midpoint/Endpoint | Staff time, University Fellow Time | Elinor Unwin, Nigel Morpeth |
|  |  | Extent to which plans are deemed viable and sustainable | Core Project Team | Project Team Interviews | Midpoint/Endpoint | Staff time, University Fellow Time | Elinor Unwin, Nigel Morpeth |

**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 | # days of events/exhibition programme delivered during 2017 | * Project Team | * Project Monitoring Workbook | * Ongoing | Staff Time | Pippa Gardner |
|  |  | # new commissions for the events/exhibitions programme | * Project Team | * Project Monitoring Workbook | * Ongoing | Staff Time | Pippa Gardner |
|  |  | Audiences, project team, artists and peers rate the exhibition programme as being of high quality | * Audiences * Project Team * Artists * Peer Assessors | * Follow Up CATI * Project Team Interviews * Artist Surveys/Interviews * Peer Assessors Surveys | * TBC * Midpoint/Endpoint * End of each exhibition * During each exhibition | Market Research Agency, University Fellow time,  Staff Time | Elinor Unwin |
|  | Improving understanding and appreciation of Hull’s heritage | # exhibitions that have been inspired by or explore history or heritage | * Project Team | * Project Monitoring Workbook | * Ongoing | Staff Time | Pippa Gardner |
|  |  | Extent to which exhibitions increased artists and/or audiences knowledge about history or heritage | * Audiences * Artists | * Follow Up CATI * Artist Surveys/Interviews | * TBC * End of each exhibition | Market Research Agency, Staff Time | Elinor Unwin |
| Develop audiences | Increase total audiences for Hull's arts, cultural and heritage offer | Total # of attendances to the gallery | * Project Team | * Beam Counters | * Ongoing | Beam counters, staff time | Elinor Unwin |
|  | Increase engagement and participation in arts and heritage amongst Hull residents | % of total attendances by Hull residents at the gallery | * Audiences | * In gallery audience survey | * 3rd Feb – 31st Dec | Tablets, Staff Time | Elinor Unwin |
|  |  | % of Hull residents reporting that have visited the gallery at least once | * Hull Residents | * Citywide Residents Survey | * December 2017 | Market Research Agency, staff time | Elinor Unwin |
|  | Increase the diversity of audiences for Hull’s arts and heritage offer | Breakdown of diversity of total attendances in comparison to city demographics | * Audiences | * In gallery audience survey | * 3rd Feb – 31st Dec | Tablets, Staff Time | Elinor Unwin |
|  |  | # of assisted events or access provisions for exhibitions | * Project Team | * Project Monitoring Workbook | * Ongoing | 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 | TBC | * Project Team * Delivery Partners | * Project Team interviews * Delivery Partners Interviews | * Midpoint/Endpoint * Midpoint/Endpoint | University Fellow Time | Elinor Unwin |
| Improve perceptions of Hull both internally and externally | Enhance positive media coverage of Hull’s arts and heritage offer | # of media coverage received and % rated positive | * Hull 2017 Comms Team | * Gorkana | * Ongoing | Staff Time | Hull 2017 Comms Team |
|  | Increase in Hull residents who are proud to live in Hull and would speak positively about the city to others | % of residents who are proud to live in Hull | * Hull Residents | * Citywide Residents Survey | * December 2017 | Market Research Agency, staff time | Elinor Unwin |
|  |  | % of residents who would speak positively about the city to others | * Hull Residents | * Citywide Residents Survey | * December 2017 | Market Research Agency, staff time | Elinor Unwin |
| Strengthen Hull and East Riding economy | Increase visitor numbers to Hull | # of attendances from visitors to Hull | * Audiences | * In gallery audience survey | * 3rd Feb – 31st Dec | Tablets, Staff Time | Elinor Unwin |
|  | Deliver economic benefits for the city and city region | # of jobs created through the gallery | * Project Team | * Project Monitoring Workbooks * Project Team Interviews | * Ongoing | Staff Time, University Fellow Time | Pippa Gardner, Elinor Unwin |
|  |  | Economic impact of residents and visitors attendances at the gallery | * Audiences | * In gallery audience survey/Follow up CATI | * 3rd Feb – 31st Dec / TBC | Tablets, Market Research Agency, Staff Time | Elinor Unwin |
| Increase investment and regeneration | Support new investment and regeneration in the city | TBC – Impact of gallery on investment in the Humber Street area? | * TBC | * TBC | * TBC | TBC | Elinor Unwin |
| Improve wellbeing through engagement and participation | Increase levels of happiness and enjoyment as a result of engaging with arts and culture | % of audiences reporting their visit to the gallery as an enjoyable experience | * Audiences | * In gallery audience surveys | * 3rd Feb – 31st December | Tablets, Staff Time | Elinor Unwin |
|  | Increase levels of confidence and community cohesion among local audiences and participants | % of audiences reporting they would take more risks in choosing the art and culture they choose to see as a result of attending the gallery | * Audiences | * In gallery audience surveys | * 3rd Feb – 31st December | Tablets, Staff Time | Elinor Unwin |
| Increase aspirations, abilities and knowledge of residents | Engage with all Hull-based primary and secondary schools, providing all school age children with the opportunity to engage with arts and culture | # of participants engaged in schools opportunities at the gallery | * Project Team | * Project Monitoring Workbook | * Ongoing | Staff Time | Pippa Gardner |
|  |  | Experience of participants engaged in schools opportunities at the gallery | * Participants | * TBC – No limits participant survey and project leader interview? | * TBC | TBC | Pippa Gardner, Elinor Unwin |