

CREATIVE COMMUNITIES PROGRAMME PROJECT UPDATE REPORT

GENERAL INFORMATION

PROJECT NAME:	REDboard2017
PROJECT LEAD:	Lou Hazelwood
REPORT DATE:	7th May 2017

INTRODUCTION

Everyone who receives a grant from the Creative Communities Programme must complete this Project Update Report by the dates on the accompanying reporting schedule. 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 Project Update Report form.

This Project Update Report tells us:

- What has happened during your project to date;
- Your current income and expenditure figures;
- What you have learned so far, and how you have adapted to these learnings.

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

- The effect of our grant and support to date;
- The current effectiveness of our services and grants administration; and
- Where and how we need to make changes. We also use this information to report to our funders.

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

A. PROJECT REPORT

Please provide a brief update (3 or 4) sentences on each of the following areas to let us know how your project is going and how we can support you.

EVENT PLANNING AND PROJECT MANAGEMENT

We have a limited committee at present of two namely myself and Michael Barnes-Wynters (known as Barney) and as such we have had to scale down what we're able to do. We have additional support from Martin Lauer (The One Point - who is also the founder of RED).

All REDboards have been up on target and we have a great working relationship with JC Decaux.

At present we have shown five REDboards three for Made in Hull season and so two from Roots and Routes.

MARKETING AND COMMUNICATIONS, PARTICIPATION AND LEARNING

We have had significant response through our social media channels to REDboard and have used the hashtag #REDboard2017.

I was interviewed by Laura Robertson of The Double Negative for her piece in the April edition of Art Monthly.

Barney and I were interviewed by Radio Humberside at the launch of made in Hull and we have submitted our second press release but are awaiting approval.

Barney has been speaking with the BBC and has made contact with several arts organisations across our twin cities.

RISK REGISTER

We have sent you a template of a Risk Register with example risks that projects may face. Please complete this return with the Project Update Report.

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

see attached

BUDGET UPDATE

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

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

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

see attached

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

TIMELINE UPDATE

We have sent you a copy of your original Project Timeline. Please complete the columns called Status and Notes to let us know if your project is on track.

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

see attached

B. MONITORING & EVALUATION REPORT

i. Event delivery

To date, how are you currently doing on reaching the targets laid out for project activity?

	ORIGINAL TARGET*	REVISED TARGET*	ACTUAL TO DATE*
PROJECT VENUE/LOCATION			
HU1 – HU9	13	13	5
Not HU1 – HU9	0	0	
ACTIVITY			
Number of performances			
Number of exhibition days			
Number of commissions*	13	13	6
Number of sessions for education, training or taking part*	0	0	0
Number of accessible activities	13	13	5

*Original target: target(s) listed within your contract

*Revised target: new suggested targets now that your project planning and delivery is underway

*Actual to date: only complete this column if you have delivered some activity with the public

*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 will incorporate heritage, please briefly say how you are developing, presenting and/or telling 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

ii. Project Delivery Team

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

Thinking about your project to date, what would you say have been the main successes for the project delivery team:

We have successfully showcased six artists over five billboards. Each artist/artist collaboration has responded to the seasons uniquely adding additional pieces of film, gifs, documentation of performances, interviews and postcards. All of these are documented on our blog and social media.

<http://redboardhull.tumblr.com>

I (Lou Hazelwood) was interviewed by Laura Robertson of The Double Negative and our third Made in Hull billboard by Clare Holdstock and Josh Williams features in April's national publication - Art Monthly.

Thinking about your project to date, what would you say have been the main challenges for the project delivery team:

Funding has been a challenge and losing committee members. We have overcome this and gained invaluable support from RED's founder Martin Lauer who has given us free admin and design support from a member of his team and is currently sourcing the rest of our funding through business sponsorship.

We have had to alter our approach to the additional elements of the project and as such have showcased performances and films/interventions on our tumblr and social media.

iii. Audiences & Participants

To date (up to and including now), how many people have engaged with the project? **If you are yet to do any public facing work, please leave this section blank.**

TYPE OF ENGAGEMENT	ACTUAL TO DATE	% FROM HU1-HU9*
Number of audience members*	Approx 75,000	Approx 55,000
Number of participants*	6	4
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 doing the activity.

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

	ACTUAL TO DATE
AGE GROUPS	
0-2 years	1,250
3-5 years	1,250
6-10 years	1,250
11-15 years	4,666
16-17 years	4,666
18-19 years	4,666
20-24 years	4,666
25-29 years	4,666
30-34 years	4,666
35-39 years	4,666
40-44 years	4,666
45-49 years	4,666
50-54 years	4,666
55-59 years	4,666
60-64 years	4,666
65-69 years	4,666
70-74 years	4,666
75+ years	1,250
Prefer not to say	
GENDER	
Male	
Female	
Transgender	
Other	
Prefer not to say	
DISABILITY/LONG TERM ILLNESS	
Yes	
No	

	ACTUAL TO DATE
CONDITIONS	
Learning disability	
Long-term illness/condition	
Sensory impairment	
Mental Health condition	
Physical impairment	
Cognitive impairment	
Other	
ETHNICITY	
Welsh / English / Scottish / Northern Irish / British	
Irish	
Gypsy or Irish Traveller	
Any other White background	
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	
Caribbean	
Any other Black/African/Caribbean background	
Arab	
Any other ethnic group	
Prefer not to say	

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.

Thinking about your project to date, what would you say have been the main successes for your audience members / participants:

Main successes having contemporary art in communities across HU1-9. Having art in public places that audiences will come across, engaging audiences who are not intending or seeking out to engage in contemporary art. Bill board hoardings are focused on busy commuter areas and therefore reach a wide audience.

Thinking about your project to date, what would you say have been the main challenges for you / your audience members / participants:

To place a board/artwork without explanation can be challenging. To try and get audience feedback and numbers has been very challenging, social media has helped but can also be limited by who accesses it.

iv. Online Engagement

To date, how has your project impacted upon your online presence?

	TOTAL PAGE VIEWS TO DATE SINCE PROJECT BEGAN	UNIQUE PAGE VEIWS TO DATE SINCE PROJECT BEGAN
Website views relating to project	44, 626	13, 580

	LIKES/ FOLLOWERS AT START OF THE PROJECT	LIKES/ FOLLOWERS SINCE PROJECT BEGAN	IMPRESSIONS ON POSTS RELATING TO THE PROJECT TO DATE	ENGAGEMENTS WITH POSTS RELATING TO THE PROJECT TO DATE
Facebook	1, 165	44	32, 570	230
Twitter	0	447		
Instagram				
Other/Tumblr			?	?

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:

I'm flattered to be part of Roots&Routes. Thank you, [RED Contemporary Arts, Hull](#) for the invite! Cant wait to see the [#REDboard2017](#). Facebook comment from Larrissa Monterio our Rotterdam artist.

Have you seen our first International #REDboard2017 from Rotterdam, NewInd Ave, Torrington St? (RED) Yes saw this from the bus - intrigued. (LG) Twitter response

Love seeing this in the morning on my way to work. (TheSmileMaker) Twitter re-tweet

A billboard on Cottingham Rd will be taken over by a Hull artist. It's a project by @RCA_Hull #REDboard2017 (CB) Twitter

Check out the next [#REDboard2017](#) on the corner of North Road and Boothferry Road. There's a lovely irony having that message on a billboard. - Facebook share of post and comment.

v. Partners

To date, how many partners are involved with the project?

	ACTUAL TO DATE BASED IN HU1 – HU9	ACTUAL TO DATE BASED OUTSIDE HU1 – HU9
PARTNER TYPE		
Artistic partner (e.g. theatre, art gallery, music venue)		
Heritage partner (e.g. museum, archive)		
Funder (e.g. Arts Council England, business, private trust)	1	1
Public Sector partner (e.g. libraries, GPs)		
Voluntary sector partner (e.g. community group, charity)		
Education (e.g. school, college, university)		
Other		
PARTNERSHIP STAGE		
Number of new partnerships established via this project	1	0
Number of existing partners involved in this this project		

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.

Thinking about your project to date, what would you say have been the main successes for your partners:

For JC Decaux we have successfully shown five new artistic billboards across Hull. We have built a good working relationship with them and offered unique placement for artists.

The One Point, Hull has supported us both with in kind support of design and administration and have sponsored boards and will be securing the additional funds we need to complete the project.

Thinking about your project to date, what would you say have been the main challenges for your partners:

The uncertainty of funding has been a difficult issue for all involved but this seems to have been resolved and the open communication and strong relationships we have built with our partners have helped us to weather this storm.