**PROJECT OVERVIEW – MADE IN HULL**

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| **NAME OF PROJECT** | **Made in Hull** |
| **PROJECT START - FINISH DATES** | **1 April 2016 to 31 March 2017**  |
| **PROJECT LIVE DATES** | **1 – 7 January 2017** |
| **COC PROJECT LEAD** | **Niccy Hallifax** |
| **PROJECT SUMMARY**  | Large-scale projection on buildings, illuminated skylines, soundscapes, shop window and live performance to celebrate 70 years of life in the city. Staged across the city centre, *Made in Hull*tells the story of our city in surprising and stunning ways through a series of commissions by local and international artists. From the devastation of the Second World War, through the good times and the hard times, this is an exploration of Hull’s heritage and its characters at work and play. |
| **TARGET AUDIENCES** **(PROVIDE EVIDENCE FOR EVALUATION)** | * Every resident of Hull
* Visitors to Hull
* Media – local, national and international
 |
| **CREATIVE CORE TEAM****(PROVIDE EVIDENCE FOR EVALUATION)** | * Niccy Halifax
* Sean McAlister
* Rupert Creed
* Ala Lloyd
* Durham Marenghi
* Dan Jones
 |
| **ARTISTS****(PROVIDE EVIDENCE FOR EVALUATION)** | * Zsolt Balogh
* Chris Hees
* Helga Gift
* Sodium
* Invisible Flock
* Preston Likely
* MakeAMPLIFY
* Jesse Kanda
* Imitating the Dog
* Quentin Budworth
* Urban Projections
 |
| **HERITAGE PARTNERS****(PROVIDE EVIDENCE FOR EVALUATION)** | * Yorkshire Film Archives
* Pathe
* BFI
* Huntley Film Archives
* Hull History Centre
* John Frost
* Hull Maritime Museum
* Hull History Museum
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| **DELIVERY PARTNERS****(PROVIDE EVIDENCE FOR EVALUATION)** | * Hull City Council
* Ground Control
* VHEY
* Hull Daily Mail
* Daily Express
* BBC Look North
* Warren Centre
* Open Doors
* Hull Libraries Service
* Hull Culture & Leisure
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| **PROJECT SPECIFIC OBJECTIVES/OUTPUTS TO MEASURE**  | * Invite every Hull resident to the live performances, via 118,500 invites sent to every household
* Create and deliver a spectacular opening event
* Generate National media coverage and interest
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| **SHULL 2017 STRATEGIC OBJECTIVES THAT THE PROJECT IS CONTRIBUTING TO** | * Increase total audiences for Hull’s cultural offer by 25%
* Increase engagement and participation in culture amongst Hull residents (HU1-HU9) by 7%
* Increase the diversity of audiences for Hull’s cultural offer
* Increase positive attitudes towards Hull as a place to live and study by 10%
* 75% of Hull residents being proud to live in Hull
* 75% of Hull residents agreeing they would speak positively about Hull to others
* Provide training and development opportunities to 2,800 residents.
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**PROJECT MONITORING & EVALUATION PLAN – MADE IN HULL**

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| **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** * Invite every Hull resident to the live performances
* Create and deliver a spectacular opening event
* Generate National Media coverage & Interest

**Strategic objectives this project will contribute to*** Increase total audiences for Hull’s cultural offer by 25%
* Increase engagement and participation in culture amongst Hull residents (HU1-HU9) by 7%
* Increase the diversity of audiences for Hull’s cultural offer
* Increase positive attitudes towards Hull as a place to live and study by 10%
* 75% of Hull residents being proud to live in Hull
* 75% of Hull residents agreeing they would speak positively about Hull to others
* Provide training and development opportunities to 2,800 residents.
 | * Footfall at key sites (need to measure pre- and post- event to ensure that a comparison can be made to the live days)
* Number of creative development sessions
* Number of performance rehearsals
* Number of audience members (people at the sites who engage with the event)
* Hotel occupancy rates attributable to event
* Postcodes of audiences
* Diversity audiences
* Group size and ages of group members with audiences
* Intended audience vs. passer by audience
* Visitor spend data (for all non-Hull residents)
* Number of new commissions (e.g. film, performance piece, etc.)
* Number of access provisions? (is this included)
* Total number of showings
* Diversity of Creative Core Team
* Diversity of artists
* Number of press release, TV and radio appearances
* Levels and messaging of media coverage across all channels (including social media)
* The impact of being involved for the Core Creative Team
* The impact of being involved for the artists
* The impact of being involved for the heritage partners
* Peer assessment of event quality
* The impact of being involved for the delivery partners
* The impact of the event on local people
* The impact of the event on visitors
* The impact of the event on local businesses (hotels, bars and restaurants)
* Unexpected outcomes
 | * Creative Core Team
* Artists
* Heritage partners
* Peer(s)
* Delivery partners
* Audiences
* Volunteers
* VHEY
* Hull BID
 | * Project Monitoring Sheet *- Niccy to confirm if an existing monitoring sheet exists re: project outputs (commissions, and partners, etc) If not, Elinor has one set up*
* *Creative Core Team and Artists equal opps forms Will add to the end of the pre-event survey*
* Creative Core Team pre- and post- event survey and depth interviews
* Artist pre- and post- event survey and depth interviews
* Heritage Partner pre- and post- event survey and depth interviews
* Peer pre- and post- event survey and depth interview
* Delivery Partner survey
* A film will be produced collecting vox pop interviews from artists, audiences/visitors – *See appendix 1 below for question guidelines to ask*
* IbyD to do audience counts every night across all sites
* Social listening – social media channels will be analysed for engagement – create and publicise specific social media tags and call to action
* PR agencies will track media coverage
* Audience survey – contact details collected by IbyD during live event, followed up by CATI
* Audience experiential research – groups pre-recruited and delivered during live event
* VHEY to provide information on hotel occupancy
* Hull BID to distribute survey to local hotels, bars and restaurants asking about impact on business
 | * Project Monitoring to take place on ongoing basis and completed day after project debrief
* Creative Core team pre-event survey and depth interviews by 28 December
* Creative Core team post-event survey and depth interviews by 20 January
* Artists pre-event survey and depth interviews by 28 December
* Artists post-event survey and depth interviews by 20 January
* Heritage partner pre-event survey and depth interviews by 28 December
* Heritage partner post-event survey and depth interviews by 20 January
* Peer(s) pre-event survey and depth interviews by 28 December
* Peer(s) post-event survey and depth interviews by 20 January
* Delivery partner survey by 20 January
* Film will run from x to end of project – *Niccy to confirm when filming will begin*
* IbyD to provide live audience counts on 2, 5 and January
* IbyD to provide live audience counts compared to pre- and post- event counts by 25 January
* Audience experiential groups to be recruited by 21 December
* Audience experiential data to be collected by 7 January
* Media and social media coverage to track all mentions of project from now till two weeks after event finishes for specific campaign report outside of ongoing media monitoring
* Event management team to report back daily and in overall report back on event
* Audience contact details collected throughout event, with CATI to complete 2 weeks after end of live event
 | * Monitoring sheet: EU & NH
* EU to design all surveys and discussion guides
* Brennan Research to undertake all fieldwork for non-audience research (both surveys and depth interviews)
* IbyD to undertake audience measurement
* IbyD to collect audience contact details and undertake CATI for audience survey
* EU to undertake experiential research
* AJ to lead on relationship with PR agency
* Digital team to provide digital stats
* PR agency to provide social media sentiment and all media coverage analysis
* Niccy / filmmaker on film
* Niccy to lead on Project Debrief
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**APPENDIX 2 STRATEGIC OUTCOMES BY COC IMPACT CATEGORY**

The table below sets out the strategic outcomes that the Artistic Programme drives.

