**CREATIVE COMMUNITIES PROGRAMME**  
**END OF PROJECT REPORT**

**GENERAL INFORMATION**

|  |  |
| --- | --- |
| **PROJECT NAME:** | Indian Mela |
| **PROJECT LEAD:** | Dr Navin Jaiveloo, Dr Uma Rajesh, Dr Tapan Mahapatra & Dr Hiten Thaker |
| **REPORT DATE:** | 11 December 2017 |

**INTRODUCTION**

Everyone who receives a grant from the Creative Communities Programme must complete this End of Project Report. Please read it straight away – you will need to collect the information throughout the lifetime of your project.

Please refer to your Agreement, and any changes you agreed with us, when you complete this Report.

This End of Project Report tells us:

* What has happened during your project as a whole;
* Your final income and expenditure figures;
* What you have learned from the project, how you have adapted to these learnings, and what you plan to do with this learning in future.

We will send you a separate online survey about your experience of the Creative Communities Programme as a grant recipient. We will process the information you give us to understand:

* The outcomes and impacts of our grant and support on your organisation;
* The effectiveness of our services and grants administration; and
* What key things the city needs to be aware of in future, when supporting community level arts and culture projects.

We also use this information to report to our funders.

Please email this activity report to: creativecommunities@hull2017.co.uk

1. **PROJECT REPORT**

Please provide a brief update (3 or 4) sentences on each of the following areas to let us know how your project went, what you’ve learnt and how well we supported you.

**EVENT PLANNING AND PROJECT MANAGEMENT**

We are very pleased that the project was very well planned.

The planning of the project went on over a period of one and half years with numerous meetings in our Indian Mela coordination team.

We had 70 volunteers who turned up for most of the meetings and helped us track progress the end result of this was we had over the 2500 people who attended who enthusiastically participated in the proceedings of the Indian Mela.

We had wider engagement with all sections of community. We succeeded in showcasing a high impact creative display of a variety of Indian arts, crafts, culture, cuisine and colours.

Mela brought colour, vibrance, fun to the city centre in its own unique way

**Lessons learnt:** It was helpful that we had a year to plan the event. The regular reporting and update for Hull2017 team helped us to keep on track.

Careful planning helped us to be prepared for any eventuality.

**MARKETING AND COMMUNCIATIONS, PARTICIPATION AND LEARNING**

We had changed our marketing plan in this Mela the year from the traditional poster marketing to electronic media, social media to market our event to a wider community. We feel this has paid off, which was evident by the increased footfall in City Hall this year.

We are grateful for the regular guidance which we received from Hull 2017 team so that we could deliver our event to very high standards.

**Lessons Learnt:** it is always good to have members from different professional backgrounds in the main core team planning the event. We had some IT experts who designed our posters and gave help in marketing of the event.

**RISK MANAGEMENT**

This is the 1st time we had a separate team doing the risk assessment for the event of this scale.

This proactive risk team actively addressed potential risk relating to food, health, and safety, fireworks, people management, performing artists and young persons

**Lesson Learnt:**

**We got the final clearance for the fireworks just one day before the main event.**

**This led to a few tense moments, but as a team we were delighted that our robust planning and paperwork and perseverance helped us to get the required clearances from authorities.**

**We are very thankful to the Hull City Council and Hull 2017 for being patient with us and replying our queries multiple times.**

**We are pleased that the fireworks could go ahead as the grand finale event.**

**BUDGET**

In this section we ask for a final summary of the income and expenditure of your activity to date.

Pleasecomplete the Budget Template provided. The template includes instructions on how to complete it.

**Please use the space below for any comments and supporting information.**

Please see attached document which gives the final budget for the event. The increased footfall in City Hall ensured that we made a small profit on the day which will be used for saying which in small savings which will help us in some of our forthcoming legacy projects that we are proud to showcase in the city.

**Specific Requirements - VAT**

If you are registered for VAT, your expenditure figures should not include VAT that you can claim back. If you are not registered for VAT, your figures should include VAT. You may need to get advice from your own accountant or the relevant tax office. For information about VAT and other taxes, contact HM Revenue and Customs (HMRC) through their website at [www.hmrc.gov.uk](http://www.hmrc.gov.uk)

**B. MONITORING & EVALUATION REPORT**

1. **Event Delivery**

**How did you do on reaching the targets laid out for project activity?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **ORIGINAL TARGET\*** | **REVISED TARGET\*** | **TOTAL\*** |
| **PROJECT VENUE/LOCATION** | | |  |
| HU1 – HU9 | x | x | x |
| Not HU1 – HU9 |  |  |  |
| **ACTIVITY** | | |  |
| Number of performances | 33 | 30 |  |
| Number of exhibition days | 0 | 0 |  |
| Number of commissions\* | 5 | 5 |  |
| Number of sessions for education, training or taking part\* | 7 | 7 |  |
| Number of accessible activities | 33 | 30 |  |

**\*Original target: target(s) listed within your contract  
\*Revised target: new suggested targets now that your project planning and delivery is underway  
\*Total: final figures for the project as a whole  
\*Commissions: a commission is defined as the hiring or payment to an artist / artistic company to create an art work or performance. A commission can be wholly or partly funded by you / your organisation.  
\*Sessions for education, training or taking part: includes guided sessions, learning sessions, skills development workshops, formal training of volunteers, practical workshops, all other community/public facing workshops.**

If your project incorporated heritage, please briefly say how you developed, presented and / or told people about heritage or historical content, e.g. using heritage buildings or sites, collecting oral history (stories and memories), displaying historical artworks or collections, working with museums or archives, sharing or presenting historical stories or events.

n/a

1. **Project Delivery Team**

**Who was involved in delivering your project? Please include yourself, employees and any freelancers that you contracted for this project.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **TOTAL NO. INDIVIDUALS** | **TOTAL NO. OF DAYS WORKED** | **TOTAL NO. OF HU1-HU9 RESIDENTS** | **TOTAL NO. OF DAYS WORKED BY HU1-HU9 RESIDENTS** |
| **CATEGORY OR ROLE** | | | | |
| Project Manager(s) | 1 | 300 | 1 | 300 |
| Artists | 129 | 30 | 100 | 300 |
| Production/exhibition staff | 70 | 60 | 70 | 420 |
| Other staff | 10 | 8 | 80 | 80 |
| Volunteers | 70 | 50 | 70 | 350 |

**Using the equal opportunities form provided in the Toolkit, please complete the Total column within the tables below for all people involved in the Delivery Team for your project. We recommend that you ask all members of the project Delivery Team to complete this form at the start of the project, and include it as part of the contracting process for any new staff or freelancers going forward.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **TOTAL** |  |  | **TOTAL** |
| **AGE GROUPS – DELIVERY TEAM** | |  | **DISABILITY/LONG TERM ILLNESS – DELIVERY TEAM** | |
| 16-17 years | 5 |  | Yes |  |
| 18-19 years | 5 |  | No |  |
| 20-24 years | 5 |  | Prefer not to say | 25 |
| 25-29 years | 5 |  | **CONDITIONS – DELIVERY TEAM** | |
| 30-34 years | 10 |  | Learning disability |  |
| 35-39 years | 20 |  | Long-term illness/condition |  |
| 40-44 years | 20 |  | Sensory impairment |  |
| 45-49 years | 15 |  | Mental Health condition |  |
| 50-54 years | 10 |  | Physical impairment |  |
| 55-59 years | 10 |  | Cognitive impairment |  |
| 60-64 years | 10 |  | Other |  |
| 65-69 years | 10 |  |  |  |
| 70-74 years |  |  |  |  |
| 75+ years |  |  |  |  |
| Prefer not to say |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | **TOTAL** |  |  | | **TOTAL** |
| **GENDER - DELIVERY TEAM** | | |  | **ETHNICITY – DELIVERY TEAM** | | |
| Male | 40 | |  | Welsh/English/Scottish/Northern Irish/British | 5 | |
| Female | 50 | |  | Irish |  | |
| Transgender |  | |  | Gypsy or Irish Traveller |  | |
| Other |  | |  | Any other White background |  | |
| Prefer not to say |  | |  | White and Black Caribbean |  | |
|  |  | |  | White and Black African | 2 | |
|  |  | |  | White and Asian | **100** | |
|  |  | |  | Any other Mixed/multiple ethnic background |  | |
|  |  | |  | Indian | 100 | |
|  |  | |  | Pakistani |  | |
|  |  | |  | Bangladeshi |  | |
|  | | |  | Chinese |  | |
|  |  | |  | Any other Asian background |  | |
|  |  | |  | African | **1811**13**12381188** | |
|  |  | |  | Caribbean |  | |
|  |  | |  | Any other Black/African/Caribbean background |  | |
|  |  | |  | Arab |  | |
|  |  | |  | Any other ethnic group |  | |
|  |  | |  | Prefer not to say |  | |

**Thinking about your project as a whole, what would you say have been the main successes and challenges for you and your project delivery team (approximately 500 words):**

**This can include formal and informal feedback given to you by staff and / or your own observations. You can use notes or minutes from project team meetings; informal conversations; emails; etc. to inform this.**

The main success is that we were able to accomplish the project objective, which was to bring people together in a celebratory mood. We wanted our project to be the best project in Hull this year and each and every member of Hull and East Riding Hindu cultural Association has put in the time and effort to prove that we can deliver high quality projects in the city.

We have highlighted through our concentrated efforts a showcase of high-quality Indian cultural Display, with the core principle of unity in diversity, local engagement, wider participation and ‘one-of-a-kind celebration ’.

We have succeeded in introducing the vibrant Bollywood dance form, yoga, meditation, printing Indian casino, saree tying, turban tying samosa shaping and chapatti making unique Indian traditions to the wider community.

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1. **Audiences & Participants**

**How many people, in total, attended or participated in the project as a whole?**

|  |  |  |
| --- | --- | --- |
| **TYPE OF ENGAGEMENT** | **TOTAL** | **% FROM HU1-HU9** |
| Number of audience members\* | 2500 | 90% |
| Number of participants\* | 129 | 90% |
| **TOTAL BENEFICIARIES** |  |  |

**\*The % can be taken from the results of your audience and participant surveys or box office reports  
\*‘Audience members’ includes people going to an exhibition or performance, and people getting access to work that is printed, recorded, broadcast or on the internet.**  
**\*‘Participants’ means those doing the activity.**

**Please complete the Total column within the tables below. You should collect this information using the Audience Survey (which will be designed with support from the Hull 2017 team) and / or via the Participant Equal Opportunities Form provided in the Toolkit.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **TOTAL** |  |  | **TOTAL** |
| **AGE GROUPS – AUD. & PART.** | |  | **DISABILITY/LONG TERM ILLNESS – AUD. & PART.** | |
| 0-2 years | 100 |  | Yes |  |
| 3-5 years | 100 |  | No |  |
| 6-10 years | 300 |  | Prefer not to say |  |
| 11-15 years | 300 |  | **CONDITIONS – AUD. & PART.** | |
| 16-17 years | 200 |  | Learning disability |  |
| 18-19 years | 200 |  | Long-term illness/condition |  |
| 20-24 years | 200 |  | Sensory impairment |  |
| 25-29 years | 200 |  | Mental Health condition |  |
| 30-34 years | 500 |  | Physical impairment |  |
| 35-39 years | 300 |  | Cognitive impairment |  |
| 40-44 years | 200 |  | Other |  |
| 45-49 years | 250 |  |  |  |
| 50-54 years | 250 |  |  |  |
| 55-59 years |  |  |  |  |
| 60-64 years |  |  |  |  |
| 65-69 years |  |  |  |  |
| 70-74 years | 1 |  |  |  |
| 75+ years |  |  |  |  |
| Prefer not to say |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | | **TOTAL** |  |  | | **TOTAL** |
| **GENDER - AUDIENCES** | | |  | **ETHNICITY – AUDIENCES** | | |
| Male | Not sure | |  | Welsh/English/Scottish/Northern Irish/British |  | |
| Female | Not sure | |  | Irish |  | |
| Transgender | Not sure | |  | Gypsy or Irish Traveller |  | |
| Other | Not sure | |  | Any other White background |  | |
| Prefer not to say |  | |  | White and Black Caribbean |  | |
|  |  | |  | White and Black African |  | |
|  |  | |  | White and Asian |  | |
|  |  | |  | Any other Mixed/multiple ethnic background |  | |
|  |  | |  | Indian |  | |
|  |  | |  | Pakistani |  | |
|  |  | |  | Bangladeshi |  | |
|  | | |  | Chinese |  | |
|  |  | |  | Any other Asian background |  | |
|  |  | |  | African | **1120120** | |
|  |  | |  | Caribbean |  | |
|  |  | |  | Any other Black/African/Caribbean background |  | |
|  |  | |  | Arab |  | |
|  |  | |  | Any other ethnic group |  | |
|  |  | |  | Prefer not to say |  | |

**Thinking about your project as a whole, what would you say have been the main successes and challenges for your audience members / participants:**

**This can include formal and informal feedback given to you by staff and / or your own observations. You can use comments books; informal conversations; emails; etc. to inform this. It must also include any findings from your Audience/Participant Survey (A Question Bank is provided for the Audience/Participant Survey, from which you will build your own project questionnaire with support from Hull 2017 staff).**

See separate document which summarises elaborate feedback collated meticulously by the team

1. **Online Engagement**

**How did your project impact upon your online presence?**

|  |  |  |
| --- | --- | --- |
|  | **TOTAL PAGE VIEWS** | **UNIQUE PAGE VEIWS** |
| Website views relating to project | * **2000 on Facebook** | **2,193** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **LIKES/FOLLOWERS AT START** | **LIKES/FOLLOWERS AT END** | **IMPRESSIONS ON POSTS RELATING TO THE PROJECT** | **ENGAGEMENTS WITH POSTS RELATING TO THE PROJECT** |
| Facebook | **0** | **1350** | **Positive impressions** | **Very interactive** |
| Twitter |  |  |  |  |
| Instagram |  |  |  |  |
| Other |  |  |  |  |

**DEFINITIONS**

* **Followers include:** Facebook Page Likes / Profile Friends; Twitter Followers; YouTube Subscribers; etc.
* **Impressions:** impressions (“views”) of Facebook posts linked to CCP project; impressions (“views”) of Twitter tweets linked to CCP project; views of YouTube videos linked to CCP project; etc.
* **Engagements:** Facebook posts, likes, shares, comments; Twitter tweets, retweets, likes; YouTube shares, comments; etc.

**In the boxes below, please share a selection of audience comments or quotes from social media made about your project. Please provide different examples to those in your Project Update Report:**

It was a fantastic afternoon, a great atmosphere and a lot of happy people all in one place. The music and dancing were mesmerizing and the food was delicious. A great day had. Thank you and congratulations for a successful day.

‘Look forward to seeing you again in 2 years

Just wanted to say a big thank you for letting me attend this Year's mela and also to say a huge well done for all the organisation. The event this year was absolutely brilliant and we had a great day

‘Fantastic day out myself and kids really enjoyed the day. Was so nice to be there enjoying and been a part of it. https://static.xx.fbcdn.net/images/emoji.php/v9/f4c/1/16/1f642.png:)

I am reviewing the Mela on Saturday 16 September. We had travelled up to Hull from Cornwall for a long weekend and came across the Mela as we were trying to find something to do. I can honestly say it was absolutely fantastic. We spent almost all day there and saw so much colour, fun, dancing. Heard so many beautiful voices. Smelt many wonderful smells. Tasted fabulous food. Watched a great cookery demo. Bought some lovely gifts. Thoroughly enjoyed it all. I wish there was something like this in Cornwall.

1. **Partners**

**How many partners were involved with the project?**

|  |  |  |
| --- | --- | --- |
|  | **TOTAL BASED IN**  **HU1 – HU9** | **TOTAL BASED OUTSIDE**  **HU1 – HU9** |
| **PARTNER TYPE** | | |
| Artistic partner (e.g. theatre, art gallery, music venue) | 10 | 5 |
| Heritage partner (e.g. museum, archive) |  |  |
| Funder (e.g. Arts Council England, business, private trust) |  |  |
| Public Sector partner (e.g. libraries, GPs) |  |  |
| Voluntary sector partner (e.g. community group, charity) | 2 | 2 |
| Education (e.g. school, college, university) |  |  |
| Other |  |  |
| **PARTNERSHIP STAGE** | | |
| Number of new partnerships established via this project | 3 | 1 |
| Number of existing partners involved in this project | 3 | 2 |

**Thinking about your project as a whole, what would you say have been the main successes and challenges for your partners:**  
**This can include formal and informal feedback given to you by staff and / or your own observations. You can use notes or minutes from partner meetings; informal conversations; emails; etc. to inform this.**

Hull City Hall has a domineering presence in City Centre it attracts high impact performances throughout the year and many artists strive to perform at this venue.

Indian Mela has bought a vibrant dimensional to this unique venue and Hull City Hall team have worked with us to create this high quality event in the city did. This has benefited Hull city all is ticket sales and diversity of events

Indian Mela been instrumental in providing a channel for nearly 129 artists to perform at this venue.