



# CREATIVE COMMUNITIES PROGRAMME APPLICATION FORM

Created: 22/05/2016

Last updated: 23/05/2016

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## Page 1

Thank you for your interest in the Creative Communities Programme.

You should ensure you have read the Guidance Notes provided before applying and bear these in mind when completing your application. You do not need to complete your application all at once - you can save your progress and return at any time.

Downloadable templates have been provided which you will need to complete and upload as part of your application.

### NOTES

- Do not attach files other than those requested.
- Do not include web links in any text unless requested.
- Submissions which include redistribution of funding will not be considered.
- Receipt of submissions will be acknowledged by email.
- By submitting your application you are giving consent for us to share information with other key Hull 2017 partners, including The Big Lottery Fund.
- All applicants will be advised of the outcome of their application by July 2016. Please do not enquire about the progress of your submission in the meantime as we will unfortunately not be able to respond. We will be in touch if we have any questions and/or if we require further information.
- Should you need further support completing your application please see Help section of this site.

We greatly appreciate you applying. Thank you.

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### ELIGIBILITY CRITERIA

Please complete the following questionnaire to check your eligibility in applying to the Hull 2017 Creative Communities Programme.

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#### **Creativity**

Does your project celebrate art or culture?

Yes

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#### **Themes**

Does your project take inspiration from one of the four Hull 2017 themes (Made In Hull / Roots & Routes / Freedom / Tell The World)?

Yes

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## **Additionality**

Does your project create something new to make 2017 a success?

Yes

## **Accessibility**

Will your project be open and accessible to all members of the public?

Yes

## **Engagement**

Will your project engage with the people of Hull?

Yes

## **Location of Activity**

Will all or part of the project take place in Hull?

Yes

## **Timing of Activity**

Will all or part of the project take place in 2017?

Yes

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### **Name of Individual / Organisation**

Les Motherby/Hull City Kits

### **Name of Project**

Tiger Rags - The fabric of Hull City AFC

### **Project Summary**

A group of memorabilia collectors, under the Hull City Supporters' Trust banner, wish to celebrate the visual identity of the club by publicly displaying items of player worn kit, telling the history of the Tigers' colours in an entertaining and informative way and recording the conversations inspired by each piece.

### **General Information**

Lead Contact Name	Les Motherby
Address	22 Parkside Close, Park Avenue
Town/City	Hull
Post Code	HU5 3EZ
Email Address	<a href="mailto:les@tigermation.co.uk">les@tigermation.co.uk</a>
Home / Work Phone	07887555679
Mobile Phone	07887555679
Website	<a href="http://hullcitykits.co.uk/">http://hullcitykits.co.uk/</a>

## Project Description

With reference to the Essential Criteria set out in the Guidance Notes, please describe your project or event/activity. You must demonstrate how you are meeting the essential criteria and specify if you are meeting any of the Secondary Criteria.

1) It celebrates arts and culture by bringing together amateur collectors, the Supporters' Trust (HCST) and local community venues (including the Streetlife museum and Age UK) to put on a museum exhibition event including a children's workshop and speaker events, followed by smaller community based events (such as at Age UK), celebrating the club's integral place in community life, and about the connections created by the colours that clothe players and supporters alike, recording the conversation generated and making this available online.

2) It is open to all. Football appeals to all stratas of society, bringing together disparate groups in a common enterprise. A shared love of the Tigers unites people from all backgrounds and income brackets, forming an inclusive community that cheers on players of all ethnicities, creeds and faiths, with amber and black being the only colours that matter. Our events will be free to all, accessible to all, in venues that people visit in their day to day lives.

3) It engages people and communities. Each display element will be chosen to inform, engage and inspire discussion. We will invite visitors to share their reminiscences of past seasons, players and stadia, to vocalise their pride in club and local identity. We will use social media and other digital platforms to create a conversation about how football brings people together and embodies civic pride. We will encourage children to show their creativity by designing football kits.

4) It's more than every day. To our knowledge, there has never been an effort to gather club memorabilia on this scale. We want to tell stories that are unknown to many, to gather new information about the club's visual history and to permanently record the discussions generated and knowledge gleaned that might otherwise be lost.

Where would our project fit in to the Hull 2017 seasons?

The resumption of football in July after the summer break, and the start of the 2017/18 English league season in August seems an opportune time to celebrate the colours and culture of Hull City. Coinciding with the 'Freedom' season of the festival, our events would focus on how football fans spend a significant part of their free time, using their local team as a vehicle to express local identity, expressed in part by wearing and displaying of team colours.

Secondary criteria

1) Working in partnership

The partnering of fans to group artifacts into a single collection for public viewing has not been attempted before. Working with the Supporter's Trust we can promote and share the collection of fans' reminiscences. We will work with the Streetlife museum who will provide space for the exhibit and their Time Troopers events groups will put on a workshop to engage children. We will work with Age UK to put on a reminiscence event, which will encourage senior fans to share their memories of years past (inspired by the player shirts) and we will record the anecdotes shared for posterity. One of the themes of the project will be 'International Tigers', focussing on players who have come from overseas to represent the city of Hull by playing for the Tigers, from Brazil to the Faroe Islands, from Slovenia to Egypt.

## 2) Embracing digital and technology

We plan to complement the physical exhibition with posts and interactive discussion on social media. Each item displayed will have an identifying tag to inspire a conversation that can be recorded. We want visitors to share their views and memories and have their words and voices recorded, available to view and hear on digital platforms including the HCST and Hull City Kits websites.

## 3) Looking beyond 2017

Hull 2017 is just the start. After the static display in the Streetlife museum, we envisage taking the collection to other public spaces, starting with Age UK but looking to include libraries, markets, schools and residential care homes.

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### KEY PROJECT INFORMATION

**What are the main art forms in your project?**

**Responses Selected:**

Exhibition

**When does your activity take place? Please provide the start date, or advise if this is still to be confirmed.**

Format: DD/MM/YYYY

01/07/2017

**Start date still to be confirmed**

**Responses Selected:**

Yes

**Please provide the end date for your activity, or advise if this is still to be confirmed.**

Format: DD/MM/YYYY

30/09/2017

**End date still to be confirmed**

**Responses Selected:**

Yes

**When will you begin work on developing your project / rehearsing your activity?**

Format: DD/MM/YYYY

01/07/2016

**Where will your project take place?**

**Responses Selected:**

City Centre

**How many performances / days of your event/activity will your project include?**

90 days

**How many people are expecting to attend/experience your activity?**

30000

**How many people are you expecting to participate in your activity?**

4850

**Please describe the relationship with any partners you may be working with.**

Amateur collectors will loan us pieces of their collections. The Supporter's Trust will assist with promotion and recording of the conversations inspired and feedback. The Streetlife museum and Age UK will supply space for the exhibits and workshops, one of which will be organised by the Time Troopers event staff.

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## OTHER INFORMATION

**Who will benefit from the project and in what ways?**

(Please indicate any particular target groups)

We will be targeting sports fans, a demographic not readily associated with museum attendance, to get them to engage with a city centre

museum via a subject they are passionate about. The artifacts on display are all part of the private collections of individuals, and therefore not usually available for community viewing, and never before grouped together and curated.

**How will your project be accessible?**

The venues we will be using are all easily accessible within or near to the city centre. They are free, open to all, with a subject matter that brings together diverse social groups. We intend to have audio description of all artifacts and supporting literature available and advertise through Hull & East Riding Institute for the blind and the Hull Talking Newspaper. This can be made available to download online to enrich the experience of all visitors. Similarly we will distribute promotional materials to BME community groups in the city such as Hull All-Nations Alliance and Best Hope.

**Please explain any permissions (for use of space, venue or property) which you have been required to obtain.**

Permission in principle to use open space at Hull Streetlife museum and Age UK facilities. We have permission to use imagery belonging to Hull City for any Hull City Kits project, a payment in kind for written features commissioned by Hull City's media team for use in the matchday magazine,

**How will you promote the event/activity and to which target audiences?**

We will target sports fans in the city and region through the websites and social media platforms of the Hull City Supporters' Trust, Hull City Kits, Amber Nectar fanzine and Hull City Official Supporters Club. We have strong links to local media, including public and commercial radio, local TV, print publications such as the Hull/East Riding Daily Mail. Print promotion will be distributed to community venues and prominently displayed in retail outlets.

**Have you created a project like this before? Please tell us what experience you / your organisation or partner organisation has had in delivering projects of this scale/nature in the last five years.**

There is varied experience among our volunteer group, including involvement in setting up a community festival (with grant management), experience in publishing and social media output designed for an audience of football fans, this includes production of a historical kit research and knowledge resource and a weekly podcast. Other volunteers have vocational experience of teaching and engaging groups of children. Hull City Supporter's Trust have significant experience in public consultation and the recording and publishing of findings for national sporting bodies.

**Please supply a brief outline biography of the main members of your team including the lead artist(s). Web links can be used for this section.**

Les Motherby is an editor of both the Amber Nectar fanzine (which has produced regular content of interest to Hull City fans for 18 years) and the Hull City Kits online resource, which has provided content for Hull City's matchday programme and several books on the history of sporting apparel. He is also a collector of matchworn kits and will be a key provider of display items.

Suzanne Allott has a background in community engagement and grant management, and currently works for the Guide Dogs for the blind association.

The Hull City Supporters' Trust is a democratic, not-for-profit organisation of Tigers supporters. It is committed to strengthening the voice for

supporters in the decision-making process at the club and strengthening the links between the club and the community it serves.

### **How will you measure and evaluate your success, and how will you share that with us at the end?**

Success will be measured in visitor numbers, but also by recordable interactions with visitors, who we'll invite to share memories and feelings evoked by the displays as well as feedback on the project. A children's workshop is planned in association with the Time Troopers group, who will encourage children to design their own kits, and these will be displayed in the exhibition room. Attendance of speaker events and workshops will be recorded. We will supply hardcopy feedback forms at the museum that can be collated and the comments posted online, but we will also encourage digital interaction via social media platforms.

### **How will you document your event/activity?**

We will utilise existing digital platforms, such as the websites and social media accounts of the Supporter's Trust and Hull City Kits to document the project with photographs, videos and visitor feedback.

Each item displayed will have a unique hashtag so that visitors can begin and take part in social media discussion about that artifact, creating a conversation that can be recorded online and accessed by all.

At follow up pop-up displays held in community venues, we will record sound clips and videos of supporter recollections that will enrich the tapestry of views available online.