



CREATIVE COMMUNITIES PROGRAMME

GUIDANCE NOTES

Things to think about when
planning your application.





HELLO. SHALL WE?

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Keep an eye on the website hull2017.co.uk for dates and locations of public events taking place throughout April and May 2016 to promote the Creative Communities Programme.

If you have any questions about any of the sections in this document please email:
theteam@hull2017.co.uk





THIS CITY BELONGS TO EVERYONE



THE HULL 2017 CREATIVE COMMUNITIES PROGRAMME WILL BE OPEN FOR APPLICATIONS FROM 4 APRIL UNTIL 16 MAY 2016.

We will offer grants of between £300 and £10,000 to fund activity as part of Hull's UK City of Culture year in 2017.

The Creative Communities Programme is for projects that are creative at heart, transformational in effect and celebrate arts and culture. We want to fund ideas that release the original voices and defiant spirit of this city. We would like to see projects that connect Hull's communities, look to the future and create experiences and unforgettable memories.

We are expecting to receive large numbers of submissions from across the city and beyond, and won't be able to fund them all, so it's important your application is the best it can be. These guidance notes are here to help you prepare the strongest application for the panel selection.

In 2015 we announced the themes for the four seasons of the year. The essential and secondary criteria in this document are here to help you in developing your ideas further, ready for when the submission window opens on 4 April 2016.

This is how the story starts ... the next chapter is up to you.



1 CELEBRATE ARTS & CULTURE

- Bring together community groups and artists to collaborate on a truly creative project
- Use any form of arts or cultural activity in your project

ESSENTIAL CRITERIA

**ALL PROJECTS WILL
BE ASSESSED AGAINST
THESE FOUR AIMS.**



2 OPEN TO ALL

WE'RE LOOKING FOR PROJECTS THAT ARE INCLUSIVE AND CELEBRATE PEOPLE OF ALL BACKGROUNDS.

- Projects must take place in a space or venue that can be accessed by everyone, whatever the size of the event or activity
- Applicants must work with and engage people in Hull to celebrate the city and challenge perceptions
- We would like to know what positive steps you intend to take to make sure your project embraces inclusivity across performers, participants and audiences

3 ENGAGE PEOPLE AND COMMUNITIES IN HULL

WE'RE LOOKING FOR PROJECTS THAT CONNECT COMMUNITIES ACROSS THE CITY AND INSPIRE ENGAGEMENT, SUCH AS:

- Events that bring people together and create opportunities to participate
- Projects that involve and embody the spirit of local people and the area where they live

4

BE MORE THAN THE EVERY DAY

UK City of Culture will only happen once in Hull. This is Hull's chance to show what the city is really about.

We want people to create projects that do something extra, something special, something different to make Hull 2017 unique.

- Go above and beyond your normal activities
- Be original, ambitious, radical and iconic
- Build a project that transforms Hull
- Give people the opportunity to see something new, unusual or exciting



THE SEASONS

To help us tell Hull's story, our UK City of Culture year has 4 seasons, each with a theme lasting for a period of 3 months.

Use the descriptions below to explore where your project could fit in to the calendar. This might be a specific day, across one season, or even all year.

All projects supported by the Creative Communities Programme will be included in marketing and promotional activity for each of the four seasons.

MADE IN HULL (Jan – Mar 2017)

In this first chapter, we welcome the world to Hull.

We'll shake up the preconceptions and show people what Hull is really made of and the many incredible things Hull has made for the world. From theatre and music, to wind turbines and caravans, Hull has long inspired great ideas, great people and great artists.

Hull knows about its contribution to the world; now it's time everyone else did.

ROOTS & ROUTES (Apr – Jun 2017)

Hull is a place of migration and transitions, a gateway to Europe, and patchwork of neighbourhoods all with their own unique spirit and character.

This chapter of our UK City of Culture year will explore Hull's place in a constantly changing world.

With a distinctly international flavour, new partnerships and collaborations will form as communities unite in a grass roots celebration of arts and culture.



**OVER 365 DAYS HULL
WILL STAGE AN
INCREDIBLE PROGRAMME
OF CULTURAL EVENTS AND
ACTIVITIES. THIS WILL
BE A YEAR LIKE NO OTHER
AS WE STAND PROUD AND
TELL THE STORY OF THIS
CITY TO THE WORLD.**

FREEDOM

(Jul – Sep 2017)

With the celebration underway and a buzz in the air, the city will enter its summer season. Freedom is a platform for people to create, debate, reflect and reimagine.

Hull has always attracted creative risk takers and rule breakers; it is a place that seems to inspire rebellion and freedom of thought, not bound by the conventions of others.

As the plot thickens this chapter will not only explore the pivotal role Hull played in the emancipation movement, but also a broader interpretation of equality and social justice for all.

TELL THE WORLD

(Oct – Dec 2017)

As stories merge and new ones begin, we'll start looking to the future and exploring what's next.

We will celebrate the qualities that make Hull, and indeed the UK, stand apart in an unforgettable year of culture. With a global outlook we will embrace our independence, our individuality, integrity and sense of humour.

At the end of the year, we will tell the story of a Hull redefined in the North, with a voice and confidence of a people on the up.



LET'S GET CREATIVE. SECONDARY CRITERIA

Building on the 4 essential criteria, we would like to receive applications for projects that have considered some or all of the additional areas outlined on the next page.



WORKING IN PARTNERSHIP

From working with artists and organisations from across Hull and the UK to develop links with international partners, this is a chance to bring people together.

Our priority cities are Rotterdam (Netherlands), Reykjavik (Iceland), Aarhus (Denmark) and Freetown (Sierra Leone).

We welcome applications that place partnerships - new and old - at the heart of the project, celebrating diverse cultures from all nations.

EMBRACING DIGITAL & TECHNOLOGY

Digital is a powerful tool to enhance or amplify your story.

Explore how you use digital and technology in realising your core project
- this might include projection, live streaming, social media or enabling your project to reach a wider virtual audience.

LOOKING BEYOND 2017

What will be the lasting impact of your project?

Can you demonstrate that funding from the Creative Communities Programme will have an impact beyond the year of culture?

This could range from making a difference to the lives of local people to a longer-term plan about how you hope to develop, recreate or even tour your project further in 2018.



WHO CAN APPLY?



THE CREATIVE COMMUNITIES PROGRAMME IS OPEN TO INDIVIDUALS AND ORGANISATIONS FROM ACROSS HULL, EAST YORKSHIRE AND THE REST OF THE UK.

All applications must demonstrate they have met all 4 essential criteria outlined in this document, including how they will engage people and communities within the Hull boundary during 2017. All or part of the activity must take place in Hull.

We are not able to fund projects for an existing programme of activity. The Creative Communities Programme is focused on projects that are doing something new or additional to their existing work.

Projects can request part-funding or full-funding for the amount required, starting at £300 to a maximum contribution of £10,000.

If a funding request exceeds the upper limit it may be considered for an exceptional award. There may be particular reasons why the project goes significantly above and beyond the essential and secondary criteria. It is likely that we will only make a very small number of these exceptional awards due the competitive nature of the programme and the volume of interest received to-date.



WHAT SHOULD I PREPARE?

**Use the details below as
a checklist of the key
information you will need to
include in your application.**

- A title summarising your project in 50 words
- Up to 500 words about how your project will meet the criteria set out in this document, outlining how your project will use creativity, arts and culture to engage the communities of Hull
- Tell us how your project connects to the seasons, and where and when your project would take place
- A named lead individual to be the main point of contact, and background information about the key people and organisations involved in making your project
- An overview of how you intend to deliver your event or activity safely, on time and on budget. This should include a production timetable and an outline of your previous experience.
- Gather supporting statements and permissions in principle from copyright holders, venue managers and/or landowners (if required)
- The number of people you expect to be involved in creating and delivering the project, as well as the anticipated audience figures
- Be ready to tell us who the audience is for your project. Think about how you will promote and raise awareness of your activities and how you will reach new people.
- Thoughts about how you might measure the success of the project
- How you plan to record and document your project, through photography, film or other media
- A budget breakdown of how you intend to utilise the money. You should include any existing or match funding you have in place or will be seeking from other organisations, planned earned income and in-kind resources

We are unable to accept any of the above information until applications open on 4 April 2016.



WHAT SUPPORT IS AVAILABLE?

Part of the ambition of the Creative Communities Programme is to build a stronger more confident city for the future. To achieve this we will be offering a range of support to both potential and successful applicants.

Potential applicants will be able to access:

- Public events about the Creative Communities Programme
- Workshops and surgeries to help develop potential project ideas
- Guidance and support from the Hull 2017 team
- Networking with other potential applicants to share ideas and create partnerships
- Downloadable budget / project templates

Successful projects will be able to access:

- Surgeries on key topics including finance, production, digital and evaluation
- Introductions to potential collaborators
- The opportunity to access Hull 2017's volunteering programme
- Support and guidance on how to coordinate an event as all grant recipients will be required to put together an event safety management plan
- Advice on appropriate insurance and licensing that would be required for your activity
- Inclusion in wider Hull 2017 marketing and PR activity
- Access to a digital asset library of imagery, photography and brand assets
- The platform to share your educational activity in schools
- Invitation to key events
- PR opportunities generated by Hull 2017's media team
- Access to a box office ticketing system
- Downloadable templates for event management plans, risk assessments and marketing plans.

Further information about the above will be published on our website as details are confirmed.



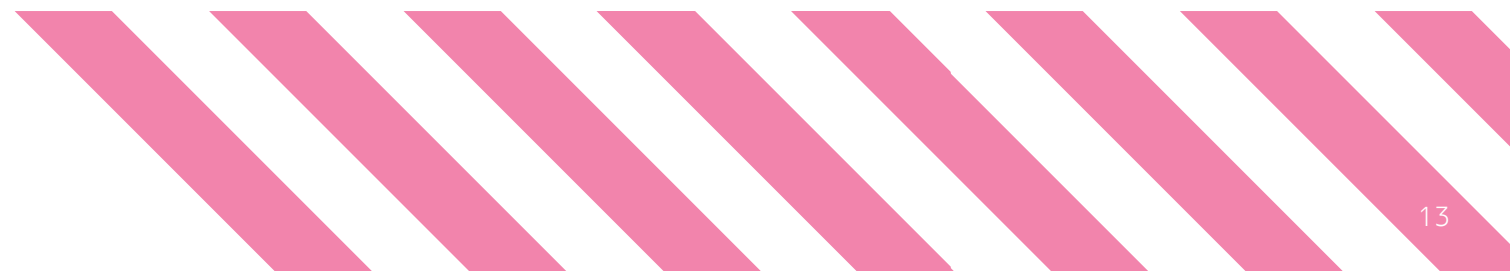
A MESSAGE FROM THE BIG LOTTERY FUND:

The Big Lottery Fund is supporting Hull 2017's Creative Communities Programme; by working together we want to give more communities in Hull the opportunity to get involved with Hull UK City of Culture.

The important thing is to bring communities together, using cultural activities to help them to maximise the skills and creativity of local people.

KEY DATES

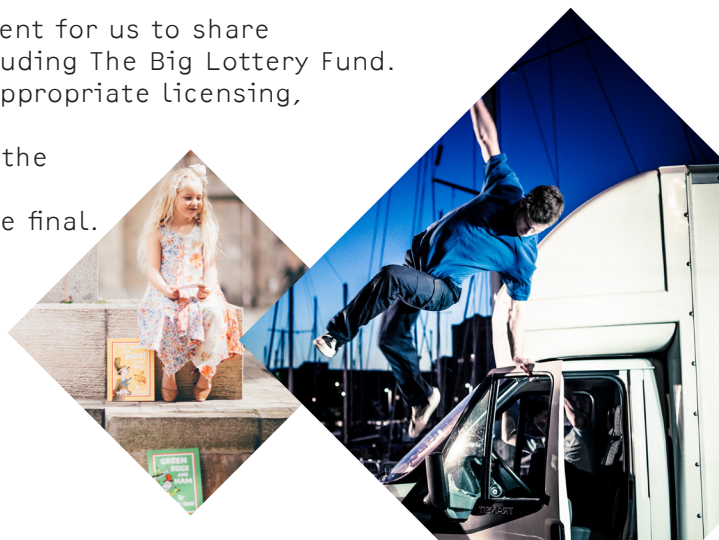
FEB 2016	Guidance notes published on website
APR 2016	Application window opens on 4 April 2016 via hull2017.co.uk Information events will take place across communities
MAY 2016	Application deadline: 16 May 2016
JUN 2016	Decisions made on successful projects
JUL 2016	Applicants notified of outcome and successful projects confirmed in a contract
SEP 2016	First wave of projects announced to the general public





HERE'S THE SMALL PRINT

- Individuals and any type of organisations (including commercial organisations) can apply for a grant provided they are able to demonstrate a need for funding and meet the criteria.
- Grant awards will not be made retrospectively and all or part of the activity must be during 2017.
- All or part of the proposed activity must happen within the city boundary of Hull.
- We can accept applications for more than one project from the same individual or organisation.
- Charity fundraising events and private parties are not eligible.
- Funding will be paid in the form of a grant. No VAT is applicable. Project organisers are solely responsible for VAT and any other taxes.
- You will be required to acknowledge the support of Hull 2017 and its funders on publicity and marketing materials.
- Projects must observe statutory laws and regulations including, but not limited to equal opportunities, disability discrimination, health and safety, employment, public entertainment licensing, data protection, vulnerable adults & child protection.
- You will be required to report progress on your project as it unfolds and complete an evaluation report after the project has ended.
- By submitting your application you are giving consent for us to share information with other key Hull 2017 partners, including The Big Lottery Fund.
- Project organisers are responsible for arranging appropriate licensing, permissions and insurances.
- At least one organisation or an individual leading the application must be based on the UK.
- All decisions by Hull 2017 on grant applications are final.



OUR PARTNERS

HOST CITY



PRINCIPAL PARTNERS



MAJOR PARTNERS





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Email us at:
theteam@hull2017.co.uk

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