**Data Collection Methodology Statement**

We envisage that a range of data collection methodologies will be considered across all projects, drawing from the M&E Framework, though at the top level we expect it will include:

* Counts - Hull 2017 is in the process of developing a digital platform, to be a one-stop-shop for engaging with the cultural programme. Audiences/participants will be required to register on the website to buy tickets and access content, enabling us to monitor their activity and collect demographic and socio-demographic information.
* Beneficiary interviews - to gain an understanding of the interaction between different project partners, stakeholders, and staff and/or participants experiences of being involved.
* Goal setting – Beneficiaries would set their own goals at the beginning of the project and then revisit this during and/or at the end of the programme (e.g. production staff working on Caravan of Love would outline objectives for learning at the beginning of their time working with Hull 2017 which can be reviewed upon completion).
* Case studies - Case study approaches could be considered on two levels – a case study of a specific project strand and case studies of individual beneficiaries taking part in a project. The data presented in these case studies will most likely be gathered via interviews; observations; audio and video data; documentation and would be shared via conferences, online and through written reports.

As projects are still being developed the data collection methodologies are still to be finalised. However, our approach with regard to selection of these methodologies is as follows:

* M&E will be integrated into each project in collaboration with the delivery team, so that it is not and “add on” that detracts from audience/participant experience;
* Methodologies selected will be appropriate to the project strand, so approaches will be informed by who the target audience(s) is(are), the project team involved in delivery and the resources available.

In addition to traditional data collection methods (i.e. questionnaires, interviews and focus groups), the table overleaf provides a list of potential methodologies that may be utilised. In addition to this, we will seek to draw on the expertise and creativity of the artists/organisations with who we partner in order to identify/develop other innovative approaches not yet considered.

| **Data collection method** | **Formative** | **Summative** | **Notes** |
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| Counts | ✓ | ✓ | Hull 2017 is in the process of developing a digital platform, the aim of which is to be a one-stop-shop for engaging with the cultural programme. Audiences/participants will be required to register on the website to buy tickets and access content, enabling us to monitor their activity and collect demographic and socio-demographic information. |
| Forms | ✓ | ✓ | Application, registration and other forms collected through the project strands administrative processes can be analysed to gather quantitative and qualitative data. |
| Walk and talks | ✓ | ✓ | Mobile interviews (individual or group) that involve both walking and talking, where beneficiaries provide a guided tour of how they use or perceive a project. |
| Beneficiary Interviews | ✓ | ✓ | A potentially useful way to gain an understanding of the interaction between different project partners, stakeholders, and staff and/or participants experiences of being involved. |
| Groups   * Workshops * Talking circle * Affinity diagramming * World café method | ✓ | ✓ | Group discussion based activities to draw out individual and share experiences of being involved. **Workshops Talking Circles** involve beneficiaries providing comments about their experience and benefits gained from being involved; **Affinity diagramming** involves organising a large number of ideas into their natural relationships to build a group consensus; **World Café** involves a structural conversation to access the collective wisdom of group of people. |

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| Observation | ✓ | ✓ | To record information such as what happens, what someone does, how someone behaves, how they interact with other beneficiaries or a place – to uncover what people do rather than what they say. |
| Project diary (text/video) | ✓ | ✓ | This would enable the collection of personal responses to a project strand, giving insight into what beneficiaries are feeling and thinking. Pre-printed diaries/a list of questions would be used to keep them focused on what the project strand needs to know. Could be done individually and/or as a group. |
| Goal setting | ✓ | ✓ | Beneficiaries would set their own goals at the beginning of the project and then revisit this during and/or at the end of the programme. |
| Action cards | ✓ | ✓ | Index cards on which beneficiaries record steps, actions, and accomplishments during the course of a project or program. Individuals or groups would write a short entry on each card - a few words or sentences. The cards help to monitor progress, critical incidents and accomplishments. |
| Case studies | ✓ | ✓ | Case study approaches could be considered on two levels – a case study of a specific programme strand and case studies of individual communities/ beneficiaries taking part in a programme strand. The data presented in these case studies will most likely be gathered via interviews; observations; audio and video data; documentation; and in the case of Hull 2017’s Customer Relationship Management System and Volunteer Services Hub, digital data. |

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| Creative expression | ✓ | ✓ | Forms of creative expression that could be used to collect data linked to changes in knowledge, attitudes, skills, feelings and behaviours include drawing, drama, role-playing, storytelling; storyboards; photography; film; and music. These could be undertaken individually and/or as a group. |
| Rapid feedback cards | ✓ | ✓ | Drawing out three to five key questions to ask beneficiaries to answer at the end of an event/activity or project – a method that should not take more than a few minutes to complete. |
| Kinaesthetic | ✓ | ✓ | Interactive and fun methodologies that might be utilised include **value lines** (i.e. beneficiaries stand on a rating scale marked on the wall/floor, based on their response to a question); **card sort** (i.e. beneficiaries place cards with project outcomes printed on them into containers representing different values in response to a question); **up to the mark** (i.e. beneficiaries place water/sand/items into containers to represent their level of agreement/feelings about a specific question); |
| Photo language | ✓ | ✓ | Beneficiaries are asked to select from a range of Black & White photos related to the evaluation topic that will stimulate conversation. The images work to enable individuals to express themselves more fully on a range of issues, such as needs, outcomes and experiences. |
| Public Realm and largescale artistic data interpretation | ✓ | ✓ | We are examining opportunities regarding ways to show data in a creative way. , for example, lighting the Humber Bridge green if the mood of the city is positive |