**PROJECT OVERVIEW – LAND OF GREEN GINGER: 7 ALLEYS**

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| **NAME OF PROJECT** | **LAND OF GREEN GINGER: 7 ALLEYS** |
| **PROJECT START - FINISH DATES** | 28 April 2016 – 12 May 2017 |
| **PROJECT LIVE DATES** | **Pilot project – 23/09/2016 to 02/10/2016** **2017 Project - 03/05/2017 to 06/05/2017** |
| **COC PROJECT LEAD** | **Maddie Maughan** |
| **PERIPLUM PROJECT LEAD(S)** | **Claire Raftery and Damian Wright** |
| **PROJECT SUMMARY**  | Last year, Periplum sent out an invitation to the Greatfield and Preston Road neighbourhoods to gather unique Hull folklore, providing the opportunity to imagine new myths and legends, which were then translated into artworks.This year, ‘7 Alleys’ is a brand new large-scale outdoor spectacle for audiences of up to 2,500 people, specially created for Hull 2017 by an internationally touring team of artists. It will be free to the public, performed at East Park and bring an East Hull legend to life. It features fire, pyrotechnics and promenading action taking place in and around the audience. |
| **TARGET AUDIENCES** **(PROVIDE EVIDENCE FOR EVALUATION)** | * Participants for pilot project: residents living in Preston Road & Greatfield
* Participants for final project: Preston Road residents (performers)
* Audiences: Residents of East Park and surrounding areas
 |
| **CORE PROJECT TEAM** | * Claire Raftery (Artistic Director, Periplum)
* Damian Wright (Artistic Director, Periplum)
* Gabriel Burden (Periplum Production Manager)
* Katy Fuller (Executive Producer, Hull 2017)
* Maddie Maughan (Producer, Hull 2017)
* Louise Yates (Producer, Hull 2017)
* Elizabeth Bergeron (Assistant Producer, Hull 2017)
* Chrissie Lewis (Coordination of Marketing, PR and Digital activity)
* Gareth Hughes – Lead on Event Management and Strategic Operational Planning
* Adam Long – Lead on Production and Technical support
 |
| **ARTISTS / CREATIVES** | * Frank Earle-Whiffen (Pyrotechnician)
* Aidan O'Brien (Sound Engineer/Op)
* Johnny Goodwin (Lighting Designer/Op)
* Milo Foster-Prior (Performer/Production/Rigger)
* Florencia Leon (Performer/Production)
* Ben Phillips (Performer/Production)
* Alex Norton (Performer/Production)
* Mike Simmonds (Musician/Performer/Production)
* Barry Han (Performer/Production)
* Graham Shackell (Performance Participants Co-ordinator)
* Graham Darg (Production/Driver)
 |
| **DELIVERY PARTNERS****(IF APPLICABLE)** | * KRM Carriages
* St Stephen’s Neighbourhood Centre
* Child Dynamix
* Purple House
* Freedom Centre
* David Edison
* Hull Culture & Leisure (Parks and Gardens): Howard
* TG Events – to be covered in Umbrella evaluation
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| **PROJECT SPECIFIC AIMS & OBJECTIVES TO MEASURE**  | * To use high quality and imaginative outdoor theatre to explore and celebrate what makes the chosen neighbourhoods in Holderness ward unique
	+ Develop partnerships with local community groups and gatekeepers to facilitate meaningful interactions
	+ Select appropriate location(s) in Holderness ward for 2016 pilot project and 2017 final project
	+ Core Project Team collaborate to test and develop the concept for 7 Alleys
	+ Deliver a high quality and imaginative 2016 pilot project that utilises the area’s histories, folklore and stories
	+ Deliver a high quality and imaginative 2017 final project that utilises the area’s histories, folklore and stories
* To empower and enable Periplum to expand their artistic and theatrical repertoire
	+ Select new approaches and techniques to trial in 2016 pilot project
	+ Provide budgetary and advisory support to trial new techniques and approaches in 2016 pilot project
	+ Test new approaches and techniques in pilot project in 2016
	+ Core Project Team collaborate to select the approaches and techniques to be used in the 2017 final project
* To connect the communities of Holderness ward
	+ Facilitate community nominations for 2016 pilot project
	+ Stage a series of preliminary sightings / premonitions to create anticipation and signpost local residents to 2017 final project
	+ Recruit local residents to rehearse and perform together in the 2017 final project
	+ Deliver a run of site-specific theatrical performances to residents of Holderness ward that brings to life the Seven Alleys urban legend
* To build the confidence of participants via the final project in 2017
	+ Provide high quality rehearsal experience for community cast members that build performance and acting skills
	+ Facilitate opportunities for the community cast to achieve a relevant personal challenge
* To work with the Hull 2017 Team and other commissioned artists to develop the overarching narrative for LOGG
	+ Attend and contribute to the Creative Development Sessions in 2016 and 2017
	+ Contribute ideas to the overarching narrative for LOGG
	+ Incorporate aspects of the overarching narrative into 2017 final project
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| **HULL 2017 AIMS & OBJECTIVES OF RLEVANCE** | * 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
	+ Improve understanding and appreciation of Hull’s heritage
* Develop audiences
	+ Increase engagement and participation in arts and heritage amongst Hull residents
	+ Increase the diversity of audiences for Hull’s arts, culture and heritage offer
* Develop the cultural sector
	+ Work with local artists / creative professionals as cast members
	+ Work with other local partners to capacity build in delivery of arts and cultural projects
* 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 wellbeing through engagement and participation
* Engage volunteers from Hull and beyond through the Volunteer Programme
* 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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**PROJECT MONITORING & EVALUATION PLAN – LAND OF GREEN GINGER: 7 ALLEYS**

| **AIMS** | **OBJECTIVES** | **OUTPUTS & OUTCOMES**  | **WHO YOU’LL GATHER INFORMATION FROM**  | **METHOD OF DATA COLLECTION** | **WHEN TO GATHER DATA** | **RESOURCES** | **PERSON (S) RESPONSIBLE**  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Use high quality and imaginative outdoor theatre to explore and celebrate what makes the chosen neighbourhoods in Holderness ward unique | Develop partnerships with local community groups and gatekeepers to facilitate meaningful interactions | Number of partnerships developed with local community groups and gatekeepers | Periplum  | Project Monitoring Workbook | Xxxx 2016 | Staff time | Elizabeth Bergeron |
| Number of consultation sessions / workshops with local community groups and gatekeepers | Periplum | Project Monitoring Workbook | xxxx 2016 | Staff time | Elizabeth Bergeron |
| Extent to which the consultation sessions with local community groups / gatekeepers are meaningful, i.e. uncover the histories, folklore and stories that bind the chosen communities | Periplum | * Artist Survey
* Artist Depth Interviews
* Community Consultation
 | Xxxx 2016May 2017 | Staff timeArtist time | Elinor UnwinPeriplum |
| Select appropriate location(s) in Holderness ward for 2016 pilot project and 2017 final project | Number of sites visited  | Assistant Producer? | ??? | Ongoing | Staff time | Elizabeth Bergeron |
| Number of sites used and post code information for 2016 pilot project and 7 Alleys | Assistant Producer? | ??? | Ongoing | Staff time | Elizabeth Bergeron |
| Rationale as to why specific location(s) were chosen  | PeriplumHull 2017 Team  | * Artist Depth Interviews
* Hull 2017 Team: Pilot Debrief
* Hull 2017 Team: 7 Alleys Debrief
 | Xxxx 2016May 2017 | Staff time | Elizabeth Bergeron |
| Extent to which Core Project Team felt the location used was appropriate for the 2016 pilot project | PeriplumHull 2017 Team | * Artist Survey
* Hull 2017 Team: Pilot Debrief
 | Xxxx 2016 | Staff time | Elinor Unwin |
| Extent to which Core Project Team felt the location used was appropriate for 7 Alleys | PeriplumHull 2017 Team | * Artist Depth Interviews
* Hull 2017 Team: 7 Alleys Debrief
 | May 2017 | Staff time | Elinor Unwin |
| Core Project Team collaborate to test and develop the concept for 7 Alleys | Number of Core Project Team members  | PeriplumHull 2017 Team | Project Monitoring Workbook | Ongoing | Staff time | Elizabeth BergeronPippa Gardner |
| Equal Opportunities data of Core Project Team members  | PeriplumHull 2017 Team | Equal Opportunities Form Project Monitoring Workbook | Ongoing | Staff time | Elizabeth BergeronPippa Gardner |
| 2016 pilot project proposal  | Periplum | Pilot Project Proposal | Xxxx 2016 | Artist time | Elizabeth Bergeron |
| Number of project specific development sessions for 2016 pilot project | Assistant Producer? | ??? | Xxx 2016 | Staff time | Elizabeth Bergeron |
| Extent to which the 2016 pilot project concept changed and developed through collaboration of Core Project Team members | PeriplumHull 2017 Team | * Artist Depth Interviews
* Hull 2017 Team: Pilot Debrief
 | Xxxx 2016 | Staff time | Elinor Unwin |
| 7 Alleys project proposal  | Periplum | Project Proposal | Xxxx 2017 | Artist time | Elizabeth Bergeron |

| **AIMS** | **OBJECTIVES** | **OUTPUTS & OUTCOMES**  | **WHO YOU’LL GATHER INFORMATION FROM**  | **METHOD OF DATA COLLECTION** | **WHEN TO GATHER DATA** | **RESOURCES** | **PERSON (S) RESPONSIBLE**  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Number of project specific development sessions for 7 Alleys | Assistant Producer? | ??? | Xxx 2017 | Staff time | Elizabeth Bergeron |
| Extent to which the 7 Alleys concept changed and developed through collaboration of the Core Project Team members | PeriplumHull 2017 Team | * Artist Depth Interviews
* Hull 2017 Team: 7 Alleys Debrief
 | May 2017 | ResearcherTom Brennan | Elinor Unwin |
| Deliver a high quality and imaginative 2016 pilot project that utilises the area’s histories, folklore and stories | Number of freelancers / other additional capacity contracted by Periplum for 2016 pilot project | Periplum | Project Monitoring Workbook | Ongoing | Staff time | Elizabeth BergeronPippa Gardner |
| Equal Opportunities data of freelancers / other additional capacity contracted by Periplum | FreelancersOthers  | Equal Opportunities Form Project Monitoring Workbook  | Ongoing | Artist timeStaff time | PeriplumElizabeth BergeronPippa Gardner |
| Number of activities delivered as part of pilot project in 2016 (including workshops, performances, carriage rides)  | PeriplumHull 2017 Team | Project Monitoring Workbook | Xxxx 2016 | Staff time | Elizabeth Bergeron |
| Number and profile of partners supporting the development and delivery of the 2016 pilot project  | PeriplumHull 2017 Team | Project Monitoring Workbook | Xxxx 2016 | Staff time | Elizabeth Bergeron |
| Extent to which the Core Project Team challenged themselves with the 2016 pilot project | PeriplumHull 2017 Team | * Artist Depth Interviews
* Hull 2017: Pilot Debrief
 | Xxxx 2016 | Staff time | Elinor Unwin |
| Extent to which the 2016 pilot project inspired audience imagination | AudiencesParticipants | Observational Research | Xxxx 2016 | Staff time | Elinor Unwin |
| Extent to which the area’s histories, folklore and stories are seen to be represented within the 2016 pilot project | PeriplumHull 2017 Team | * Artist Depth Interviews
* Hull 2017: Pilot Debrief
 | Xxxx 2016 | Staff time | Elinor Unwin |
| Deliver a high quality and imaginative 2017 final project that utilises the area’s histories, folklore and stories  | Number of freelancers / other additional capacity contracted by Periplum for 7 Alleys | Periplum | Project Monitoring Workbook | Ongoing | Staff time | Elizabeth BergeronPippa Gardner |
| Equal Opportunities data of freelancers / other additional capacity contracted by Periplum for 7 Alleys | FreelancersOthers | Equal Opportunities Form Project Monitoring Workbook  | Ongoing | Artist timeStaff time | PeriplumElizabeth BergeronPippa Gardner |
| Number of activities delivered as part of 7 Alleys (including rehearsals, performances, carriage rides)  | PeriplumHull 2017 Team | Project Monitoring Workbook | Ongoing  | Staff time | Elizabeth BergeronPippa Gardner  |
| Number and profile of partners supporting the development and delivery of the 7 Alleys  | PeriplumHull 2017 Team | Project Monitoring Workbook | Ongoing  | Staff time | Elizabeth BergeronPippa Gardner  |

| **AIMS** | **OBJECTIVES** | **OUTPUTS & OUTCOMES**  | **WHO YOU’LL GATHER INFORMATION FROM**  | **METHOD OF DATA COLLECTION** | **WHEN TO GATHER DATA** | **RESOURCES** | **PERSON (S) RESPONSIBLE**  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Extent to which the Core Project Team challenged themselves with 7 Alleys | PeriplumHull 2017 Team | * Artist Depth Interviews
* Hull 2017: 7 Alleys Debrief
 | May 2017  | ResearcherTom Brennan | Elinor Unwin |
| Extent to which 7 Alleys inspired audience imagination | AudiencesParticipants | * Audience Exit Poll
* Audience Survey
* Audience Walk & Talk/Depth
* Participant Survey
* Participant Focus Group
 | May 2017 | VolunteersMarketing MeansHopkins Van MilStaff timeAbi Bell | Elinor Unwin |
| Extent to which the Seven Alleys urban legend is represented effectively within 7 Alleys | PeriplumHull 2017 TeamAudiencesParticipants | * Artist Depth Interviews
* Hull 2017: 7 Alleys Debrief
* Audience Survey
* Audience Walk & Talk/Depth
* Participant Survey
* Participant Focus Group
 | May 2017 | ResearcherTom BrennanMarketing MeansHopkins Van MilStaff timeAbi Bell | Elinor Unwin |
| Empower and enable Periplum to expand their artistic and theatrical repertoire | Select new approaches and techniques to trial in 2016 pilot project | Record of new approaches and techniques tested in 2016 pilot project | PeriplumHull 2017 Team | * Artist Survey
* Artist Depth Interviews
* Hull 2017: Pilot Debrief
 | Xxxx 2016 | Staff time | Elinor Unwin |
| Provide budgetary and advisory support to trial new techniques and approaches in 2016 pilot project | Extent to which artists felt they had sufficient budget to trial new techniques and approaches in 2016 pilot project | Periplum | * Artist Depth Interviews
 | Xxxx 2016 | Staff time | Elinor Unwin |
| Test new approaches and techniques in pilot project in 2016 | Artist feedback on skills and knowledge developed during 2016 pilot project  | Periplum | * Artist Survey
* Artist Depth Interviews
 | Xxxx 2016 | Staff time | Elinor Unwin |
| Extent to which the new approaches and techniques used by Periplum in 2016 pilot project were effective | PeriplumHull 2017 Production Team | * Artist Survey
* Artist Depth Interviews
* Hull 2017: Pilot Debrief
 | Xxxx 2016 | Staff time | Elinor Unwin |
| Core Project Team collaborate to select the approaches and techniques to be used in the 2017 final project | Proposed approaches and techniques developed in 2016 pilot project, to be repeated and developed in 2017 final project | Periplum | Project Proposal | Xxxx 2017 | Artist time | Periplum |
| Rationale for selection of final approaches and techniques utilised in 7 Alleys  | PeriplumHull 2017 Team | * Artist Depth Interviews
* Hull 2017: 7 Alleys Debrief
 | May 2017 | ResearcherEvaluator | Elinor Unwin |
| Artist feedback on skills and knowledge developed during 7 Alleys  | Periplum | * Artist Survey
* Artist Depth Interviews
 | May 2017 | Researcher | Elinor Unwin |

| **AIMS** | **OBJECTIVES** | **OUTPUTS & OUTCOMES**  | **WHO YOU’LL GATHER INFORMATION FROM**  | **METHOD OF DATA COLLECTION** | **WHEN TO GATHER DATA** | **RESOURCES** | **PERSON (S) RESPONSIBLE**  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Extent to which the approaches and techniques used in 7 Alleys were effective and successful | PeriplumHull 2017 Production Team | * Artist Survey
* Artist Depth Interviews
* Hull 2017: 7 Alleys Debrief
 | May 2017 | ResearcherEvaluator | Elinor Unwin |
| Connect the communities of Holderness ward | Facilitate community nominations | Total number of nominations made throughout the course of the 2016 pilot project | Periplum | TBC | Xxxx 2016 | Artist time | Periplum |
| Number of nominations fulfilled throughout the course of the 2016 pilot project | Periplum | TBC | Xxxx 2016 | Artist time | Periplum |
| Record of messages shared throughout the course of the 2016 pilot project (where permission has been granted for use)  | Periplum | TBC | Xxxx 2016 | Artist time | Periplum |
| Nature of nominations throughout the course of the 2016 pilot project | Periplum | TBC | Xxxx 2016 |  |  |
| Extent to which community members interact with one another, and manner of interaction, during project delivery | Community Members | Observational Research | Xxxx 2016 | Staff time | Elinor Unwin |
| 2017 related? |  |  |  |  |  |
| Stage a series of preliminary sightings / premonitions to create anticipation and signpost local residents to 7 Alleys | Number of preliminary sightings / premonitions for 7 Alleys | Periplum | Project Monitoring Workbook | X - May 2017 | Staff time | Elizabeth BergeronPippa Gardner |
| Local resident response to the sightings / premonitions for 7 Alleys  | Local residents | Community Interviews | April & May 2017 | Evaluator (in character as Green Ginger Fellowship Researcher) | Elinor Unwin |
| Number of impressions linked to sightings / premonitions for 7 Alleys | Falcon | Social Media Analytics | April & May 2017 | Staff time | Chris Marr |
| Number of engagements linked to sightings / premonitions for 7 Alleys | Falcon | Social Media Analytics | April & May 2017 | Staff time | Chris Marr |
| Tone of engagements linked to sightings / premonitions for 7 Alleys | Falcon | Social Media Analytics | April & May 2017 | Staff time | Chris Marr |
| Number of editorial pieces on press and media linked to sightings / premonitions for 7 Alleys | Gorkana | Media Monitoring | April & May 2017 | Staff time | Alix Johnson |
| Comments on Hull Daily Mail editorial linked to sightings / premonitions for 7 Alleys | Hull Daily Mail Online Readers | Comment Coding & Analysis | April & May 2017 | Staff time | Chrissie Lewis |

| **AIMS** | **OBJECTIVES** | **OUTPUTS & OUTCOMES**  | **WHO YOU’LL GATHER INFORMATION FROM**  | **METHOD OF DATA COLLECTION** | **WHEN TO GATHER DATA** | **RESOURCES** | **PERSON (S) RESPONSIBLE**  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Recruit local residents to rehearse and perform together in the 7 Alleys project | Number of community cast members | PeriplumHull 2017 Team | Project Monitoring Workbook | April/May 2017 | Staff time | Elizabeth BergeronPippa Gardner |
| Attitudes towards East Hull area, specifically the Preston Road / East Hull Estate, amongst participants | Participants | * Participant Survey
* Participant Focus Group
 | May 2017 | ResearcherAbi Bell | Elinor Unwin |
| Extent that participants report feeling connected to other members of the community | Participants | * Participant Survey
* Participant Focus Group
 | May 2017 | ResearcherAbi Bell | Elinor Unwin |
| Extent that participants are proud of the East Hull area | Participants | * Participant Survey
* Participant Focus Group
 | May 2017 | ResearcherAbi Bell | Elinor Unwin |
| Deliver a run of site-specific theatrical performances to residents of Holderness ward (and others) that bring to life the Seven Alleys urban legend | Number of performance of 7 Alleys in East Park | PeriplumHull 2017 Team | Project Monitoring Workbook | May 2017 | Staff time | Elizabeth BergeronPippa Gardner |
| Number/percentage of audience members from Holderness ward | Audiences | * Audience CATI Sign Up Sheets
* Audience Survey
 | May 2017 | VolunteersMarketing Means | Elinor Unwin |
| Number of 7 Alleys press releases | Hull 2017 Comms | * Press Releases
 | April - May 2017 | Staff time | Chrissie Lewis |
| Number of 7 Alleys Green Ginger Fellowship posts | Hull 2017 Digital | * GGF website
* GGF Social Media
 | April - May 2017 | Staff time | Chris Marr |
| Extent that audiences report feeling connected to other members of the community (look at survey) | Audiences | * Audience Survey
* Audience Walk & Talk/Depth
 | May 2017 | Marketing MeansHopkins Van Mil | Elinor Unwin |
| Awareness / knowledge of and response to 7 Alleys myth amongst audiences | Audiences | * Audience Survey
* Audience Walk & Talk/Depth
 | May 2017 | Marketing MeansHopkins Van Mil | Elinor Unwin |
| Extent to which audiences are inspired to find out more about the 7 Alleys myth | Audiences | * Audience Walk & Talk/Depth
 | May 2017 | Hopkins Van Mil | Elinor Unwin |
| Extent to which audiences are proud of their neighbourhood | Audiences | * Audience Survey
* Audience Walk & Talk/Depth
 | May 2017 | Marketing Means* Hopkins Van Mil
 | Elinor Unwin |
| Tone of engagements linked to 7 Alleys performances | Falcon | Social Media Analytics | April - May 2017 | Staff time | Chris Marr |
| Engagements linked to 7 Alleys performances, which link to audiences feeling challenged | Falcon | Social Media Analytics | April - May 2017 | Staff time | Chris Marr |
| Build the confidence of participants via the final project in 2017 | Provide high quality rehearsal experience for community cast members that build performance and acting skills | Number of learning and participation sessions (e.g. development workshops / rehearsals) | Periplum | Project Monitoring Workbook | April - May 2017 | Staff time | Elizabeth BergeronPippa Gardner |
| Participant feedback on skills and knowledge developed through participation in 7 Alleys | Community Cast | * Participant Survey
* Participant Focus Group
 | May 2017 | ResearcherAbi Bell | Elinor Unwin |
| Community cast intentions to take part in similar activity in future | Community Cast | * Participant Survey
* Participant Focus Group
 | May 2017 | ResearcherAbi Bell | Elinor Unwin |

| **AIMS** | **OBJECTIVES** | **OUTPUTS & OUTCOMES**  | **WHO YOU’LL GATHER INFORMATION FROM**  | **METHOD OF DATA COLLECTION** | **WHEN TO GATHER DATA** | **RESOURCES** | **PERSON (S) RESPONSIBLE**  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Facilitate opportunities for the participants to achieve a relevant personal challenge | Number of opportunities offered to participants in project to undertake a personal challenge | Periplum | * Artist Survey
* Artist Depth Interviews
 | May 2017 | Researcher | Elinor Unwin |
| Extent that participants challenged themselves with 7 Alleys experience | Participants | * Participant Survey
* Participant Focus Group
 | May 2017 | ResearcherAbi Bell | Elinor Unwin |
| Work with the Hull 2017 Team and other commissioned artists to develop the overarching narrative for LOGG | Attend and contribute to the Creative Development Sessions 2016 -2017 | Number of Creative Development Session days attended by Periplum | Hull 2017 Production Team | ??? | Ongoing | Staff time | Elizabeth |
| Extent that Periplum contribute to the Creative Development Sessions  | PeriplumHull 2017 Team | * Artist Survey
* Artist Depth Interviews
* Hull 2017: 7 Alleys Debrief
 | May 2017 | EvaluatorTom Brennan | Elinor Unwin |
| Contribute ideas to the overarching narrative for LOGG  | Extent that Periplum input ideas into the overarching narrative | PeriplumHull 2017 Team | * Artist Survey
* Artist Depth Interviews
* Hull 2017: 7 Alleys Debrief
 | May 2017 | EvaluatorTom Brennan | Elinor Unwin |
| Incorporate aspects of the overarching narrative into 2017 final project | Extent that Periplum effectively incorporate aspects of the overarching narrative into the 7 Alleys premonitions / sightings and performances | PeriplumHull 2017 Team | * Artist Survey
* Artist Depth Interviews
* Hull 2017: 7 Alleys Debrief
 | May 2017 | EvaluatorTom Brennan | Elinor Unwin |
| Extent that Periplum effectively build in a clue / sign to the next LOGG project in the series | PeriplumHull 2017 Production Team | * Artist Survey
* Artist Depth Interviews
* Hull 2017: 7 Alleys Debrief
 | May 2017 | EvaluatorTom Brennan | Elinor Unwin |
| Unexpected Outcomes |  |  |  |  |  |  |  |

| **HULL 2017 AIMS & 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 | Number of activities delivered as part of 7 Alleys (including rehearsals, preliminary sightings, performances) | PeriplumHull 2017 Team | Project Monitoring Workbook | April - May 2017 | Staff time | Elizabeth BergeronPippa Gardner |
| Number of commissions of new artwork integrated within 7 Alleys | PeriplumHull 2017 Team | Project Monitoring Workbook | Ongoing | Staff time | Elizabeth BergeronPippa Gardner |
| Extent to which audiences feel the project is representative of their neighbourhood | Audiences | * Audience Survey
* Audience Walk & Talk/Depth
 | May 2017 | Marketing MeansHopkins Van Mil | Elinor Unwin |
| Improve understanding and appreciation of Hull’s heritage | Extent to which Hull’s residents are aware of the Seven Alleys urban legend | Hull ResidentsAudiencesParticipants | * Citywide Residents Survey
* Audience Survey
* Audience Walk & Talk/Depth
* Participant Survey
* Participant Focus Group
 | December 2017May 2017 |  | Elinor Unwin |
| Develop audiences | Increase engagement and participation in arts and heritage amongst Hull residents | Number of audience members from Kingston-Upon-Hull post codes | Audiences | * Audience CATI Sign Up Sheets
* Audience Survey
 | May 2017 | VolunteersMarketing Means | Elinor Unwin |
| Number of participants from Kingston-Upon-Hull post codes | Participants | * Project Monitoring Workbook
* Participant Survey
 | April – May 2017 | PeriplumStaff time | Elizabeth BergeronPippa GardnerElinor Unwin |
| Increase the diversity of audiences for Hull’s arts, culture and heritage offer | Perceived diversity of audiences and participants for pilot project in 2016 | Audiences Participants | * Observational Research
* Artist Depth Interviews
 | Xxxx 2016 | Staff time | Elizabeth BergeronElinor Unwin |
| Equal opportunities data for audiences for 7 Alleys | Audiences | Audience Survey | May 2017 | VolunteersMarketing Means | Elinor Unwin |
| Equal opportunities data for community cast members for 7 Alleys | Participants | * Equal Opportunities Form
* Project Monitoring Workbook
 | April – May 2017 | PeriplumStaff time | Elizabeth BergeronPippa GardnerElinor Unwin |
| Develop the cultural sector | Work with local artists / creative professionals as cast members  | Number of local artists / creative professional recruited as cast members | Participants | Project Monitoring Workbook | April – May 2017 | PeriplumStaff time | Elizabeth BergeronPippa GardnerElinor Unwin |
| Equal opportunities data on local artists / creative professional recruited as cast members | Participants | * Equal Opportunities Form
* Project Monitoring Workbook
 | April – May 2017 | PeriplumStaff time | Elizabeth BergeronPippa GardnerElinor Unwin |
| Work with local artists / creative professionals as cast members  | Number of other artists / creative professional recruited  | Additional capacity | Project Monitoring Workbook | April – May 2017 | PeriplumStaff time | Elizabeth BergeronPippa GardnerElinor Unwin |
| Equal opportunities data on other artists / creative professionals recruited | Additional capacity | * Equal Opportunities Form
* Project Monitoring Workbook
 | April – May 2017 | PeriplumStaff time | Elizabeth BergeronPippa GardnerElinor Unwin |

| **AIMS** | **OBJECTIVES** | **OUTPUTS & OUTCOMES**  | **WHO YOU’LL GATHER INFORMATION FROM**  | **METHOD OF DATA COLLECTION** | **WHEN TO GATHER DATA** | **RESOURCES** | **PERSON (S) RESPONSIBLE**  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Work with other local partners to capacity build in delivery of arts and cultural projects | Number of local partners engaged to deliver project, where skills are developed in working with the cultural sector | Delivery Partners | Project Monitoring Workbook | April – May 2017 | PeriplumStaff time | Elizabeth BergeronPippa GardnerElinor Unwin |
| Profile of local partners engaged to deliver project, where skills are developed in working with the cultural sector | Delivery Partners | Project Monitoring Workbook | April – May 2017 | PeriplumStaff time | Elizabeth BergeronPippa GardnerElinor Unwin |
| Extent that local delivery partners have developed skills and knowledge working on 2016 pilot project and 7 Alleys | Delivery Partners | Delivery Partner Survey | May 2017 | Researcher | Elinor Unwin |
| Nature of skills and knowledge developed by local delivery partners working on 2016 pilot project 7 Alleys | Delivery Partners | Delivery Partner Survey | May 2017 | Researcher | Elinor Unwin |
| Extent that local delivery partners feel confident to work on arts and cultural projects in future as a result of their experience on 2016 pilot project 7 Alleys | Delivery Partners | Delivery Partner Survey | May 2017 | Researcher | Elinor Unwin |
| Improve perceptions of Hull both internally and externally | Enhance positive media coverage of Hull’s arts and heritage offer | See aim ‘Connect the communities of Holderness ward’ above | -  | - | - | - | - |
| Increase in Hull residents who are proud to live in Hull and would speak positively about the city to others | Extent to which participants are proud of their neighbourhood | Participants | * Participant Survey
* Participant Focus Group
 | May 2017 | ResearcherAbi Bell | Elinor Unwin |
| Extent to which audiences are proud of their neighbourhood | Audiences | * Audience Survey
* Audience Walk & Talk/Depth
 | May 2017 | Marketing MeansHopkins Van Mil | Elinor Unwin |
| Extent to which local residents are proud to live in Hull | Hull Residents | Citywide Residents Survey  | December 2017 | Market Research Agency | Elinor Unwin |
| Extent to which participants would speak positively about the East Hull area to someone else, both with and without being asked | Participants | * Participant Survey
* Participant Focus Group
 | May 2017 | ResearcherAbi Bell | Elinor Unwin |
| Extent to which audiences would speak positively about their neighbourhood to someone else, both with and without being asked | Audiences | * Audience Survey
* Audience Walk & Talk/Depth
 | May 2017 | Marketing MeansHopkins Van Mil | Elinor Unwin |
| Extent to which local residents would speak positively about the city to someone else, both with and without being asked | Local Residents | Citywide Residents Survey  | December 2017 | Market Research Agency | Elinor Unwin |
| **AIMS** | **OBJECTIVES** | **OUTPUTS & OUTCOMES**  | **WHO YOU’LL GATHER INFORMATION FROM**  | **METHOD OF DATA COLLECTION** | **WHEN TO GATHER DATA** | **RESOURCES** | **PERSON (S) RESPONSIBLE**  |
| Improve wellbeing through engagement and participation | Engage volunteers from Hull and beyond through the Volunteer Programme | Number of volunteers engaged in 2016 pilot project | Hull 2017 Volunteer Team | Better Impacts | Xxxx 2016 | Staff time | Anna Route |
| Roles of volunteers in 2016 pilot project | Hull 2017 Volunteer Team | Better Impacts | Xxxx 2016 | Staff time | Anna Route |
| Number of volunteers engaged in 7 Alleys | Hull 2017 Volunteer Team | Better Impacts | May 2017 | Staff time | Anna Route |
| Roles of volunteers in 7 Alleys | Hull 2017 Volunteer Team | Better Impacts | May 2017 | Staff time | Anna Route |
| Increase levels of happiness and enjoyment as a result of engaging with arts and culture | Perceived reaction to 2016 pilot project amongst audiences and participants  | Audiences Participants | Observational Research | Xxxx 2016 | Staff time | Elinor Unwin |
| Extent to which participants enjoy 7 Alleys and it increases happiness levels | Participants | * Participant Survey
* Participant Focus Group
 | May 2017 | ResearcherAbi Bell | Elinor Unwin |
| Extent to which audiences enjoy 7 Alleys and it increases happiness levels | Audiences | * Audience Survey
* Audience Walk & Talk/Depth
 | May 2017 | Marketing MeansHopkins Van Mil | Elinor Unwin |
| Increase levels of confidence and community cohesion among local audiences and participants | See aim ‘Build the confidence of participants via the final project in 2017’ above | - | - | - | - | - |