**CREATIVE COMMUNITIES PROGRAMME**

**BACKGROUND**

Key Objective – To create an online grants programme process for cultural projects (from application through to final evaluation) which is simple to administrate and creates a system which can be adopted in the future by Hull City Council.

1. **TIMELINE AND PROCESS**

The following timeline and process is proposed:

|  |  |
| --- | --- |
| **December 2015** | Procurement of software |
| **Thursday 4 February 2016** | Launch of Fund Guidelines (see draft below) on Hull 2017 Website |
| **April 2016** | Hull 2017 Roadshows will commence on 12 March and continue for 30 days |
| **Monday 4 April to Monday 16 May 2016 (6 full weeks)** | Window for submission of Application Forms (which can only be completed if an applicant has successfully completed a Pre-Application Checklist)  The software programme will forward all completed application forms to the Programme Coordinator to determine whether (1) Application should be rejected (2) there should be communication with the applicant to improve the application (which would then be re-submitted) or (3) Application should proceed to the Shortlist |
| **Monday 16 May to Friday 27 May 2016** | Two week window following close of main application process during which improved applications can continue to be re-submitted and added to Shortlist |
| **Wednesday 1 and Thursday 2 June 2016** | Selection Panel meet to decide which projects on the Shortlist will receive funding, using Selection Criteria (WH to draft) to make decisions |
| **June and July 2016** | * Offer Letter and Grant Agreement (including brand licence) sent to each successful applicant (and rejection letter sent to all others) * All paperwork relating to grant agreements to be finalised * Applicants made aware of evaluation criteria they will be required to complete at end of project and that they may be required to take part in an independent evaluation |
| **Week Prior to 1 September 2016** | Briefing by Hull 2017 to those successful applicants whose projects are being announced in September |
| **1 September 2016** | Projects Announced by Hull 2017 - query whether all projects or just those projects with the ‘Made in Hull’ theme |
| **September 2016** | * Group Sessions/Workshops held by Hull 2017 for all successful applicants * Grantees given access to Online Brand Centre to enable use of brand materials |
| **September 2016 – January 2018** | * Progress Reports submitted by Grantees (these reports need to be pre-populated with information contained in the initial application so there is some sort of measurability) * Monitoring must be qualitative and need intervention by Hull 2017 team dependent on progress of the project * Payments made by Hull 2017 to Grantees * Ongoing Marketing and Comms relating to all projects by both Hull 2017 and individual projects |
| **January 2017 – December 2017** | Project Delivery |

1. **ONLINE GUIDELINES FOR APPLICANTS**

See below for draft Guidelines.

1. **SOFTWARE**

Various software options have been tested by David Watson and he has been very impressed by the FluidReview software (which he has test driven to check features and functionality) which is simple, robust and can fulfil all requirements for a cost of £4612 (US$7000) per annum. This cost includes full setup and configuration (ie Hull 2017 scopes out all requirements and conditioning and FluidReview will build and test the package and implement the correct logic). In addition, the cost includes unlimited 24/7 technical support for both Hull 2017 and also for applicants (i.e. if they forget passwords, browser issues, form issues etc).

It is likely that a 2 year software licence will be obtained and, whilst there is an intention that the Council will continue to use the software post Hull 2017, it is recognised that the Council would itself have to obtain a new licence in order to use the software (or, if it does not feel that the software has been useful, would just revert back to its old process for assessing grant applications).

1. **ROADSHOWS**

Hull 2017 is organising a series of roadshows in April 2016 for (i) volunteering and (ii) community engagement and it is intended that these roadshows will also promote the grants programme.

1. **APPLICATION PROCESS**

Applicants will have to answer a series of pre-application questions and ability to complete the main Application Form will be dependent on answers to these pre-application questions (software programme will reject any incorrectly completed checklists). **See below for draft Pre-Application Checklist and Application Form**.

The software programme will automatically forward all completed application forms to the Hull 2017 Programme Coordinator. The Programme Coordinator will make initial assessment of whether (1) Application should be rejected (2) There should be communication with the applicant to improve the application (which would then be re-submitted) or (3) Application should proceed to a shortlist.

**Notes/Queries:**

1. **Need to either train Programme Co-ordinator to properly assess applications and/or involve others from the team to ensure that no applications are incorrectly rejected and to liaise with applicants who need to improve the quality of their application.**
2. **Query whether there is enough resource for a phone line for applicants needing assistance and who would respond to any calls**
3. **THE PANEL AND THE SELECTION PROCESS**

It is suggested that the Selection Panel consists of the following:

Martin Green (Chair)

Paul Holloway

Henri Duckworth

James McGuire

BIG Representatives

**Query whether the Hull 2017 Board should sign-off on decisions**

The Panel will use Selection Criteria (WH to draft) to inform the final selection of the programme of projects to receive funding. The Panel’s discretionary decision is an act of curation to create a 365 day programme of transformational arts and culture. The Panel will also decide the following in relation to all successful applications:

1. Size of Grant
2. Payment Dates of Grant
3. Date of Progress Report

Hull 2017 to ensure appropriate financial sign-offs are built in to the grant selection and approval process (though only 1 PID needed for the programme).

It is assumed that all decisions regarding applications will be subject to the Freedom of Information Act and that all decisions will be made against the Selection Criteria, with an application likely to be rejected either on basis that it does not fulfil the relevant artistic criteria or because the fund has been over-subscribed.

1. **WORKSHOPS FOR SUCCESSFUL APPLICANTS**

It is intended that Hull 2017 will hold workshops for successful applicants in September 2016 in order to:

1. welcome applicants
2. introduce applicants to key Hull 2017 themes and projects
3. discuss the overall curation of the Fund
4. offer assistance to individual projects where required
5. introduce the online brand centre and overall and marketing/brand/comms strategy.
6. Monitoring / Progress Reports & Evaluation
7. **PROGRESS REPORTING BY GRANT RECIPIENTS**

As referred to above, it is suggested that each grant recipient will submit one progress report prior to the event taking place on a date to be decided by the Grants Panel dependent on project information provided.

**WH to finalisedraft reporting template and guidance*.***

1. **PAYMENTS BY HULL 2017 TO GRANT RECIPIENTS**

It is intended that up to three payments will be made to successful projects, two during the course of the project (one of which would be dependent on any progress report) with a final 10% payable on completion of an Evaluation Form after completion of each project. The number of payments shall be dependent on (i) budget needs and (ii) the timing of each project.

The Project Coordinator will arrange for payments to be made to Grant Recipients and will need authorisation to be able to make these payments

1. **MARKETING AND BRANDING**

**Use of Brand by Grant Recipients** - Grant recipients will be given a licence to use the brand (this licence will be contained within the Grant Agreement) and will be granted access to the Hull 2017 online brand centre. ***Query whether sufficient resource to approve all uses of the brand***

**Initial Marketing of Grants Programme** – ***query extent to which resources available to publicise the grant fund and encourage interesting applications***

**Marketing of Funded Projects** - Grant recipients will have access to Hull 2017 marketing materials within the online brand centre and Hull 2017 marketing team will also include a selection of the projects within their own marketing programmes (in addition to listings for all projects on Hull 2017 website)

**Physical Assets** – It is intended that Pop Up Banners and other forms of branding will be purchased by Hull 2017 for use at funded events

1. **DATABASE INFORMATION**

It is intended that the software programme will capture certain statistical information relating to each project, including names/date/art form/projected audience numbers etc

1. **OVERALL BUDGET**

WH working on budget to include costs of administration, marketing and delivery including workshop sessions.

1. **RESOURCING**

The fund will be administered by the Arts Development Team within Hull 2017. ***Query who else within Hull 2017 will need to support the programme***

1. **EVALUATION**

All grant recipients will be required to provide an evaluation of their project. The precise nature of the evaluation criteria are currently being worked on but are likely to include some or all of the following:

1. Numbers of participants/audience and performances / days of event
2. Media coverage
3. Public response etc
4. Disability Info
5. Postcode Data
6. Demographics
7. Jobs creation
8. Creation of any new partnerships
9. Legacy building - any indications that Hull 2017 has enhanced the project ?
10. Any use of volunteers ?
11. Concluding budget for the project

**Pending finalisation of evaluation information/criteria, generic wording relating to evaluation is included in The Guidelines (see below) and, following finalisation of evaluation work in early 2016, wording will need to be included in the template Grant Agreement relating to evaluation requirements.**

1. **SECOND APPLICATION WINDOW**

It is possible that there might be a second application window dependent on number of applications received and funds allocated. It is assumed that this possibility would not be made public until any definite decision is made about this.

1. **BIG LOTTERY**

***FURTHER DISCUSSIONS WITH BIG ARE NEEDED TO DISCUSS STREAMLINING OF APPLICATION PROCESSES AND HOW HULL 2017 AND BIG LOTTERY CAN WORK TOGETHER.***

1. **APPEALS**

It is assumed that there will be no appeals process given the time and resource implications of allowing appeals.

1. **DOCUMENTS**
2. **Timeline** –separate timeline document to be updated once timings finalised
3. **Online Wording/Introduction/Guidelines** – see draft below
4. **Pre-Application Criteria –** see draft below
5. **Application Form –** seedraft below
6. **FAQ’s** – to be drafted by WH once main principles of the programme are agreed
7. **Application Assessment Criteria** – to be drafted by WH following further discussion with Henri but will be based on the Selection Criteria contained in The Guidelines
8. **Offer Letter/Grant Agreement** – to be drafted by WH
9. **Brand Licence –** to be contained within Grant Agreement
10. **Database Info** – WH to draft pending further discussions about key information required
11. **Progress Report Template and Guidance Notes** – WH to draft
12. **Evaluation Form** – will need drafting once evaluation criteria are agreed.
13. **Budget** – WH to draft
14. **Resourcing** **and Job Descriptions** – WH to determine all resources required to deliver the Grants Programme and produce relevant job descriptions
15. **Marketing and Communications Guidance** **and Toolkit** – to be drafted by the Marketing team for inclusion in the Hull 2017 Online Brand Centre

**HULL 2017 CREATIVE COMMUNITIES PROGRAMME - WEB PAGES/GUIDELINES**

**CREATIVE COMMUNITIES PROGRAMME**

**SUMMARY DESCRIPTION**

**Creative Acts – The Creative Communities Programme**

The Programme Fund is looking for projects for Hull 2017 which are creative at heart, transformational in effect and celebratory of arts and culture. We want to fund projects which release the original voices and defiant spirit of this city and region, which connect communities, which look to the future, which create experiences and iconic images never to be forgotten.  We want to fund projects which start in Hull for the public of Hull; which happen across the city, in all kinds of spaces, in all corners of the city. This is Hull 2017, UK City of Culture and we are celebrating creativity.

**THE BASICS**

* + **WHO CAN APPLY?**

Individuals and any type of organisation (including commercial organisations) can apply for a grant provided they are able to demonstrate a need for funding and fulfil the Funding criteria below.

All or part of the proposed activity must happen within the city boundary of Hull during 2017.

Applications from outside of the city of Hull are welcome.

Projects must offer engagement opportunities and demonstrate a connection with Hull residents, artists, groups and/or venues etc.

Charity fundraising events, private parties, political and religious events are not eligible.

* **WHAT SIZE OF GRANT IS AVAILABLE?**

We intend for most grants to be between £300 and £10,000 but we may consider making larger grants for more ambitious projects. Please note that funding is in the form of a grant (not fee plus VAT, and VAT is responsibility of project organiser).

If you can raise money and / or support (VIK) in any other way to help make your project happen it would be very welcome. Our funding can be used to match other funding but this is not essential.

* **WHEN WILL GRANT PAYMENTS BE MADE ?**

It is proposed that there will be 3 payment instalments, the first being on signature of the grant agreement, the second once the Progress Report is signed off and the third following receipt of a completed evaluation report.

* **OTHER STUFF**

Grant awards will not be made retrospectively.

Grant awards are not transferable to other parties or projects.

Multiple applications from individual organisations or artists can be accepted.

The grant must only be used for the purpose for which it was awarded.

Only one re-submission of the same idea can be accepted.

All successful applicants will be required to provide an evaluation of their project. This evaluation may include (i) details such as numbers of participants/audience, media coverage, public response etc., and (ii) a concluding budget for the project, within [6] weeks of the conclusion of the activity. Innovative evaluation methods will be encouraged.

Successful applicants will be expected to make every effort to publicise their activities. All grant assisted projects must acknowledge the support of Hull 2017 on all publicity materials, posters and in social media etc. You will be provided with Hull 2017 marketing materials and guidelines by the Hull 2017 marketing team.

Funders will need to be acknowledged in all communications and publicity.

Activity must be accessible and recipients must ensure that their activities are not in breach of statutory laws and regulations, including Equal Opportunities, Disability Discrimination, Health and Safety and Child Protection legislation.

Health and Safety Risk Assessments, DBS checks, Child Protection Procedures etc., are the responsibility of the grant recipients.

Recipients are responsible for arranging appropriate licensing, permissions and insurance and will be required to demonstrate that all such licensing, permissions and insurance have been obtained.

*[Insert wording re (i) data protection – to cover sharing with BIG and (ii) disclaimer re state aid]*

**FUNDING CRITERIA**

It is essential that you demonstrate the following in your application form:

* **ARTS AND CULTURE** – how does your project celebrate art or culture ? *[separate Q and A to explain that this includes art and/or culture and give examples]*
* **THEMES** – your project must take inspiration from one of the four Hull 2017 Themes: (i) Made In Hull (ii) Roots & Routes (iii) Freedom (iv) Tell The World.
* **TRANSFORMATION AND ADDITIONALITY** - does your project create something new to make 2017 a success? Does it go above and beyond your normal annual work programme? Is your project making the unusual happen?  Is it giving opportunities for people to see things fresh ? Will it change perceptions of Hull the city centre, neighbourhoods. ?
* **ACCESSIBLE AND INCLUSIVE** – your project must be open and accessible to all members of the public.
* **ENGAGEMENT AND CONNECTING COMMUNITIES** – does your project create new opportunities for the people of Hull to get involved ? How does your project bring people and their communities together ? *[In separate Q and A, reference different Hull communities eg young people, older people, intergenerational, geographical neighbourhood, or a community of interest]*

In addition, we encourage you to demonstrate some or all of the following in your application form:

* **TECHNOLOGY AND DIGITAL** – does your project embrace and exploit technology and digital eg by being online or virtual or by use of lights, sound and projection ?
* **PARTNERSHIPS: NATIONAL AND INTERNATIONAL –** does your project involve collaborations between groups or communities in Hull with groups or communities outside Hull ?
* **IMPACT** – will your project make a difference, initiate change ? Will your project create lasting memories ? What will be possible once your project has happened ?

**HOW TO APPLY**

Stage 1 (18 January – 3 April 2016)

* Read the online guidelines to see if your project might be eligible for a grant.
* Attend one of the grant workshops being held from [x] to [x] where we can meet you, discuss your idea and help with any questions you have about applying

Stage 2 (4 April – 13 May 2016)

* Complete the Pre-Application Criteria. Dependent on whether you fit our preliminary criteria, you will be will be informed if your project is eligible to apply for a Hull 2017 grant by completing a grant application form
* Complete the online grant application form
* Once you have submitted your grant application a panel will decide if they would like to take your idea forward.
* You will be notified that either:

1. your application for a grant has been successful
2. we would like you to have a discussion with you to develop your idea further so that we can further assess your application
3. your application has not been successful

Stage 3

Once you have been offered and accepted a grant we will help you through workshops and/or one to one meetings to make your project happen in 2017.

**EXAMPLES**

*The following examples to be dotted around the web-pages/guidelines in bubbles/sketches etc to encourage applicants:*

* Work with actors to make a soap opera that appears on your local estate
* Celebrate freedom with a mass community dance project
* Stage a concert with your favourite band with everyone playing instruments
* Invent a 2017 app with your local school
* Make over your local park or playground with an artist
* Invite a well known band to play at your local pub or club
* Organise a creative street party
* Shoot a film of your neighbourhood
* Host an artist in residence

**CREATIVE COMMUNITIES PROGRAMME – APPLICATION FORM**

Thank you for your interest in the Creative Communities Programme.

Please read this page carefully.

Before completing your application The Guidelines should be read. These can be found by clicking here.

Please complete your application bearing The Guidelines in mind.

Please note:

* Do not exceed word counts.
* 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.
* All applicants will be advised of the outcome of their submission/s by [ ] 2016. Please don’t enquire about the progress of your submission in the meantime as will not be able to respond. We will be in touch if we have any questions.

We greatly appreciate you sending your submission. Thank you.

**PLEASE CLICK [SEND] AND UPLOAD ANY ASSOCIATED IMAGES AND DOCUMENTS THAT HAVE BEEN REQUESTED [IN ACCORDANCE WITH THE INSTRUCTIONS] BY 1700 ON [ ] 2016**

***[CONFIRM HOW APPLICANTS SENT/CONFIRM THAT ALL APPLICATIONS ARE CORRECT AND HOW/IF FORMS CAN BE SENT BY POST]***

**CREATIVE COMMUNITIES PROGRAMME – PRE-APPLICATION CRITERIA AND APPLICATION FORM**

**PRE-APPLICATION CRITERIA**

|  |  |  |
| --- | --- | --- |
|  |  | **YES/NO** |
| **Creativity** | Does your project celebrate art or culture ? |  |
| **Themes** | Does your project take inspiration from one of the four Hull 2017 Themes: (i) Made In Hull (ii) Roots & Routes (iii) Freedom (iv) Tell The World. |  |
| **Additionality** | Does your project create something new to make 2017 a success? |  |
| **Accessibility** | Will your project be open and accessible to all members of the public ? |  |
| **Engagement** | Will your project engage with the people of Hull ? |  |
| **Location of Activity** | Will all or part of the project take place in Hull ? |  |
| **Timing of Activity** | Will all or part of the project take place in 2017 ? |  |

**CREATIVE COMMUNITIES PROGRAMME - APPLICATION FORM**

**General Information**

|  |  |
| --- | --- |
| Name of Organisation/Artist |  |
| Name of Project |  |
| Project Summary (50 Word Maximum) |  |
| Lead Contact |  |
| Address including postcode |  |
| Email |  |
| Office tel |  |
| Mobile tel |  |
| Website |  |

**Project Description**

With reference to the Funding Criteria set out in The Guidelines please describe your project or event. You must (i) show how you are meeting the essential criteria (ii) show if you are meeting any of the other criteria (iii) include a production timetable. (max 500 words)

|  |
| --- |
|  |

**Key Project Information**

|  |  |
| --- | --- |
| What are the main art forms in your project? (max 30 words) | *[Create tickbox list of key art forms eg Theatre/Visual Arts/Dance]* |
| When does your activity take place? Please provide start date and end date, or advise if this is still TBC. | *[Create Dates boxes for applicants to tick]* |
| Where will your project take place ? |  |
| How many performances / days of your event will your project include? |  |
| Audience number you are expecting |  |
| How many participants are you expecting ? | *[Guidelines to explain difference between participants and applicants]* |
| Please describe the relationship with any partners you may be working with (max 200 words) |  |

**Other Information**

|  |  |
| --- | --- |
| Who will benefit from the project and in what ways? (Please indicate any particular target groups) |  |
| How will your project be accessible ? |  |
| Please explain any permissions (for use of space, venue or property) which you have been required to obtain |  |
| How will you promote the event and to which target audiences? |  |
| Have you created a project like this before ? Please tell us what experience your organisation or partner organisation has had in delivering projects of this scale/nature in the last five years (max 200 words) |  | |
| 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 (max 250 words) |  | |
| How will you measure and evaluate your success, and how will you share that with us at the end? |  | |
| How will you document your event? |  | |

**Budget**

Please give details of ALL expenditure and income by completing the attached template ***[separate template to be created using tables below- 1 for income and 1 for expenditure].***  The budget must include the details and status of match funding, the source of the match funding and indicate if this is cash or in-kind. This might include venue, artists’ fees, materials, publicity, etc. Income might include other grants, estimated ticket sales, in kind support and so on (please indicate ‘c’ if this funding is confirmed, or ‘p’ if it is pending).

Please show any in kind support on both sides of the balance sheet.

Are you receiving any other support in relation to the 2017 programme? If so give details.

What other support do you have for this activity? (including ‘in kind’ support)

|  |  |
| --- | --- |
| **Expenditure (itemised)** | **How much**  **£** |
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|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| TOTAL |  |
|  |  |

|  |  |
| --- | --- |
| **Income (itemised)** | **How much**  **£** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| TOTAL |  |
| Amount requested | £ |

**Other documentation required**

* Please attach copies of letters of permission if you are intending to use someone else’s land.
* You can attach up to five jpeg files supporting your project of up to 3mb each and each containing single images of visuals, photos, sketches or mock-ups.
* You can supply examples of your previous work. These can be up to five jpeg files up to 3mb each and no more than two web links to videos.

**All submissions will be acknowledged by email**