**CREATIVE PARTNERS**   
**ORGANISATIONAL END OF YEAR REPORT (2017 FIGURES)**

**GENERAL INFORMATION**

|  |  |
| --- | --- |
| **ORGANISATION NAME:** | Hull Truck Theatre |
| **MAIN CONTACT:** | Janthi Mills-Ward & Mark Babych |
| **REPORT SUBMISSION DATE:** |  |

**INTRODUCTION**

Everyone who receives funding from Hull UK City of Culture 2017 Ltd. has monitoring and reporting obligations, which serve to keep us informed of how you are doing against the deliverables in your Agreement with us; identify how we can better support you as a partner; and to provide data that will feed into our reporting to the funding partners who have made this year possible.

The data tables in this end of year report will help inform us how your orgainsation has changed against the figures provided for 2016. The data in this report should refer to your organisation’s activity as a whole in 2017, not just that delivered as part of the Agreement with us. It will be used alongside your project reports, to assess the full impact of Hull’s year as City of Culture in 2017.

Please email this activity report to: [insert Hull contact]@hull2017.co.uk

**GLOSSARY OF TERMS**

* **Commission -** the hiring or payment to an artist / artistic company to create a new art work, project or performance. A commission can be wholly or partly funded by you / your organisation.
* **Participant opportunities** – workshops, classes, courses, engagement projects for members of the public (i.e. not including school’s engagement, artist development or staff training opportunities).
  + **Workshops and classes**: individual occurrences of a workshop / class, even if it is the same one being delivered, e.g. the same contemporary dance workshop led by Hull Dance, delivered at 3 different venues or 3 times in a day, is 3 opportunities.
  + **Courses and engagement projects**: a series of classes, workshops, activities, etc. where the same group of participants take part for the duration, and it is progressive in nature, e.g. a group of 8 circus skills classes to introduce participants to a range of acrobatic skills (once a week for 8 weeks), attended by the same 10 participants OR a community cast recruited to develop, rehearse and perform a drama.
* **School’s engagement opportunities –** as above, but organized formally with schools.
* **Artist development opportunities** – includes residencies, structured schemes, seed commissions, professional or industry advice, showcase opportunities, associate artist schemes, etc.
* **Staff training opportunities** – including formal training and development programmes, attendance at industry conferences and seminars, professional leave, work shadowing, mentoring, etc.
* **Audience** - those attending an exhibition or performance, and people getting access to work that is printed, recorded, broadcast or on the internet.
* **Participant** – those taking part in doing an activity.

1. **END OF YEAR DATA**
2. **ALL ACTIVITY IN 2017**

**Please enter the data from your 2017 activity in the table below, broken down by quarter.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Q1** **JAN-MAR** | **Q2** **APR-JUN** | **Q3** **JUL-SEP** | **Q4** **OCT-DEC** |
| **ACTIVITY** | | | | |
| **COMMISSIONS** | | | | |
| No. of commissions | 2 | 1 | 3 | 2 |
| No. of commissions inspired by history / heritage | 2 | 1 | 3 | 2 |
| **PRODUCTIONS AND PERFORMANCES** | | | | |
| No. of productions or co-productions | 2 | 2 | 4 | 2 |
| No. of productions or co-production performances | 28 | 56 | 15 |  |
| No. of productions or co-productions on tour | 1 | 1 | 1 |  |
| No. of visiting company productions | 0 | 1 | 0 |  |
| No. of visiting company production performances | 0 | 4 | 0 |  |
| No. of productions inspired by history / heritage | 4 | 6 | 4 | 2 |
| No. of accessible performances | 6 | 13 | 8 | 4 |
| **EXHIBITIONS AND COMMISSIONS** | | | | |
| No. of exhibitions |  | 1 |  |  |
| No. of exhibitions on tour |  |  |  |  |
| No. of exhibition days |  | 24 |  |  |
| No. of exhibitions inspired by history / heritage |  |  |  |  |
| No. of access provisions |  |  |  |  |
| **FILMS** | | | | |
| No. of films |  |  |  |  |
| No. of films on tour |  |  |  |  |
| No. of screenings |  |  |  |  |
| No. of films inspired by history / heritage |  |  |  |  |
| No. of accessible screenings |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Q1** **JAN-MAR** | **Q2** **APR-JUN** | **Q3** **JUL-SEP** | **Q4** **OCT-DEC** |
| **ACTIVITY** | | | | | |
| **FESTIVALS & MUSIC** | | | | | |
| No. of festival days |  | 5 |  |  |
| No. of artists / groups / companies programmed |  | 23 |  |  |
| No. of performances |  | 16 |  |  |
| No. of shows inspired by history / heritage |  | 16 |  |  |
| No. of accessible performances during festival |  |  |  |  |
| **LEARNING AND PARTICIPATION** | | | | | |
| No. of participant opportunities\* (in-house) | 1647 | 9 | 52 | 2 |
| No. of participant opportunities\* (outreach) |  |  |  | 1 |
| No. of school’s engagement opportunities\* (in-house) |  |  |  |  |
| No. of school’s engagement opportunities\* (outreach) |  |  |  |  |
| No. of artist development opportunities\* (in-house) | 1 | 6 | 3 | 2 |
| No. of artist development opportunities\* (outreach) |  |  |  |  |
| No. of staff training opportunities\* (in-house) | 1 |  |  |  |
| No. of staff training opportunities\* (outreach) |  |  |  |  |
| No. of opportunities exploring history / heritage |  | 2 | 1 | 1 |
| No. of opportunities to build historical / heritage-based skills or knowledge |  | 2 | 3 | 2 |
| No. of accessible learning and participation activities |  | 9 | 2 | 1 |

**In the table below, please enter the total number of activities delivered by your organisation for each quarter of 2017 by location.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Q1** **JAN-MAR** | **Q2** **APR-JUN** | **Q3** **JUL-SEP** | **Q4** **OCT-DEC** |
| **ACTIVITY VENUES/LOCATIONS** | | | | |
| No. of activities delivered in your own venue  (if applicable) |  |  |  |  |
| No. of activities delivered elsewhere in HU1 – HU9 | 28 | 61 | 79 | 64 |
| No. of activities delivered outside of HU1 – HU9 | 36 | 6 | 17 | 0 |

1. **YOUR PEOPLE IN 2017**

**In the table below, please enter the number of staff in your organisation (as of 31 December 2017), in each of the job roles / departments listed. Where rows are not applicable, please leave blank.**

|  |  |  |
| --- | --- | --- |
|  | **AT END OF 2017** | **NO. FROM**  **HU1 – HU9** |
| **ORGANISATION** |  |  |
| **CORE CREATIVE TEAM (IN-HOUSE)** |  |  |
| (Artistic) Director | 1 | 1 |
| Producer | 1 | 0 |
| Other Production | 2 (wardrobe) | 0 |
| Curator | 0 |  |
| Conservators | 0 |  |
| Archivists | 0 |  |
| Other Curatorial | 0 |  |
| Other Creative |  |  |
| **OTHER** |  |  |
| Executive Director | 1 | 0 |
| Researchers | 0 |  |
| Marketing & Communications | 14(inc box office) | 13 |
| Learning & Participation | 3 | 3 |
| Development | 1 | 0 |
| Finance | 3 (4 inc Clare) | 4 |
| Technical & Operations | 18(tech/Brian etc) | 14 |
| Admin | 3 | 2 |
| Front of House | 23 | 18 |
| Other staff |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **TOTAL 2017** |  |  | **TOTAL 2017** |
| **AGE GROUPS** | |  | **DISABILITY/LONG TERM ILLNESS** | |
| 16-17 years |  |  | Yes – limited a lot |  |
| 18-19 years |  |  | Yes – limited a little |  |
| 20-24 years |  |  | No |  |
| 25-29 years |  |  | Prefer not to say |  |
| 30-34 years |  |  | **CONDITIONS** | |
| 35-39 years |  |  | Learning disability |  |
| 40-44 years |  |  | Long-term illness/condition |  |
| 45-49 years |  |  | Sensory impairment |  |
| 50-54 years |  |  | Mental Health condition |  |
| 55-59 years |  |  | Physical impairment |  |
| 60-64 years |  |  | Cognitive impairment |  |
| 65-69 years |  |  | Other |  |
| 70-74 years |  |  | **ETHNICITY** |  |
| 75+ years |  |  | Welsh/English/Scottish/Northern Irish/British |  |
| Prefer not to say |  |  | Irish |  |
| **GENDER** | |  | Gypsy or Irish Traveller |  |
| Male |  |  | Polish |  |
| Female |  |  | Any other White background |  |
| Transgender |  |  | White and Black Caribbean |  |
| Gender non-conf |  |  | White and Black African |  |
| Prefer not to say |  |  | White and Asian |  |
|  |  |  | Any other Mixed/multiple ethnic background |  |
|  |  |  | Indian |  |
| **In the tables on this page, please enter the number of staff in your organisation for 2017, who fall into each of the equal opportunities categories listed. If you do not know we recommend asking all current staff to complete the Equal Opportunities Form in the Hull 2017 Toolkit.** |  |  | Pakistani |  |
|  |  |  | Bangladeshi |  |
|  |  |  | Chinese |  |
|  |  |  | Any other Asian background |  |
|  |  |  | African |  |
|  |  |  | Caribbean |  |
|  |  |  | Any other Black/African/Caribbean background |  |
|  |  |  | Arab |  |
|  |  |  | Any other ethnic group |  |
|  |  |  | Prefer not to say |  |

1. **AUDIENCES IN 2017**

**In the table below, please enter the total number of audiences for your organisation in 2017.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Q1** **JAN-MAR** | **Q2** **APR-JUN** | **Q3** **JUL-SEP** | **Q4** **OCT-DEC** | **% FROM**  **HU1 – HU9** |
| Number of audience members\* (in-house) | 20,912 | 20,594 | 15,771 | 31,099 | 36% |
| Number of audience members on tour | 0 | 16,920 | 2,109 | 1,597 | % |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **% - 2017** |  |  | **% - 2017** |
| **AGE GROUPS - AUDIENCES** | |  | **DISABILITY/LONG TERM ILLNESS – AUDIENCES** | |
| 0-2 years |  |  | Yes – limited a lot |  |
| 3-5 years |  |  | Yes – limited a little |  |
| 6-10 years |  |  | No |  |
| 11-15 years |  |  | Prefer not to say |  |
| 16-17 years |  |  | **CONDITIONS – AUDIENCES (NON-MANDATORY)** | |
| 18-19 years |  |  | Learning disability |  |
| 20-24 years |  |  | Long-term illness/condition |  |
| 25-29 years |  |  | Sensory impairment |  |
| 30-34 years |  |  | Mental Health condition |  |
| 35-39 years |  |  | Physical impairment |  |
| 40-44 years |  |  | Cognitive impairment |  |
| 45-49 years |  |  | Other |  |
| 50-54 years |  | **Please enter the % of your audience in each of the equal opportunities categories shown in the tables on this and the following page. We recommend asking a sample of your audiences across the year the Equal Opportunities questions form the Audience Question Bank, provided in the Hull 2017 Reporting Toolkit.** |  |  |
| 55-59 years |  |  |  |  |
| 60-64 years |  |  |  |  |
| 65-69 years |  |  |  |  |
| 70-74 years |  |  |  |  |
| 75+ years |  |  |  |  |
| Prefer not to say |  |  |  |  |
| **GENDER - AUDIENCES** | |  |  |  |
| Male |  |  |  |  |
| Female |  |  |  |  |
| Transgender |  |  |  |  |
| Other |  |  |  |  |
| Prefer not to say |  |  |  |  |

|  |  |
| --- | --- |
|  | **% - 2017** |
| **ETHNICITY - AUDIENCES** | |
| Welsh/English/Scottish/Northern Irish/British |  |
| Irish |  |
| Gypsy or Irish Traveller |  |
| Polish |  |
| Any other White background |  |
| White and Black Caribbean |  |
| White and Black African |  |
| White and Asian |  |
| Any other Mixed/multiple ethnic background |  |
| Indian |  |
| Pakistani |  |
| Bangladeshi |  |
| Chinese |  |
| Any other Asian background |  |
| African |  |
| Caribbean |  |
| Any other Black/African/Caribbean background |  |
| Arab |  |
| Any other ethnic group |  |
| Prefer not to say |  |

1. **TICKETS IN 2017**

**In the table below, please enter any details you have on ticket sales, booking trends, and friends schemes in 2017. If you do not have this data, please leave blank.**

NB Have completed this for all in house and visiting productions.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Q1** **JAN-MAR** | **Q2** **APR-JUN** | **Q3** **JUL-SEP** | **Q4** **OCT-DEC** | **% FROM**  **HU1 – HU9** |
| **TICKET SALES** | | | | | |
| No. of full price tickets sold | 11,803 | 12,474 | 8,604 | 15,672 | % |
| No. of concessionary tickets sold | 7,534 | 6,330 | 5,026 | 12,745 | % |
| No. of free tickets issued | 1,575 | 1,790 | 2,141 | 2,680 | % |
| Value of all ticket sales | £256,167.50 | £253,330.95 | £164,399.55 | £401,305.05 | % |
| **BOOKING TRENDS %** | | | | | |
| % by Telephone | 16% | 16% | 17% | 17% | % |
| % by Counter | 25% | 22% | 25% | 29% | % |
| % by Website | 59% | 61% | 57% | 55% | % |
| % by Post | % | % | % | % | % |
| % by Agency | % | % | % | % | % |
| ONLINE TICKET SALES | | | | | |
| No. of tickets sold online | 10,924 | 11,415 | 7,625 | 14,504 | % |
| Value of tickets sold online | £152,076.50 | £155,658.00 | £94,223.65 | £219,354.35 | % |
| FRIENDS/MEMBERSHIP | | | | | |
| New memberships |  |  |  |  | % |
| Membership renewals |  |  |  |  | % |
| No. of tickets purchased by members |  |  |  |  | % |
| Value of tickets bought by members | £ | £ | £ | £ | % |

1. **PARTICIPANTS IN 2017**

**In the table below, please enter the total number of participants for your organisation in 2017.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Q1** **JAN-MAR** | **Q2** **APR-JUN** | **Q3** **JUL-SEP** | **Q4** **OCT-DEC** | **% FROM**  **HU1 – HU9** |
| Number of participants\*  (in-house) | 4239 | 2004 | 6279 | 1956 | % |
| Number of participants (outreach) |  |  |  |  | % |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **% - 2017** |  |  | | | **% - 2017** |
| **AGE GROUPS - PARTICIPANTS** | |  | **DISABILITY/LONG TERM ILLNESS - PARTICIPANTS** | | | |
| 0-2 years |  |  | Yes – limited a lot | | |  |
| 3-5 years |  |  | Yes – limited a little | | |  |
| 6-10 years |  |  | No | | |  |
| 11-15 years |  |  | Prefer not to say | | |  |
| 16-17 years |  |  | **CONDITIONS – PARTICIPANTS (NON-MANDATORY)** | | | |
| 18-19 years |  |  | Learning disability | | |  |
| 20-24 years |  |  | Long-term illness/condition | | |  |
| 25-29 years |  |  | Sensory impairment | | |  |
| 30-34 years |  |  | Mental Health condition | | |  |
| 35-39 years |  |  | Physical impairment | | |  |
| 40-44 years |  |  | Cognitive impairment | | |  |
| 45-49 years |  |  | Other | | |  |
| 50-54 years |  | **Please enter the % of your participants in each of the equal opportunities categories shown in the tables on this and the following page. We recommend asking all participants across the year (if possible) the Equal Opportunities questions from the Participant Question Bank, provided in the Hull 2017 Reporting Toolkit.** |  | | |  |
| 55-59 years |  |  |  | | |  |
| 60-64 years |  |  |  | | |  |
| 65-69 years |  |  |  | | |  |
| 70-74 years |  |  |  | | |  |
| 75+ years |  |  |  | | |  |
| Prefer not to say |  |  |  | | |  |
| **GENDER - PARTICIPANTS** | |  |  | | |  |
| Male |  |  |  | | |  |
| Female |  |  |  | | |  |
| Transgender |  |  |  | | |  |
| Gender non-conf |  |  |  | | |  |
| Prefer not to say |  |  |  | | |  |
|  |  |  |  | | |  |
|  | | | | | **% - 2017** |
| **ETHNICITY - PARTICIPANTS** | | | | | |
| Welsh/English/Scottish/Northern Irish/British | | | | |  |
| Irish | | | | |  |
| Gypsy or Irish Traveller | | | | |  |
| Polish | | | | |  |
| Any other White background | | | | |  |
| White and Black Caribbean | | | | |  |
| White and Black African | | | | |  |
| White and Asian | | | | |  |
| Any other Mixed/multiple ethnic background | | | | |  |
| Indian | | | | |  |
| Pakistani | | | | |  |
| Bangladeshi | | | | |  |
| Chinese | | | | |  |
| Any other Asian background | | | | |  |
| African | | | | |  |
| Caribbean | | | | |  |
| Any other Black/African/Caribbean background | | | | |  |
| Arab | | | | |  |
| Any other ethnic group | | | | |  |
| Prefer not to say | | | | |  |

1. **DIGITAL IN 2017**

**In the tables below, please enter any website and social media statistics you have for your organisation in 2017.**

|  |  |  |  |
| --- | --- | --- | --- |
| **WEBSITE** | **TOTAL PAGE VIEWS** **2017** | **UNIQUE PAGE VIEWS 2017** | **AVERAGE TIME ON WEBSITE** |
| www.hulltruck.co.uk | **1,267,633** | **213,133 (users)** | **02.01** |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **SUBSCRIBERS AT START OF 2017** | **SUBSCRIBERS AT END OF 2017** | **CLICK THROUGHS IN 2017** |
| E-newsletter subscribers | **18,488** | **22,271** |  |
| SMS subscribers |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **LIKES/FOLLOWERS/** **SUBCRIBERS AT START 2017** | **LIKES/FOLLOWERS/** **SUBSCRIBERS AT END OF 2017** | **IMPRESSIONS ON POSTS IN 2017** | **ENGAGEMENTS WITH POSTS IN 2017** |
| Facebook | **7,009** | **9,775** |  |  |
| Twitter | **25,880** | **28,722** |  |  |
| Instagram |  |  |  |  |
| Other |  |  |  |  |

**DEFINITIONS**

* **Followers include:** Facebook Page Likes / Profile Friends; Twitter Followers; YouTube Subscribers; etc.
* **Impressions:** impressions (“views”) of Facebook posts; impressions (“views”) of Twitter tweets; views of YouTube videos; etc.
* **Engagements:** Facebook posts, likes, shares, comments; Twitter tweets, retweets, likes; YouTube shares, comments; etc.

1. **PARTNERS IN 2017**

**In the tables below, please enter data on the partnerships your organisation had in 2017.**

|  |  |  |
| --- | --- | --- |
|  | **TOTAL BASED IN HU1 – HU9 IN 2017** | **TOTAL BASED OUTSIDE**  **HU1 – HU9 IN 2017** |
| **PARTNER TYPE** | | |
| Artistic partner (e.g. theatre, art gallery, music venue) | 10 | 11 |
| Heritage partner (e.g. museum, archive) |  |  |
| Funder (e.g. Arts Council England, business, private trust) | 13 | 12 |
| Public Sector partner (e.g. libraries, GPs) |  |  |
| Voluntary sector partner (e.g. community group, charity) |  |  |
| Education (e.g. school, college, university) |  |  |
| Other |  | 2 |
| **PARTNERSHIP STAGE** | | |
| Number of new partnerships established in 2017 | 9 | 2 |
| Number of existing partners retained in 2017 | 8 | 3 |