**PROJECT OVERVIEW – SUBSTANCE**

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| **NAME OF PROJECT** | **SUBSTANCE** |
| **PROJECT START - FINISH DATES** | 01/05/2016 – 31/12/2017 |
| **PROJECT LIVE DATES** | 07/12/2017 – 10/12/2017 |
| **COC PROJECT LEAD** | Sam Hunt |
| **PROJECT SUMMARY**  | Substance is a festival of place. A bespoke celebration and exploration of the The North - the people and stories, music, arts and culture, urbanism and architecture. Substance aims to own the conversation about where, what and how the cultural Northern Powerhouse exists. How we might define it; should we try and define it. How it has changed our cities and landscape. How it has regenerated our cities and changed national and international perceptions of them. The impact it has on everything from the economy to civic pride. How it has changed, how we might change it. The main Substance Festival weekend will be the final event of Hull 2017 at Hull City Hall, which will have a full programme across the three days of the weekend. Partner venues across Hull will also present events, debates, lectures, live music, performances, pop up theatre, installations, screenings and after parties, including a couple of headline events with major artists. Events at Substance Hub will be free, but some of the stand alone headline events will be ticketed. Starting in September 2016, Substance will start the debate with a diverse, year long series of satellite talks, screenings, installations, street art, exhibitions, podcasts and live performance. These will engage artists and audiences in Hull and across the North, with pop up events, installations, publications and publications, from stand alone publications to billboards, from Liverpool to Hull. Substance aims to put culture at the heart of any northern powerhouse debate and be a hub around which the conversation takes place.This M&E plan relates to the 7th December Conference, the concert at City Hall, the collaborative project with the Warren, and Aesthetica film festival. |
| **TARGET AUDIENCES**  | * Hull Residents
* Regional and National Visitors
* Young People aged 16-25
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| **CORE PROJECT TEAM** | * Sam Hunt
* Martin Atkinson
* Sarah Moor
* Nicola Taylor
* Ben McKnight
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| **ARTISTS** | * TBC?
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| **DELIVERY PARTNERS** | * Aesthetica (Film Festival)
* British Council
* The Warren
* Fruit
* Stage @ The Dock
* Hull Minster
* HC&L (City Hall)
* Others TBC?
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| **PROJECT SPECIFIC AIMS/OBJECTIVES TO MEASURE**  | **To reframe the discussion about the northern powerhouse, with culture at its heart.*** To engage artists and audiences in Hull and across the north in this conversation.
* To evaluate the success of the City of Culture 2017 in the December weekend.
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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

**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 counts/ticket sales
* Online Audience survey for music performance
* Online Participant survey for conference delegates
* Online Participant survey for Warren project participants
* Completed Project Team Debrief Template
* Project Monitoring Workbook
* Media Monitoring
* Social 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  |
| To reframe the discussion about the northern powerhouse, with culture at its heart. | To engage artists and audiences in Hull and across the north in this conversation. | Audiences and artists successfully engaged in a conversation about the Northern Powerhouse | Project Team, Audiences and Participants | Project Team Debrief Notes / Audience and Participant Surveys | December 2017 | Staff Time | Pippa Gardner |
| To evaluate the success of the City of Culture 2017 in the December weekend. | Successes of City of Culture 2017 discussed with 7th December Conference | Project Team | Project Team Debrief Notes | December 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 event is open / Number of new commissions | Assistant Producer | Project Monitoring Workbook | Ongoing | Staff Time | Pippa Gardner |
| Proportion of audiences and participants who agree/strongly agree that the event showed them “…there is more to Hull than they expected.” | Audiences & Participants | Audience & Participant Surveys | 2nd Week December 2017 | Staff Time | Pippa Gardner |
| Develop audiences   | Increase total audiences for Hull's arts, cultural and heritage offer  | No. of audience members | Box Office | Audience Counts | December 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 & Participants | Audience & Participant Surveys | December 2017 | Staff Time | Pippa Gardner |
| Increase the diversity of audiences for Hull’s arts and heritage offer | Diversity of audience members  | Audiences & Participants | Audience & Participant Surveys | December 2017 | Staff Time | Pippa Gardner |
| Proportion of audiences coming from areas of low engagement in the arts  | Audiences & Participants | Audience & Participant Surveys (Postcode Mapping) | December 2017 | Staff Time | Pippa Gardner |
| 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 | December 2017 | Staff Time / Information By Design | 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 | December 2017 | Staff Time / Information By Design | 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 | December 2017 | Staff Time | Pippa Gardner |
| Deliver economic benefits for the city and city region | Economic impact of audiences | Audiences | Audience Survey | December 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 attending the events “…were an enjoyable experience.” | Audiences & Participants | Audience & Participant Surveys | December 2017 | Staff Time | Pippa Gardner |
| Increase levels of confidence and community cohesion among local audiences and participants | Community cohesion measures from event.  | Audiences & Participants | Audience & Participant Surveys | December 2017 | Staff Time | Pippa Gardner |