**Land of Green Ginger**

**PILOT PHASE (May to October 2016)**

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**INTRODUCTION**

In 2017 the eyes of the world will be on Hull as it becomes UK City of Culture. One of the landmark projects in our artistic programme, “Land of Green Ginger”, will take art into the neighbourhoods where people live, across the city of Hull, turning them into places of wonder, delight, magic and possibility. The work will take place in public spaces, residential streets, parks and shopping centres and will create talking points which the people of Hull can stumble across and discover as part of their everyday lives. The significance of this project within our programme, and level of resource attached to it as a whole, is a deliberate statement about our commitment to engaging the widest possible audience of local residents with the highest quality artistic experiences.

We are now engaging with several artists and arts organisations to form the creative team for “Land of Green Ginger”. Artists will develop their own individual and distinct proposals within the creative and practical framework of the project and will also be asked to work collaboratively as a cohort to create connections between the projects and coherence to the whole programme of work.

The project will have pilot commissions in Aug-Sept 2016 followed by larger-scale commissions through 2017 – more details are given below.

**THE BRIEF**

**Concept**

“Land of Green Ginger” is a programme of artist interventions based in the communities of the city of Hull which are united under a single narrative.

It will take the form of a series of **“acts of wanton wonder”** transforming and animating the places where people live. It will infiltrate everyday life and provide an escape from the mundane.

It is the antidote to boredom; it is astonishment and wonder and delight and connection.

The project is inspired by this unique street name from Hull’s Old Town. This unassuming street has always had a captivating sense of mystery: nobody knows for certain where the name “Land of Green Ginger” came from which affords us the perfect opportunity to build new stories and myths around it. It is authentically Hull with a sprinkling of magic and fantasy and has been an inspiration for numerous artists: Winifred Holtby, Alan Plater and Noel Langley’s “tale of an enchanted land that was never in the same place twice.”

For this project, “Land of Green Ginger” represents a latent energy and magic which has always been here in the city, under the surface, but we’ve never looked hard enough for it in the past. With 2017 rapidly approaching, this energy is seeping through the cracks, resulting in the acts of wanton wonder springing up across the city.

All interventions which happen as part of Land of Green Ginger should celebrate:

* **the mysterious**: a sense of astonishment, intrigue and curiosity.
* **connection:** things which bind people together and forge connections within communities and across the city.
* **the distinctive:** uncovering, expressing and celebrating things which could only happen in Hull.
* **the exquisite:** things so detailed and perfectly formed that – tiny or huge – they leave a lasting impression.

**Project Aims**

1. Unlock imagination and curiosity
2. Build engagement
3. Connect individuals and communities to one another
4. Animate places where people live
5. Celebrate the intangible things which make Hull unique: the “Spirit of Hull”

***Acts of Wanton Wonder***

The brief for your proposal is to take the above concept for Land of Green Ginger and use the Pilot project period (August-September 2016) as an opportunity to learn about the Hull communities in which you’re working, test some ideas and try some methods of delivery, in preparation for something more ambitious in 2017.

These Pilot projects are the artists’ opportunities to find out more about the area, the people, the history and spirit of that place. Essentially this forms your R&D period, but asks that it be done in a creative and public-facing way. It also offers the opportunity for the community to be drawn into the development of the plans as appropriate. This will then allow the artists to create project proposals for 2017 which are authentic and specific to a particular neighbourhood as well as the city as a whole.

The 2016 projects will be relatively small in scale, but should create some moments of magic as a precursor to the main programme in 2017. We might imagine creative residencies, a temporary installation, the discovery of an ancient artefact, the spreading of a rumour, an invitation to a tea-party or perhaps a takeover of the local pub.

We are happy to be flexible over the parameters for these pilot projects, e.g.:

* There is no requirement for the 2016 pilot project to be directly connected to what you propose for 2017. This is in order to give you the space to explore ideas before settling. However, they can be directly connected if that is the most useful process for you.
* We imagined the pilot projects would each happen in ONE neighbourhood. However, if the nature of your proposal means it could or needs to happen in more than one neighbourhood that is also fine.
* We are happy for artists to propose collaborative projects from this early stage

**Story Framework**

As a mechanism for uniting all of the “acts of wanton wonder” under a single narrative, we will make use of the following story framework in how we present the project to the public. In essence, your work that happens in the neighbourhoods in 2017 forms parts 3, 4 and potentially 5 of the structure below. Our comms around the project and, eventually, the book will put the rest of the story in place.

1. **There was once a...**

place that no one believed existed.

1. **And every day...**

People passed by it or through it or under it or over it or into it but never once saw it or felt it or knew any one person or thing in it.

1. **Until one day...**

the place revealed itself to the people.

1. **And because of that...**

the people started to believe and behave in all sorts of weird and wonderful ways. They wanted to leave work and play and wonder and be part of this amazing world.

1. **And because of that...**

the people had to stop their neighbours & friends from disappearing in to the land.

1. **And ever since...**

everyone waits for the next time Land of Green Ginger will appear, but for now their world is a little more like it.

**Spreading the Word (or not)**

This year, any publicity for the projects will be low key. We intend to reveal the title (Land of Green Ginger) however we may not necessarily say that your Pilot projects are part of Land of Green Ginger. For this reason and at least for the time being, we would like you to keep your activity under wraps. That said, of course you will need to communicate something to local people and we simply ask that you maintain what mystery you can until we fully launch the Land of Green Ginger project at a later date.

**PRACTICALITIES**

**Delivery Plan**

In your proposal you need to provide a detailed practical delivery plan showing who will make your idea happen and how. We are able to provide support in terms of community connections, securing sites, liaison with the Council over practicalities and so on. We will have some in-house production management capacity, but this will not be exhaustive, so you need to build into your planning and budget how to make the project happen on the ground.

**Timeline**

The Pilot project you propose should start and end sometime between w/c 15 August and w/e 12 September 2016. If you foresee a problem with this, please let us know as soon as possible.

Please indicate if your project is dependent on particular date/s and in what way you may be flexible if we need to alter your proposed dates. In your timeline, please include any key milestones between now and the date/s you intend to be on site delivering your Pilot project.

Pilot project proposals will be shortlisted in late May and pre-production to secure sites, etc. will begin in June 2016.

**The Site**

It’s important for the success of the overall project to have a good spread of projects across the city and wherever possible we will ensure the artist is allocated the place they ask to work in – but it may not be possible. Please indicate if your project is dependent on a particular site and indeed what your second or third preferences are so that we can more effectively manage the project as a whole.

If you feel there could be particular accessibility issues at the site you’re inclined to use then please discuss these with us at the earliest opportunity.

Note that the project delivered in 2017 may take place at a different location to that of your Pilot project however our current preference would be for it to be within the same community.

You are likely to need to make further visits and all costs of such visits must be built in to your Pilot project proposal budget.

**Budget**

The budget available for each Pilot project commission is between £15-19k. It is not necessary to use the entire budget available if you don’t feel more money would enhance the pilot. Indeed, some artists may be able to deliver successful R & D with less than £15k.

You will need to include all delivery costs in your budget, such as:

* Your fees and those of any other creatives involved
* Materials
* production equipment
* temporary infrastructure (such as tents, etc.)and specialist equipment (such as plant hire, safety equipment etc.)
* licences, permissions, insurance
* staff
* Travel, accommodation, meals / refreshments
* security equipment and/or personnel
* access requirements (such as audio description, etc.)
* admin costs

There may also be site specific costs to include such as contingencies for poor weather if working outdoors, or road closures if you want to do something with traffic, or installing Wi-Fi if you need internet and so on. Please ensure that all of these elements are properly represented in the budget you submit to us and remember to build in a contingency as you see fit.

It is best to assume that you will be delivering this project with a light touch delivery involvement from the Hull 2017 team. That said we will do all we can in terms of hooking you up with those with free or discounted stuff that you may want from the local area.

Costs covered by Hull 2017 include marketing for the overall project however this is likely to be minimal during 2016. We will also do some digital, photography & video documentation but this won’t be a comprehensive archive of your particular project and we expect you to document much of this as part of the R & D.

It’s important that we’re clear about VAT and so, depending on your VAT status, please consider this in your budgeting.

Hull 2017 reserves the right to amend the budgeting structure as appropriate for the best delivery of the project and to ensure procurement responsibilities are followed.

Please see the later section entitled “Looking Ahead” with regards budgeting for another Creative Development session planned for October 2016.

**Accommodation**

Please use the following indicative costs to budget for accommodation:

* Self-catering – 2 bed/2 bath apt – city centre £79 + VAT per night

Breakfast / starter park incl.; 3 night min stay

* Ibis Hotel £60 incl. of VAT
* Holiday Inn at the Marina £98 incl. of VAT
* University £45 + VAT B&B

Please note that we are obliged to coordinate accommodation booking through our colleagues from the local tourism team rather than you book it directly.

**Community Engagement**

In developing your proposals, it’s vital that community engagement is considered. We are looking for artists and arts organisations with a genuine interest in engaging the communities of Hull. However we are not overly prescriptive about how this is done. It could be through engagement in the research phase, participation opportunities, interactive elements to installations or simply in finding innovative ways to pull an audience who would not usually engage. Across this programme as a whole, we hope to demonstrate that access to art can have a positive impact on social isolation, community cohesion and pride, empowerment of individuals and general wellbeing, without necessarily taking an overly instrumental approach.

**Monitoring & Evaluation**

Artists must participate in Hull 2017’s monitoring and evaluation process for Land of Green Ginger as this is one of the conditions of the project’s funding.

We are keen to devise a process that meets our requirements but is also of benefit to artists during the Pilot phase in 2016 and then throughout 2017 – whilst minimising disruption to delivery of the project ‘on the ground’.

We will provide further details when proposals are agreed.

**Support Required**

In your proposal, please consider what support you may need from us, the Hull 2017 team. This includes our colleagues at Hull City Council – the Arts Development team, the Events team and other council officers that could help and that we could liaise with on your behalf.

Some proposals for Pilot projects will be of a significant scale or duration and you will need to consider adequate staffing. Thankfully, there are lots of local volunteers, recruited to help deliver UK City of Culture, who are willing to help on Hull 2017 projects. They are local people that have had some essential City of Culture training and can be provided to you in a Hull2017 branded uniform.

If you feel our volunteers would enhance your Pilot project then you should include details of this in your proposal, including how many for how long and what role you’d like them to have. You will need to provide a point of contact for them, procedures for them to follow and training or safety equipment according to the role you have in mind for them.

Please be aware that you will be responsible for the well-being of these Hull2017 volunteers. For example, they normally bring their own packed lunch however if your other staff are eating hot meals or in a local cafe, we would expect you to treat volunteers in the same way.

Of course, as unpaid volunteers there are certain limitations on what they can be expected to do and the times/duration of their voluntary work and they are obviously no substitute for professional security personnel, if you feel this might be necessary for your Pilot project.

If there are particular production or accessibility issues that you need help with to successfully deliver your Pilot project then please discuss these with us at the earliest opportunity.

Note that whilst the Hull 2017 project management team will provide as much support as they can during the build-up to and delivery of your Pilot project, they are unlikely to be actually on site with you at all times when your project is live.

**LOOKING AHEAD**

**Second Creative Development Session (October 2016)**

Following the delivery of the Pilot project, we plan to bring you and the other artists back together for a second Creative Development session in Hull on **19 & 20 October**.

The idea is to regroup, share learning, look at how we develop proposals for the main 2017 Neighbourhood projects and, critically, look at how we can knit it all together as one project – and where there might be further collaborations.

Hull 2017 will cover the cost of accommodation and catering and will pay an additional sum to cover your travel costs to attend this session however all other costs - including your fee - must be accounted for in your proposal budget.

Please put **19 & 20 October** in your diary now – and let us know if there are any issues with your attendance.

**Scoping for 2017**

Planning ahead to your main Land of Green Ginger project in 2017, please carefully consider when you are available to deliver the project next year. We are now looking to have such projects take at any time (and for any duration) **between April and September**, and will be mainly subject to the constraints set by your budget (and you and your team’s availability) which will be in the region of £70-80k.

For the Land of Green Ginger project to be coherent across the year and to ensure its overall success, we will need to ensure a good ‘spread’ of projects throughout the year. Therefore, it would help our planning if you could indicate in your proposal for the 2017 project must happen at a particular time of year and if you have any second or third preferences. Such dates may be set by your availability in 2017 and other projects you have committed to already.

As you know, we are also keen to develop concepts for ‘citywide’ (rather than outlying neighbourhood specific) projects which sit across the programme – drawing on the skills within the wider artist cohort. These citywide projects will include a “heralding” activity – something which introduces the whole Land of Green Ginger project; using hints, clues, games, subtle messages to link the various elements together; may include something which happens in the (Land of Green Ginger) street itself and other opportunities that come to the fore as we approach the City of Culture year*.* Note that these citywide projects will be separately resourced and could take place at any time from January and December 2017.

In this 2016 phase of the project, it would be about mapping these ideas out and early scoping rather than full on delivery.

If you have any concerns about your availability or capacity for 2017, please let us know now.

**SUBMISSION DETAILS**

Please keep in regular contact with us as you develop your Pilot project proposal in May.

Send your submission by email as a PDF document or PowerPoint presentation (up to 20 pages which may include images, hyperlinks and embedded video content).

The submission should include the following information:

* **Concept**
* **Delivery Plan**
* **Timeline**
* **Budget**
* **Community Engagement Approach**
* **Accommodation Requirements**
* **Support Required from Hull 2017**

Email address for submissions and enquiries: **elizabeth.bergeron@hull2017.co.uk**

Deadline for submissions: **9am FRIDAY 20 MAY 2016**

We will then shortlist and will make final selection by FRIDAY 27 MAY.

We may need to have a discussion with you to clarify aspects of the proposal prior to this date. Final budgets will be negotiated and agreed if the project is successful.