**City of Culture Artistic Programme – Summary Evaluation Plan – Made in Hull**

***This framework template informs the M&E team of how and when you will evaluate your Artistic Project / Activity.***

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| **Name of Artistic Activity / Project** | **Made in Hull** |
| **Activity / Project Start - Finish Dates** | **1st April 2016 – 31st March 2017** |
| **Activity / Project Live Dates** | **Jan 1st – Jan 7th 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**  | * Every resident of Hull (all 260,000 people in Hull will receive an invitation via invitations issued to all 119,000 households)
* Media – local, national and international
* Visitors to Hull
* Project team involved including Core Creative Team; artist(s)/creative practitioners; heritage partners; delivery partners
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| **Project partners / stakeholders** **(who can gather and/or provide evidence for evaluation)** | * Hull City Council
* Hull Libraries Service
* Yorkshire Film Archive
* Pathe
* BFI
* Huntley Film Archives
* Hull History Centre
* John Frost
* Hull Maritime Museum
* Hull History Museum
* Artists
* Audiences / participants
* Ground Control (Ops and Tech delivery partner)
* Hull University
* VHEY
* Media partners - Hull Daily Mail / Daily Express /BBC Look North
* Warren Youth Centre
* Open Doors
* Hull Culture & Leisure
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| **Project resources required**  | * £6,000 budget for Fieldwork Agency
* £x for filming and editing of vox pops (Niccy to confirm allocated budget)
* Business Intelligence Team @ HCC
* External Evaluator time - Regeneris
* Expenses for Peer(s) £500
* PR Company/ media monitoring
* Staff time
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| **Project Specific Objectives/outputs to measure**  | 1. Invite every Hull resident to the live event
2. Enable better understanding of the last 70 years of Hull’s history and heritage through the creation and delivery of a spectacular opening event
3. Generate National Media coverage & interest
4. Uncover unexpected stories relating to the last 70 years of Hull’s history
5. Increase total audiences for Hull’s cultural offer by 25%
6. Increase engagement and participation in culture amongst Hull residents (HU1-HU9) by 7%
7. Increase the diversity of audiences for Hull’s cultural offer
8. Increase positive attitudes towards Hull as a place to live, work, study and visit by 10%
9. 75% of Hull residents being proud to live in Hull
10. 75% of Hull residents agreeing they would speak positively about Hull to others
11. Provide training and development opportunities to 2,800 residents
12. By March 2018, 75% of local cultural organisations will agree the city’s cultural infrastructure has been developed as a result of capacity building and collaborative work undertaken with Hull 2017 and partners
13. By the end of 2017, Hull 2017 will deliver economic impacts of at least £60m
14. By the end of 2017, Hull 2017 and partners will have contributed to sustainable legacy projects that build on the success of Hull 2017 UK CoC initiatives
15. Unexpected outcomes
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| **Project measurement tools** | * Audience/visitor survey
* Qual groups x 4 – Partners group, Hull residents x 2 groups, East Riding residents group
* Vox pops/Film
* Core Creative Team Survey (x2)
* Core Creative Team Group Discussion (x2)
* Artist depth interviews (x2)
* Heritage Partner depth interviews
* Peer survey (x2)
* Peer depth interviews (x2)
* Delivery partner survey
* Equal Opps Form
* Project Monitoring Sheet
* Google Analytics & Falcon
* Gorkana Media Monitoring
* Audience measurement methodology (TBC)
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| **Project leads responsible for gathering evaluation data** | * Niccy Halifax, Hull 2017
* Elinor Unwin, Hull 2017
* Stuart Younger, Regeneris
* Kate Marshall, Information by Design
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