**Creative Communities Programme
Hull 2017 & Big Lottery
Collaboration to support extensive programme for 2017**

Hull 2017 plans to support approximately 30 projects through the small grants scheme, Creative Communities Programme, ie circa £300k in grants.

Following the preparation, roadshows & application process, submission and assessment period, this support takes the following forms:

**1) Pre-Offer Discussion**
Curatorial and producer direction prior to offer, to clarify project vision, lead artists, deliverability, target audience, access provision, engagement methods, locations, budget structure, financial controls, event management, marketing & communication plans etc.

**2) Offer Terms & Contract**
CCP Administrator support to ensure all applicants successfully complete the contracting process, including review and feedback on their Event Schedules, milestones, Mar Comms and risk reports.

**3) Monitoring & Evaluation**
CCP Administrator to set up all projects on Artifax for project management and monitoring.

CCP Administrator to set up all projects on Fluidreview for online project evaluation.

**4) Marketing & Comms**
CCP Projects will receive brand licence use of the Hull 2017 Mark and be included in Hull 2017 Core Programme publications and on the website.

CCP Administrator & Hull 2017 Mar Comms team will give initial briefing to ensure project image and copy are developed for high impact, brand licensing is clear and marketing plan reviewed and confirmed.

Press Releases from all CCP projects will be reviewed, given feedback and included in Hull 2017 campaigns at an appropriate local, national and international level. Specialist PR opportunities will be identified and maximised working with the CCP projects group.

CCP projects will receive access to a full suite of Hull 2017 Mar Comms assets including but not limited to;
- Hull 2017 Mar Comms team expertise across all print, digital, social media and PR.
- Digital assets for websites, email etc.
- Physical dressing (banners, pop ups, give aways) for use at their events
- Access to Hull 2017 image bank, and to upload their images and films for wide promotion of their event.
- Support in photography & filming of events
- Ticketing advice and system provision as required

**5) Workshops**
A series of workshops will be hosted offering current and practical advice for CCP groups covering:
- Event Management
- Access & Safeguarding
- Meet the Funders Day
- Evaluation & Monitoring

**6) Networking**
There will be a series of informal events through 2017 giving CCP Groups the opportunity to network with peers, share and transfer knowledge and expertise and grow a new network for the future.

**7) Project Management & Delivery**
Support from the CCP Administrator will be available in general and for specific queries and issues, CCP groups will be linked through to the whole Hull 2017 team will be available.

Regular communications to CCP Groups will be prepared to ensure all groups are informed of the developments of Hull 2017 and their promotion within the programme.

All projects will be monitored through the lifetime of the project, with positive, practical and expert support being offered at appropriate times to ensure projects realise their vision, and are delivered on time, on budget, safely and successfully.

**8) Access, Equality & Diversity**CCP projects will receive access to Hull 2017 policies for best practice for Access & Equality & Diversity.

Projects will receive practical advice and support to ensure their engagement and public facing events are accessible. This may take the form of additional support.

**CCP Project Resource**
(See summary table below).
At present the resources available to support the Hull 2017 selected CCP projects are as follows:

 **Human Resources - Core**
Exec Producer 0.2 Full Time Post [Not estimated these
Mar Comms Full Team Support posts and teams as
Finance Full Team Support too numerous and
M&E Full Team Support would skew table]

 **Project Budget Costs**
CCP Administrator 0.5 Full Time Post, 2 years £32k
CCP Assistant 0.8 Full Time Post, 1.5 year £25k
Administration Grant Mgt Software; IT, general £20k
Mar Comms assets etc See Section 4 Above £25k
Access See Section 8 Above £20k

To support similar 30 – 40 Big Lottery projects to be included in the Hull 2017 programme, estimated grant value would be £300 – 400k, we would need to try and replicate the resource planned for the Hull 2017 CCP programme:

**a) Administrator & Assistant resource**
- 1 FT Administrator working with CCP Assistant, 1 year £30k
- IT provision £1.5k

**b) Mar Comms resource & project budget**
- 1 FT or 2 x PT at Assistant / Intern level in Mar Comms team £25k
- duplicate Mar Comms assets available to enable BL projects £25k
- IT provision £3k
 **c) Access budget**
- duplicate Access resources available to enable BL projects £20k

**Summary Table Resources**

|  |  |  |  |
| --- | --- | --- | --- |
| **Resource** | **Hull 2017**  | **Big Lottery**  | **Totals** |
| Administration HR | £57k | £30k | £87k |
| Administration Systems | £20k | £4.5k | £24.5k |
| Mar Comms HR | Core | £25k | £25k |
| Mar Comms | £25k | £25k | £50k |
| Access | £20k | £20k | £40k |
| **Totals** | **£122k** | **£104.5k** | **£226.5k** |

HD
11.6.16