**THE LAND OF GREEN GINGER
Project Outline (pending implementation of formal Project Plan Template)**

**Katy Fuller, Senior Producer, Project Lead: Land of Green Ginger
17th January 2016**

**PROJECT DESCRIPTION**

The Land of Green Ginger is a groundbreaking citywide community engagement programme and one of the flagship projects of Hull 2017. This continuous programme will have public manifestations between summer 2016 and early 2018, providing year-round activity across the neighbourhoods of the city.

The Land of Green Ginger 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 will take the form of a series of “Acts of Wanton Wonder” developed and delivered by a cohort of artists working individually and in collaboration to transform and animate the places where people live. The project will also be chronicled and turned into a beautiful publication to be distributed across the city as a “modern myth for Hull”.

Through this project we aim to:

* Unlock people’s imagination
* Build engagement
* Connect individuals and communities to one another
* Animate the places where people live
* Uncover and celebrate the intangible things which make Hull unique: the “Spirit of Hull”.
* Chronicle Hull’s city of culture year as lived by its residents.

**PROCESS**

The beauty and the challenge of the Land of Green Ginger, is that we don’t know how it will unfold. We have a robust framework of community engagement and artistic development which allows room for flexibility and for artists to be influenced by, and to involve, the people of the city in the development of detailed proposals for projects.

7 ACTS OF WANTON WONDER

We start by asking our artists to create seven acts of wanton wonder across the neighbourhoods of Hull. These will transform the places people live into places of magic. They will create talking points that the people of Hull can engage with, stumble upon and discover as part of their everyday lives.

They will be creative residencies: a temporary installation, a pop-up shop, an invitation to a tea-party, a takeover in the local pub. Crucially, they form the artists’ research and development, ensuring that the longer-term projects are not defined until they have spent time working in the neighbourhoods in a way which draws the community into the development of the plans.

7 NEIGHBOURHOOD PROGRAMMES

The artists will then develop longer-term projects to take place throughout 2017. These are the core of the Land of Green Ginger project - artistic interventions inspired by and created with the communities themselves.

In developing these, the artists will start from a point of engagement and participation with members of the community. They will work with groups, individuals, organisations, schools, local services and businesses as befits their idea.

Together, they will create project proposals that deliver exquisite, beautiful jaw-dropping experiences in each of the areas of the city they inhabit. All will have a unique character which comes from the geography, history, people and spirit of that particular place.

CITYWIDE PROJECTS

To compliment these neighbourhood acts, we will also create interventions which speak to the whole city. We may do this through radio, the Hull Daily mail, Bluetooth Beacons, bus tickets, beer mats, guerrilla stunts or print.

These will bear some kind of mark or common thread which binds them to the idea of The Land of Green Ginger and the projects happening across the neighbourhoods. We will challenge the artists to find these points of connection and, therefore, encourage residents to travel across the city to take part on land of Green Ginger manifestations elsewhere.

THE CULMINATION

As days and months unfold, and The Land of Green Ginger continues to capture the imagination of the city, we will track and document the process and the stories of local people.

We will chronicle these stories in a beautiful book or newspaper which will be delivered to households in the city in the Spring of 2018. This is the record of city of culture as lived by the residents of the city and as informed by their imagination and creativity.

**KEY MILESTONES**

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| PHASE | ACTIVITY |
| 1. To end Jan 2016
 | * Project receives Green Light. Budget agreed, delivery and governance structure agreed.
* Artist brief/s drawn up
* Strategy for approaching artists agreed
* Approach for developing community links in seven areas agreed.
* Key delivery team members identified
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| 1. Feb 16 – Mar 16
 | * Artists approached (beginning of period)
* Artist expressions of interest received (end of period)
* Community development begins and any LOGG involvement in community roadshows agreed
* Producer and Project Assistant start
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| 1. Apr 16 – May 16
 | * Artists selected, contracted for initial period and brought together for orientation and creative planning sessions in Hull
* Artists submit proposals for summer 16 projects – proposals developed and agreed with input from Senior Producer
* Development of “look and feel” of project identity across all activity
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| 1. June 16 – Aug 16
 | * Pre-production for all proposals including securing sites, permissions etc.
* Specific community links secured
* Marketing activity as required by the individual projects
* Delivery of projects (July-Aug)
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| 1. Sept 16 – Dec 16
 | * Second creative session for all artists together to share learning from R&D projects
* Artists develop full project proposals for all neighbourhood projects for 2017.
* Full budgets agreed for all projects and artists contracted
* Citywide interventions scoped
* Community engagement work continues to build on interest in initial projects.
* Marketing and communications plans developed in accordance with project proposals
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| 1. Throughout 2017
 | * Neighbourhood projects delivery. Full schedules for all aspects including engagement, volunteering, marketing, production, operations, will be available once the project proposals have been agreed.
* Citywide projects delivered
* Culmination project developed
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| 1. Early 2018
 | * Culmination project unveiled
* Evaluation
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**FUNDING**

The project is budgeted at £1,400,000, of which:

* £750,000 has been secured from Spirit of 2012 Trust as “Presenting Partner”
* c. £150,000 will be requested from Big Lottery Fund, following and Expression on Interest submitted in 2015
* £100,000 has been requested from Health Partners in the city (primarily Hull NHS CCG), pending a decision February 2016
* The remainder would be made up from unrestricted funds already secured.

Should any of the pending funding decisions specific to this project be unfavourable, funds already secured would be reallocated to ensure this project can go ahead.

**DELIVERY**

STAFF TEAM

The project will be led by Senior Producer, Katy Fuller, who will take overall responsibility for the project delivery and will also take a curatorial lead in selecting artists and developing project proposals with them.

The project will have a Producer and an Assistant who will manage the functional day-to-day delivery of the project.

The project will be supported by Louise Yates, Hull CC Arts Development Officer, as Community Producer, who will lead on developing specific links between artists and community groups and individuals.

The project will have a freelance Production Manager to facilitate the artists’ technical delivery of projects and the operational planning and delivery around the public manifestations.

The project will be supported by other staff across Hull 2017 in the areas of marketing, communications, education, community engagement and volunteering.

CREATIVE TEAM

The creative team will be made up of:

* At least seven artists / arts organisations working individually and also in collaboration with each other;
* A writer / illustrator developing the publication;
* An Artistic Advisor, with specialist knowledge of community engagement practice, who will be available to support and mentor artists as they develop proposals.

GOVERNANCE

It is intended that the project will have a steering group made up of representatives from the major funders and other key stakeholders. The project lead would report to this group every three months.