

Hertfordshire

2020

Year of Culture

Headline Statistics



Visits to Website:
24,896 Unique Users

2,896 Jan; 2,838 Feb
2k pm after March

2158 Twitter followers
864 facebook follows

2739 Newsletter signups

Up from 1603 Jan 20

Enabling Fund

£3,900 awarded to 12 organisations to support socially distanced delivery

12 Month Themes

January: Try Something New

January Challenge
115 different accounts engaged,
232,165 reach

February: Skills Development and Volunteering

25 skills development opportunities listed and
90+ attendees at Volunteer related activities

March: Access the Arts

2500 children, 113 schools,
1,100 children massed choir, 2 chamber choirs, 6 bands, 4 dance groups, 100 Orchestra players in Hertfordshire Schools Gala

April: Go Somewhere Local

74 Activities listed as part of What's ONLINE

May: The Big Outdoors

788 miles walked on CMS Online Stay Alert Walking Weekend
Herts and Middlesex Wildlife Trust #WildAtHome: 11,000 page visits, 40,000 facebook and 260 email signups

June: Big Ideas

Festival of Ideas Re-imagined
60+ events, activities and performances, 3112 YouTube views, 289 hours of viewing and 6317 web sessions

July: Cultural Olympiad

HSP Virtual School Games Pentathlon
64 Schools, 2,005 children
Tennis
32 Schools, 676 children
Cricket
30 Schools, 892 children

August: Family and Friends

Creative Writing Competition:
Interview with Rainbow Dad Nicholas McNerney;
Herts Pride Playlist (41 songs)
HYOC2020 Activity Pack
29 Activities from 12 different organisations

September: Heritage and History, Meet the Maker

Herts Virtual Open Studios:
30 days, 30 themes, 30 daily art trails;
242 Artist Online Galleries; 43 Artist at work videos; 51 Meet The Artist videos; 30 HYOC Creative Challenges
Museum Object of the Year:
13 Objects and Over 1000 votes

October: Get Back Into

Six promotional videos of local creative venues.

November: Creative Minds, Creative Industries

9 Career Profiles of local people in the creative sector

December: Celebrate and Illuminate

Celebrating 2020 highlighting creative festive displays



YouTube Channel

Launch Film
HVA Anniversary Film
Friends and Family Animation
6 'Get Back Into' Films
Celebration Film



1,225 followers
3,550 engagements



1,117 followers
4,079 engagements

Social Media



974 follows
3,234 engagements

1,639 Social Media Posts

10,836 Social Media Engagements

Newsletter

33,046 article reads

Delivered to 810 mailboxes

Featured 81 local organisations

41 YOCI bookings

