

# Hertfordshire 2020 Year of Culture

## Headline Statistics July

**62**  
Activities listed  
**ONLINE**  
23 listed by  
organisations

**What's ON**  
has 52 online  
events listed  
for July

2.3k users  
visited  
Creative  
Hertfordshire

  
1158 followers  
+17 in last  
month

  
1062 followers  
+16 in last  
month

  
705 followers  
+12 in last  
month

 creative  
hertfordshire  
2 108 twitter  
followers  
788 facebook  
followers

**YOCI**  
2 bookings

43 facebook  
posts  
251  
engagements

Filming:  
**SUSPENDED/**  
to be re-  
allocated

### Cultural Olympiad

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

Newsletter focus creativity despite social  
distancing and Hertfordshire's sporting  
Heritage

Spotify Playlist - Music to Move with  
Competition: Design YOCI an  
Olympic Kit

Featured  
6 local  
organisations

62 Tweets  
30.9 k  
impressions

**Launch Film**  
1,148 YouTube views

**Focus Film**  
HSP Virtual School  
Games

10 Insta posts  
156  
engagements

**Newsletter**  
Sent to 806 inboxes  
34% open rate  
646 visit to emag

Newsletter  
Social Media  
737 reach

**HYOC2020**  
Mailing list  
806  
+4 in last month

**Creative Herts**  
Newsletter  
2191 signups