**CREATIVE COMMUNITIES PROGRAMME**  
**PROJECT UPDATE REPORT**

**GENERAL INFORMATION**

|  |  |
| --- | --- |
| **PROJECT NAME:** | Hull Beermat Photography Festival |
| **PROJECT LEAD:** | Graeme Oxby |
| **REPORT DATE:** | 02/10/17 |

**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

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 is going and how we can support you.

**EVENT PLANNING AND PROJECT MANAGEMENT**

The project is completed. Following the workshop phase we had the talk by Martin Par, exhibition of the photographs and winners announcements in Kardomah94 in Hull. The project has received more excellent coverage in the media with good press coverage on BBC radio & web, Yorkshire Post, Hull Daily Mail, The Guardian Newspaper& Estuary TV. BBC TV Look north did several more features on the project including an interview with the winner. Entries were in the region of 10,000 (Some duplication across platforms) but safe to say the number of entries far exceeded expectations. of entries have been submitted by Titter, \Facebook & Instagram with some exceptional contenders. Beermats were printed and distributed to participating pubs and venues at the beginning of December. Some additional pubs made conact and were also included.

**MARKETING AND COMMUNCIATIONS, PARTICIPATION AND LEARNING**

Marketing and communications has centered around Facebook with additional prompts through twitter and Instagram. The Martin Parr event was sold out within 24 hours. Many o the participants attended Kardomah and several of the finalists although only the 3rd place winner was able to attend and collect his tropy.

**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.**

N/A

**BUDGET UPDATE**

In this section we ask for a 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.**

See budget report

**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)

**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.**

The project is exactly on track as originally stated. to

1. **MONITORING & EVALUATION REPORT**
2. **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 | 14 |  | 2 |
| Not HU1 – HU9 | 3 |  | 0 |
| **ACTIVITY** | | |  |
| Number of performances | 1 |  | 1 |
| Number of exhibition days | 45 |  | 45 |
| Number of commissions\* | 30 |  | 15 |
| Number of sessions for education, training or taking part\* | 4 |  | 4 |
| Number of accessible activities | 5 |  | 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

1. **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:**

The main successes have been the excellent workshop delivered by Dougie Wallace, we have had excellent feedback from this. In addition, the media interest has been excellent with the main success being inclusion in the Guardian Guide Top 10. In addition the event at Kardomah was excellent with Martin Parr giving an excellent talk and announcing the winners. TV press and radio coverage of the winners has been excellent by the biggest success is rthe sheer number of entries received which totaled around 10,000.

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

There have been no significant challenges so far though the number of entries means a lot of work to pull the images from the website to present to Martin Parr for judging.

1. **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\* | N/A | N/A |
| Number of participants\* | 32 | 80 |
| **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** |  |  | **ACTUAL TO DATE** |
| **AGE GROUPS** | |  | **CONDITIONS** |  |
| 0-2 years |  |  | Learning disability |  |
| 3-5 years |  |  | Long-term illness/condition |  |
| 6-10 years |  |  | Sensory impairment |  |
| 11-15 years |  |  | Mental Health condition |  |
| 16-17 years | 3 |  | Physical impairment |  |
| 18-19 years |  |  | Cognitive impairment |  |
| 20-24 years |  |  | Other |  |
| 25-29 years |  |  | **ETHNICITY** |  |
| 30-34 years | 18 |  | Welsh / English / Scottish / Northern Irish / British | 32 |
| 35-39 years | 26 |  |
| 40-44 years | 30 |  | Irish |  |
| 45-49 years | 1 |  | Gypsy or Irish Traveller |  |
| 50-54 years | 34 |  | Any other White background |  |
| 55-59 years |  |  | White and Black Caribbean |  |
| 60-64 years | 6 |  | White and Black African |  |
| 65-69 years | 4 |  | White and Asian |  |
| 70-74 years |  |  | Any other Mixed/multiple ethnic background |  |
| 75+ years |  |  | Indian |  |
| Prefer not to say |  |  | Pakistani |  |
| **GENDER** |  |  | Bangladeshi |  |
| Male | **71** |  | Chinese |  |
| Female | 51 |  | Any other Asian background |  |
| Transgender |  |  | African |  |
| Other |  |  | Caribbean |  |
| Prefer not to say |  |  | Any other Black/African/Caribbean background |  |
| **DISABILITY/LONG TERM ILLNESS** | |  | Arab |  |
| Yes |  |  | Any other ethnic group |  |
| No |  |  | 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:**

Participants have been able to confidently take photographs in the street with new found technical and creative knowledge. Earlier research had shown that many photographers were reluctant to photograph people in the street. Winners were able to come to the Martin Parr talk and have the feeling of proud achievement associated with being chosen as a winner by Britain’s leading photographer. They have also seen their work printed on beermats and exhibited at Kardomah

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

The challenges were related to bringing creative and technical knowledge to bear on a fast moving street photography scenarios and developing the skills and confidence to approach subjects and interact with them.

1. **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 | **n/A** | **n/A** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **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 | **21** | **334** | **123333** | 128688 |
| Twitter | **0** | **76** | **N/A** | **N/A** |
| Instagram | **0** | **242** | **N/A** | **5600** |
| 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:**

 really enjoyed the day – Anthony Gilroy on Facebook

Thanks for a really inspiring day! – Ian Bartbiker on Facebook

What a great, great day. I loved the challenge and will definitely push myself to do this again and to try to take it further – Kiddo Denim on Facebook

Brilliant day where I learnt a lot and I'm really looking forward to much more street photography – Clare Tasker on Facebook

1. **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) | N/A |  |
| Heritage partner (e.g. museum, archive) | N/A |  |
| Funder (e.g. Arts Council England, business, private trust) | N/A |  |
| Public Sector partner (e.g. libraries, GPs) | N/A |  |
| Voluntary sector partner (e.g. community group, charity) | N/A |  |
| Education (e.g. school, college, university) | N/A |  |
| Other |  |  |
| **PARTNERSHIP STAGE** | | |
| Number of new partnerships established via this project | N/A |  |
| Number of existing partners involved in this this project | N/A |  |

**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:**

N/A

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

N/A