



CREATIVE COMMUNITIES PROGRAMME APPLICATION FORM

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Thank you for your interest in the Creative Communities Programme.

You should ensure you have read the Guidance Notes provided before applying and bear these in mind when completing your application. You do not need to complete your application all at once - you can save your progress and return at any time.

Downloadable templates have been provided which you will need to complete and upload as part of your application.

NOTES

- Do not attach files other than those requested.
- Do not include web links in any text unless requested.
- Submissions which include redistribution of funding will not be considered.
- Receipt of submissions will be acknowledged by email.
- By submitting your application you are giving consent for us to share information with other key Hull 2017 partners, including The Big Lottery Fund.
- All applicants will be advised of the outcome of their application by July 2016. Please do not enquire about the progress of your submission in the meantime as we will unfortunately not be able to respond. We will be in touch if we have any questions and/or if we require further information.
- Should you need further support completing your application please see Help section of this site.

We greatly appreciate you applying. Thank you.

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ELIGIBILITY CRITERIA

Please complete the following questionnaire to check your eligibility in applying to the Hull 2017 Creative Communities Programme.

Creativity

Does your project celebrate art or culture?

Yes

Themes

Does your project take inspiration from one of the four Hull 2017 themes (Made In Hull / Roots & Routes / Freedom / Tell The World)?

Yes

Additionality

Does your project create something new to make 2017 a success?

Yes

Accessibility

Will your project be open and accessible to all members of the public?

Yes

Engagement

Will your project engage with the people of Hull?

Yes

Location of Activity

Will all or part of the project take place in Hull?

Yes

Timing of Activity

Will all or part of the project take place in 2017?

Yes

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Name of Individual / Organisation

Hull Play Resource Centre

Name of Project

'Re-Made in Hull'

Project Summary

'Re-Made in Hull' is a series of educational craft workshops set in an immersive simulation of a factory environment designed to inspire families to make a difference through increased environmental awareness and participate in the ripple effect of taking small, but immediate, action towards making their community a better place.

General Information

Lead Contact Name	Robert Lawson
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Project Description

With reference to the Essential Criteria set out in the Guidance Notes, please describe your project or event/activity. You must demonstrate how you are meeting the essential criteria and specify if you are meeting any of the Secondary Criteria.

The project will feature a series of 34 individual 90 minute workshops; that will take place twice daily, over 12 concurrent Saturdays and all 5 weekdays of the February half term, during the Made in Hull season of the 2017 Festival.

A replication of a realistic factory environment that provides an immersive, original and experimental learning platform will be assembled in the ScrapStore Community Centre hall that will serve as an interactive accompaniment for the workshops to be staged within. Each workshop will focus on the theme of recycling where a visual real world example will be created to assist in better understanding for the participant in order to develop an appreciation of the environment and environmental issues by turning reclaimed waste into useful and educational resources.

Families will be encouraged to work together to celebrate the culture of recycling in Hull and support each other through the medium of arts and crafts in their guided pursuit of learning goals and problem solving activities; whilst making something out of materials that would otherwise go to landfill. Each workshop will focus on different elements of reclaimed waste with the options of making creations in 2D, 3D on a large or small scale using over 1000 resources from the existing ScrapStore warehouse within the building. This project will be more than the every day as it will explore universal questions and narratives about recycling and sharing stories that resonate with audiences from all cultures, classes and social backgrounds.

Each workshop contains a general introduction including health and safety reminders, a demonstration of using tape, cutting with scissors and folding materials. An initial idea will be given with examples available and guidance on using reclaimed resources effectively.

Each workshop will have a transformative effect upon the people of Hull with an open to all, fully inclusive environment that celebrates people of all backgrounds, with support and advice for people working at different levels, offering minimal dialogue, so as to transcend language barriers, and provide universal appeal to the widest possible audience inclusive of underrepresented groups in the city.

Beyond being an art piece itself, the Scrap factory environment is also designed to become a vehicle to house performances, demonstrations and workshops for the remainder of the UK City of Culture year and into 2018. The lasting impact of the project will be that families can demonstrate examples of ways in which they can put 'reducing, reusing and recycling' into practice in a shared environment and have a better understanding of their commitment to improving the environment; the local economy; and society by reducing waste in landfill.

'Re-Made in Hull' will celebrate arts and culture by bringing together community groups and a team of artists to collaborate on a truly creative project that is ultimately engaging, fun, extraordinary, distinctive and ambitious. Each workshop will be a great way to give families and young

people an early entrée into the world of environmentalism.

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KEY PROJECT INFORMATION

What are the main art forms in your project?

Responses Selected:

Exhibition

Visual Art

When does your activity take place? Please provide the start date, or advise if this is still to be confirmed.

Format: DD/MM/YYYY

07/01/2017

Start date still to be confirmed

No Responses Selected

Please provide the end date for your activity, or advise if this is still to be confirmed.

Format: DD/MM/YYYY

26/03/2017

End date still to be confirmed

No Responses Selected

When will you begin work on developing your project / rehearsing your activity?

Format: DD/MM/YYYY

01/09/2016

Where will your project take place?

Responses Selected:

West Hull

How many performances / days of your event/activity will your project include?

44

How many people are expecting to attend/experience your activity?

5060

How many people are you expecting to participate in your activity?

1760

Please describe the relationship with any partners you may be working with.

ScrapStore will be working in partnership with 6 freelance community artists who will be working in alternating teams of 4 on a rota basis to deliver the 'Re-Made in Hull' workshops. All 6 artists will work collaboratively on the design and installation of the replica factory and also develop the content for each individual workshop and the overarching thematic for the duration of the project. ScrapStore will provide a safe working environment for the artists; administrate their payments and offer advice and guidance when required.

ScrapStore will continue to utilise its existing relationship with over two hundred local, national and international organisations that have generously provided clean, surplus industrial waste over the last 28 years. Representatives from each organisation will be invited to give a first-hand account of their professional involvement and commercial interaction with the ScrapStore and provide information to the workshop participants through a variety of mediums at their discretion.

ScrapStore will also liaise with ReusefulUK, an independent support organisation on behalf of all ScrapStores, in order to share industry standard best practices on recycling, reducing and reusing with families in Hull during workshop delivery. ReUsefulUK will give independent and relevant advice on the very latest industry updates.

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OTHER INFORMATION

Who will benefit from the project and in what ways?

(Please indicate any particular target groups)

Community artists, over 1500 ScrapStore members, over 200 organisations, volunteers, local residents, local schools, local youth centres, children's centres, ReUsefulUK (a charity that supports ScrapStores around the country), the 2017 team and the city of Hull itself through an increased environmental awareness from its residents will all benefit from the project in equally different ways.

This project will provide community artists with a Continuing Professional Development opportunity to learn more about performance environments and utilise ScrapStore as a conduit for bringing artists and organisations together so that talents can be shared. ScrapStore will ultimately be championing the role art and culture play in local lives to support new ways of thinking about the arts and their potential to connect communities in Hull.

The design of the project takes positive steps to ensure that it embraces inclusiveness across performers, participants and audiences by strengthening the existing relationship between freelance community artists with ScrapStore to create cohesive collaboration in a piece of work that would otherwise would not have been conceived until both collaborating parties came together to discuss increased environmental

awareness through art. The experience of managing a series of performance workshops over a whole season will provide a new and positive promotional exercise for ScrapStore as well as the community artists being challenged to deliver a narrative in addition to their normal workshop repertoire.

ScrapStore's existing members will benefit from the project as it will give them additional activities and access to the organisation and the services it provides. It is the opportunity for them to interact and participate with the building and enjoy a few hours with artists, creative people, have access to a wealth of reused materials, share creative ideas and meet local like-minded people. Engaging with the project can also result in new business opportunities in the arts, crafts and creative sector for organisations and community groups through the sharing of art work, networking and being part of one of Hull's most unique workshop environments.

Each workshop will involve and embody the spirit of local people and the area where they live by highlighting over 200 local organisations that already donate their waste to ScrapStore and how they are making a difference in the recycling efforts in the city. This will raise the profile of local businesses and they will become part of the educational tool for local residents, local schools, local youth centres, children's centres and also ReUsefulUK and the 2017 team through an increased awareness about the part that they are already playing in the Hull recycling community.

Workshop participants will benefit directly as all workshops embed literacy and mathematics. In all sessions young people will be encouraged to engage in listening and responding, speaking, group discussion and interaction, understanding shape & measuring. They will be stimulated and educated further about the Scrapstore ethos and message, as well as being inspired by the creative possibilities that recycling, upcycling and repurposing scrap materials can bring.

Volunteers will also be given the opportunity to enhance their skills in realistic setting that prepares them to transfer their experience easily into the working world. More diverse volunteering opportunities will also be created for people in the local community to kindly give their time and increase their confidence, skillset and ultimately real world experience.

ScrapStore will benefit from funding from the Creative Communities Programme as it will have an impact on ScrapStore beyond the year of culture allowing the charity to continue serving the community by collecting and distributing safe, reusable materials and make a difference to the lives of local people. The organisation also hopes to develop and tour the project to all schools within the City in 2018 and beyond. The project will give ScrapStore the opportunity to develop skills and knowledge in engaging effectively with children and young people in the city and explore a model of good practice using the data, imagery and examples from the workshops to take on tour around Hull schools as an educational workshop.

ScrapStore will also benefit because of its ability to measure data being a membership organisation. ScrapStore can collect data in 2018 and beyond to measure the legacy of environmental awareness in the 2017 project. ScrapStore will have the ability to document the donations of clean waste and build a more accurate database to assist in making more informed decisions about assisting the Hull recycling community after the City of Culture festival closes.

How will your project be accessible?

ScrapStore will make the project fully accessible by utilising a universal design process for people with differing racial and ethnic backgrounds, languages, abilities, gender and disabilities. ScrapStore will ensure that all project staff and volunteers have the correct training to support people with disabilities and know who to contact regarding disability related issues within a timely manner. ScrapStore has formed strong partnering relationships over a 28 year period with community groups that have expertise in ensuring community wide accessibility and will assist in times of requirement.

ScrapStore's approach to project design will ensure that workshop facilities, activities, materials, and equipment are physically accessible and

usable by all participants, and that all potential characteristics are addressed in safety considerations. ScrapStore's Community Hall provides regulatory physical access, comfort, and safety within an environment that is welcoming to participants with a variety of abilities, racial and ethnic backgrounds, genders, and ages.

Each workshop will contain aisles that are wide and clear of obstructions for the safety of users who have mobility and/or visual impairments and the building also houses wheelchair-accessible and child-friendly toilet facilities with well-marked signs available in the hall area. Multiple fire exits and ramps for pushchair access are plentiful with First Aid trained staff and volunteers on hand to provide a safe and warm place as a free visitor attraction during the first three months of the City of Culture Festival.

The building itself is connected via an accessible route of travel situated within a two minute walk from a frequent bus route, of which is route linking both sides of the city directly and there are parking areas, a designated car park, pathways, and entrances to the building that are wheelchair accessible and clearly identified.

As a matter of good practice ScrapStore will also consult with its existing membership database, potential visitors, staff, volunteers and the wider community as part of the design process and ensure that no prior attainment level or knowledge is required prior to participation with minimal dialogue, so as to transcend language barriers, and provide universal appeal to the widest possible audience.

Please explain any permissions (for use of space, venue or property) which you have been required to obtain.

Hull Play Resource Centre, better known as the ScrapStore, have given full permission to use their Community Centre Hall to support the 2017 Hull City of Culture Creative Communities application over the following 17 dates:

07-01-17, 14-01-17, 21-01-17, 28-01-17, 04-02-17, 11-02-17, 18-02-17, 20-02-17, 21-02-17, 22-02-17, 23-02-17, 24-02-17, 25-02-17, 04-03-17, 11-03-17, 18-03-17 and 25-03-17

In addition to this ScrapStore will also provide usage of the hall from September 2016 in order to design and create a simulation factory environment as a backdrop installation to accompany the 34 workshops during the Made in Hull season.

How will you promote the event/activity and to which target audiences?

The target audience for the project is to people that are working with or caring for children and young people in some capacity. This is inclusive of Childcare Students, Creative Students, Creative Individuals, Families, Play Groups, Preschool Groups, Church groups, Uniform groups, Childminders, Freelance artists, Out of School clubs, Parent/Toddler groups, Play schemes, Community Centres, Children's Centres, Private Nurseries, School Nurseries, Primary Schools, Secondary Schools and Colleges. It is important to note that the project will also aim to reach a far broader audience than the community groups listed as it will also actively market the workshops to art and craft groups, community and voluntary organisations and specific underrepresented groups within the city.

ScrapStore has been a membership organisation for 28 years and has carefully assembled 1,500 members who actively engage with the organisation largely made up from the already specified target audience listed above. Existing weekly and monthly emails are regularly distributed through the MailChimp client and this project will be placed at the forefront of ScrapStore's marketing output. ScrapStore will embrace digital and technology through its promotional techniques as it engages participants through social media where it will build interest in the project by posting regular updates and 'work in progress' photos to the established and active Facebook, YouTube, Instagram, and Twitter followers currently reaching anywhere between 2,000 and 6,000 views a week.

Anecdotal evidence taken from ScrapStore's existing database demonstrates that the following groups are under-represented as groups

engaging with arts and crafts in Hull; people with mental health problems, people with learning disabilities, ex-offenders, asylum seekers, refugees and long term unemployed young people aged 16 to 24 (due partly to Welfare to Work Schemes). ScrapStore will fully utilise visual engagement to reach each of these underrepresented groups systematically by personally visiting establishments in the city that service these people and open dialogue with the users and establish credibility whilst building trust and inspiring them to participate by demonstrating the genuine value that interactive workshops can have to their lives.

The project will also utilise traditional print methods and mail distribution formats to the 5,000 homes in the HU3 area as well as press stimulation through editorials, artist interviews and press releases on local radio, in the local newspaper and other cultural media networks online. The marketing for the project will consistently aim to share insight and provide value every time that it communicates externally and will also reach those not connected through the above networks through local business links that it already holds with over 200 organisations in the city.

In addition to this the ScrapStore website will create a dedicated landing page with text, videos and images of the project and also act as a platform to announce the dates and times of all activities associated with the project. There will also be the opportunity to bridge the online and offline participant experience with a suggestion blog that is at the forefront of all marketing activities.

Have you created a project like this before? Please tell us what experience you / your organisation or partner organisation has had in delivering projects of this scale/nature in the last five years.

Scrapstore has over 20 years' experience of facilitating arts and craft workshops with children and young people in Schools and with families in the community. ScrapStore facilitates workshops that develop and encourage creative thought and expression enabling collaboration to take place. The diverse range of reclaimed materials that ScrapStore provides gives families and young people an opportunity to experiment and take risks in a vibrant environment supported by community artists.

In 2015/16 ScrapStore facilitated 105 creative art workshops working with 4,060 participants from a variety of community groups within the city and all workshops were facilitated by a team of 12 freelance artists. Workshops have included a family session at Hull Truck Theatre, Hull Pride, The Freedom Festival and with 15 local Primary Schools that utilise this service regularly.

Never before has a concurrent theme over a prolonged project taken place at ScrapStore. ScrapStore are very keen to diversify our one off workshop system by leaving a legacy through extraordinary performances and participatory series of events that form a narrative over a season.

Please supply a brief outline biography of the main members of your team including the lead artist(s). Web links can be used for this section.

Robbie Lawson was appointed as the General Manager of the Hull ScrapStore in January 2016. Prior to this he spent five years working for a voluntary and charitable sector infrastructure support organisation responsible for the management of multiple community based projects set by the local authority and organisations within the third sector.

Joanne Pullen has provided comprehensive administration, building management and secretarial support to many small and large scale projects on behalf of the ScrapStore for 15 years.

Tracey Thomas is the ScrapStore Resource Coordinator of 8 years responsible for the sourcing and collection of the thousands of reusable materials in ScrapStore's warehouse.

Derek Howlett has lead and facilitated many creative arts workshops with children, young people and adults including several large Hull events over 15 years.

Sarah Johnson is a long standing visual artist working in community and educational environments who specialises in 3D creations and textile designs.

Rosa Green has lead and facilitated many creative arts workshops with children, young people and adults including several large Hull events.

Maggie Dalton is an educator that has lead community workshops and developed artwork with a multitude of participants including a recent installation in the 2016 Yorkshire Garden Festival.

Liz Dees is an established artist who specialises in large scale street theatre and has recently branched out into public art and performance installation.

Charles Huckvale is a community Artist and Musician working in empowerment, inclusion and participation giving people opportunities to develop their understanding of an art form.

How will you measure and evaluate your success, and how will you share that with us at the end?

ScrapStore will measure and evaluate the success of the project through a variety of mediums utilising a framework that integrates performance measures that state whether the project is achieving defined objectives including; attendance, demographic, personal data, attainment, retention and general participation feedback.

In addition to measuring these inputs, ScrapStore will deliver a comprehensive evaluation, providing periodic, in-depth examinations of the project to assess overall performance and opportunities for improvement not captured by the performance measures.

These periodic evaluations will provide timely information that can keep the 2017 team better informed at any point throughout the project and provide a succinct and accurate reflection of the project when collated at the end.

ScrapStore will gather the information through a variety of mediums to ensure that it is gathering as much data as possible. The data capture methodology will aim to be diverse, inviting and fun utilising group interviews, questionnaires, case studies, photographs, videos, sound bites and a log of the online interactive social media dialogue with the community.

In addition to the first hand data that ScrapStore will collect the success will also be quantified by the number of workshop enquiries handled on a monthly basis, the number of press statements and articles published on a daily basis, the number and classification of web site hits and the number of social media shares, views and subscriptions over the duration of the project.

A selection of the workshops in their entirety will be documented through film and digital copies will be made available for the 2017 team's dissemination and circulation.

It is important to note that ScrapStore will not only be gathering evidence from participants but also community artists, staff, volunteers, partnering organisations, and all participants within the project. This will ensure impartiality in data collection and provide the most comprehensive piece of information being made available for the 2017 team.

How will you document your event/activity?

ScrapStore will document the 'Re-Made in Hull' project through a series of different mediums that embrace digital technology and also utilise traditional data capture methods.

Upon announcement of the Creative Communities decision, ScrapStore will keep an online interactive social media dialogue to chart the development and progress of the project, from concept and research phases, through design and realisation, rehearsals and ultimately documenting the workshops in 2017. A selection of workshops will be filmed in their entirety and all work that is completed will be photographed and shared on a daily basis through social media channels. This will also be published on ScrapStore's dedicated blog area created specifically for this project.

In order to document community engagement, an evaluation form will be issued to each participant and community artists will be required to gather written and verbal feedback from members of the community before, during and after each workshop. The form will detail audience reaction, statistics and offer the chance to participate in activities after 2017.

A request for regular workshop attenders to be featured in a 'spotlight' profile will also be considered and they can, at their own leisure, give a daily social media update and contribute their first-hand experiences to ScrapStore's weekly newsletter.

A 360 degree, ceiling mounted, remote controlled camera rig will also give an aerial view of the workshop and act as an evaluative visual time lapse piece of footage that will be presented to the 2017 team.

All artists, staff and volunteers will also be required to keep a visual diary and sketch book and these will form part of the evaluation process and be presented to ScrapStore who will produce a comprehensive evaluation report document discussing in detail of the data captured throughout the Made in Hull season.