**PROJECT OVERVIEW – Contains Strong Language**

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| **NAME OF PROJECT** | **Contains Strong Language** |
| **PROJECT START - FINISH DATES** | **18/10/2016 – 02/12/2017** |
| **PROJECT LIVE DATES** | **28/09/2017 – 02/10/2017** |
| **COC PROJECT LEAD** | **Liam Rich** |
| **PROJECT SUMMARY**  | From Thursday 28 September to Sunday 2 October 2017, the BBC working in partnership wtih Hull 2017 and Wrecking Ball Press, will curate a new national celebratory festival of original poetry and performance that will take place in Hull and across R1/1Xtra, Radio 2, Radio 3, Radio 4, 6 Music, BBC Four, BBC Arts Online, BBC Look North, BBC Radio Humberside and The Space. National Poetry Day will move to Thursday 28 September to open the festival; the theme for National Poetry Day for 2017 will be Freedom. Philip Larkin, as Hull's most famous mouthpiece, inspires the focus of the festival. 'Originality', he wrote, 'is being different from oneself, not others.' Participating artists are therefore asked to step outside their comfort zone and try something new, whether a different discipline or tone to their normal output. At the end of the festival, a Philip Larkin Award for Originality will be given to the participant who has most bravely and successfully responded to this challenge.This new festival will become a regular feature in the BBC Arts calendar, happening bi-annually with a second festival in Hull in 2019, and moving venue with the Cities of Culture. Note that the Humber Mouth festival (coordinated by Wrecking Ball Press) will run concurrently and also beyond to October 7th. |
| **TARGET AUDIENCES**  | * Hull Residents
* Regional, National and International Visitors
* Children, Young People and Families
* Older People
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| **CORE PROJECT TEAM** | * Niccy Hallifax
* Liam Rich
* Laura Beddows
* Carys Tavener
* Jenny Hutt
* Rachel Crow
* Nicola Taylor
* Ben McKnight
* Harriett Johnson
* Phil Batty
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| **ARTISTS** | * Kate Fox
* Bohdan Piasecki
* Vicky Foster
* Meg Badorek - Miszczuk
* Joe Hakim
* Jackie Goodman (Joined Up Dance)
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| **DELIVERY PARTNERS** | * Sue Roberts (BBC)
* Caroline Kelly (BBC)
* 2 other BBC working on project
* Shane Rhodes (Wrecking Ball Press)
* Isabel TBC (Wrecking Ball Press)
* Matt Beavers (British Council)
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| **PROJECT SPECIFIC AIMS/OBJECTIVES TO MEASURE**  | * Deliver an ambitious literature festival which develops new audiences for the artform
	+ Develop and deliver a programme which appeals to diverse audiences in order to attract new audiences beyond establish poetry festival audiences, including a series of learning and participation activities
	+ Commission high quality new works, including those which have been designed for broadcast, from a diverse range of artists, both new and established, and including international artists
	+ Use digital platforms and technologies to extend the literature festival experience beyond those able to attend in person
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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
* 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
* 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
	+ Delivery of training and development opportunities to local residents through arts and culture initiatives
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| **Summary of Methods** | * Audience Contact Detail Postcards (£500 Print Budget)
* Follow Up CATI Interviews (£3500 Budget)
* Artist Survey and Equal Opps
* Delivery Partners and Core Project Team Survey and Equal Opps
* Project Monitoring Workbook
* Social Media Monitoring
* Media Monitoring
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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  |
| Deliver an ambitious literature festival which develops new audiences for the artform | Develop and deliver a programme which appeals to diverse audiences in order to attract new audiences beyond establish poetry festival audiences, including a series of learning and participation activities | Diversity breakdown of audiences | Audiences | Audience Contact Detail Postcards, Follow Up CATI survey | 28th Sep – 2nd Oct, W/C 2nd October | Print, Volunteer Time, Market Research Agency, Staff Time | Pippa Gardner |
|  |  | % of audiences experiencing a literature festival for the first time | Audiences | Follow Up CATI survey |  W/C 2nd October |  Market Research Agency, Staff Time | Pippa Gardner |
|  | Commission high quality new works, including those which have been designed for broadcast, from a diverse range of artists, both new and established, and including international artists | % of audiences, artists, delivery partners and project team who rate CSL events and commissions as high quality | Audiences, Artists, Delivery Partners and Core Project Team | Follow up CATI surveyArtists SurveyDeliver Partner SurveyCore Project Team Survey | W/C 2nd October | Market Research Agency, Staff Time | Pippa Gardner |
|  |  | Diversity breakdown of artists programmed | Artists | Artists Survey | W/C 2nd October | Staff Time | Pippa Gardner |
|  | Use digital platforms and technologies to extend the literature festival experience beyond those able to attend in person | Digital reach of festival programme | Core Project Team | Project Monitoring Workbook | W/C 2nd October | 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 | # of days of festival programme | Core Project Team | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
|  |  | # of new commissions | Core Project Team | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
|  |  | % of audiences, artists, delivery partners and project team who rate CSL events and commissions as high quality | Audiences, Artists, Delivery Partners and Core Project Team | Follow up CATI surveyArtists SurveyDeliver Partner SurveyCore Project Team Survey | W/C 2nd October | Market Research Agency, Staff Time | Pippa Gardner |
| Develop audiences | Increase total audiences for Hull's arts, cultural and heritage offer | # of audiences at CSL events | Core Project Team | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
|  | Increase engagement and participation in arts and heritage amongst Hull residents | % of audiences reporting attending a literature festival for the first time | Audiences | Follow Up CATI survey | W/C 2nd October | Market Research Agency, Staff Time | Pippa Gardner |
|  |  | % of audiences from postcodes with lower levels of engagement in the arts | Audiences | Audience Contact Detail Postcards | 28th Sep – 2nd Oct | Print, Staff Time, Volunteer Time | Pippa Gardner |
|  | Increase the diversity of audiences for Hull’s arts and heritage offer | Breakdown of diversity of audiences at CSL | Audiences | Audience Contact Detail Postcards, Follow Up CATI survey | 28th Sep – 2nd Oct, W/C 2nd October | Print, Volunteer Time, Market Research Agency, 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 | Successful collaboration between Hull 2017, BBC and Wrecking Ball Press to deliver CSL | Delivery Partners and Core Project Team | Deliver Partner Survey, Core Project Team Survey | W/C 2nd October | Staff Time | Pippa Gardner |
| Improve perceptions of Hull both internally and externally | Enhance positive media coverage of Hull’s arts and heritage offer | # of media articles about CSL  | Media Monitoring | Gorkana | Ongoing | Staff Time | Alix Johnson |
|  |  | % of media articles about CSL rated as positive | Media Monitoring | Gorkana | 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 | % of Hull residents who are proud to live in Hull | Hull Residents | Citywide Residents Survey | December 2017 | Market Research Agency, Staff Time | Elinor Unwin |
|  |  | % of Hull 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 audience members who are visitors to Hull | Audiences | Audience Contact Detail Postcards, Follow Up CATI survey | 28th Sep – 2nd Oct, W/C 2nd October | Print, Volunteer Time, Market Research Agency, Staff Time | Pippa Gardner |
|  | Deliver economic benefits for the city and city region | Economic impact of audiences at CSL Events | Audiences | Follow Up CATI survey | W/C 2nd October | Market Research Agency, 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 | % of audience who agree or strongly agree that CSL events they attended were enjoyable | Audiences | Follow Up CATI survey | W/C 2nd October | Market Research Agency, Staff Time | Pippa Gardner |
|  | Increase levels of confidence and community cohesion among local audiences and participants | % of audience reporting increased levels of self confidence as a result of attending CSL events.  | Audiences | Follow Up CATI survey | W/C 2nd October | Market Research Agency, Staff Time | Pippa Gardner |
| 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 learning and participation opportunities offered for schools and children | Core Project Team | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
|  |  | % of respondents reporting they developed new knowledge or skills as a result of the learning and participation opportunities offered | Audiences | Follow Up CATI survey | W/C 2nd October | Market Research Agency, Staff Time | Pippa Gardner |
|  | Delivery of training and development opportunities to local residents through arts and culture initiatives | # of learning and participation opportunities offered for adults | Core Project Team | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
|  |  | % of respondents reporting they developed new knowledge or skills through the learning and participation opportunities offered | Audiences | Follow Up CATI survey | W/C 2nd October | Market Research Agency, Staff Time | Pippa Gardner |
|  |  | # of artist development opportunities offered | Core Project Team | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
|  |  | % of artists reporting they developed new knowledge or skills as a result of the development opportunities offered | Artists | Artist Survey | W/C 2nd October | Staff Time | Pippa Gardner |