

Request for *Great Place* to support ignite cic to deliver the Creative Workshop element of the Herefordshire Flag project



Context:

Herefordshire Cultural Partnership, Matthew Engel, The Flag Institute and ignite cic are supporting a Herefordshire Community Flag Competition, also backed by the Chairman of Herefordshire Council. The first press release to introduce the project was published one month ago. The project will throw open the opportunity for anybody to submit a flag design that they feel best represents Herefordshire. All submissions will be reviewed by a panel and a shortlist of designs will be selected to go to a public vote. Once the public votes are counted and verified, the final, winning design will be officially registered with the Flag Institute and created.

It was writer Matthew Engel who kickstarted the process having discovered that Herefordshire is one of only three of England's 39 counties not to have its own (official registered). Herefordshire currently has an *unofficial* flag. It can be seen dotted around the county, but cannot be used for formal purposes. "It's a perfectly decent and well-designed flag and maybe it's the right answer. But we think the community itself should be the judge of that. This is an opportunity for an outburst of creativity that can involve anyone. It would be great if the winning flag came from a local artist or an eight-year-old in an art class. If the concept is right it does not even require any artistic skill. We hope to be able to help people turn good ideas into reality." Matthew Engel.

A working group has been set up for the project, and it has been agreed that ignite cic will coordinate the competition, for which some funding has already been attained. However, in addition, ignite also have the support of the working group to coordinate a series of public, free, accessible creative workshops. The workshops, led by professional practitioners will bring added value to the project by leveraging-in further public engagement, participation and the opportunity for anyone to explore creatively their idea of what Herefordshire means to them and how to express and translate those ideas into a flag design. ignite cic are seeking funding to support the creative workshop element of the project.

Project Outcomes:

Increase our sense of pride in Herefordshire, and reinforce and celebrate our culture with the public design and selection of a community of a flag.

Bring people together

Through facilitated-events and community led-events
Involvement in submission and votes
Attending Flag Unveiling and Celebration event

Participation

7 facilitated-events, that give access to a wider audience, geographical spread, free of charge, all ages.

Events led by individual communities/organisations.
Designs submitted by individuals and communities/organisations
Community votes for final design

Learning

exploration of Herefordshire's distinctiveness

using creative skills to explore symbolism, interpretation in order to create a flag design

Pride and Ownership

understanding of the flag origins

creation of a community flag

registered with the Flag Institute and being part of the national network of registered county flags

increase in flag flying

Project Timeline:

November to January	Planning and Fundraising
January to March	Sharing project with networks, communities, organisations etc.
18 th to 22 nd February (½ Term)	Creative Workshops
1 st March	Opening Date for Submissions
15 th April	Closing Date for Submissions
Early June	Shortlisting Panel Meet Panel
Mid June	Public Vote Open
Mid July	Votes counted, winner announced registration and creation of Flag Unveiling of Flag

Creative Workshops:

It is for the creative workshop element alone that ignite are seeking support from Great Place.

We would like to deliver a creative workshop program (accompanied by a 'Flag Making Station') in seven locations across Herefordshire in Spring Half Term 2019, pre-empting, preparing and promoting the opening of the Flag Competition on 1st March.

The creative workshops will be free to the public and held in accessible venues.

Like the flag competition, the workshops are open to all public. However, with a large network of communities, groups and organisations we also have the ability to target. * Communities, groups and organisations will also be targeted more generally in the New Year and encouraged to facilitate their own activity based around creating a flag design.

The creative workshops will be delivered by selected professional creative practitioners, based on their response to a short brief. As per your suggestion we would welcome recommendations and applications from artists you have worked with.

An onsite coordinator will be present throughout the day at each location. They will support creative practitioners, welcome and assist the public, liaise with venue staff and ensure that everything runs smoothly. They will also man an informal 'Flag Making Station', which will be an additional informal activity to the sessions undertaken with the professional artists, whereby participants can drop in to develop their flag design and apply their learning and exploration from the creative workshops.

Three creative practitioners will be programmed per location. Each practitioner will deliver half a day workshop, with each artist beginning their half day at staggered times, thus resulting in a full day of activity, which will run from approximately 10.30 to 3.30pm.

Each artist will deliver multiple structured workshops. The workshops will be complimentary to the flag competition but will not involve participants actually creating their flag design in the session itself (that can be done either at the Flag Making Station throughout the day or independently at

home afterwards). The creative sessions and artists role will be to aid exploration, inspiration and creativity, to encourage participants to explore their relationship and pride in Herefordshire, to think about interpretation, symbolism, and to learn different skills and techniques in order to express their vision of Herefordshire and what their concept for a Herefordshire Flag could look like.

Creative workshops will be delivered in Spring Half Term 2019, roughly between 10.30am and 3.30pm. Specific dates and times will be negotiated with venues.

We would like to deliver the creative workshop program in seven locations across Herefordshire, roughly covering all market town and two in the city.

The venues will offer free access to participants and be accessible. We feel a range of venue types will increase the reach and promotion of the Flag Competition. We have shortlisted some venues, and have welcomed your idea to utilise some heritage sites within this. Current suggestions include: Hereford Cider Museum, Berrington Hall, Peterchurch Hub, The Masters House, Bromyard Halo Centre.

It is the creative workshop element alone that ignite are seeking support from Great Place.

Budget:

ignite cic are seeking funding for the creative workshop element alone. The budget options below reflect the creative workshop costs alone, and no other aspect of the Herefordshire Flag project.

Option 1.

Highest - This budget is based on workshops being delivered at seven locations with a program of three artists per day.

ignite Coordination		400
Marketing and Promotion		480
Materials		50
Artist Fees		2730
Onsite Facilitator/Coordinator		627.48
TOTAL		4287.48

Option 2.

Mid - This budget is based on workshops being delivered at six locations with a program of three artists per day.

ignite Coordination		400
Marketing and Promotion		480
Materials		50
Artist Fees		2340
Onsite Facilitator/Coordinator		537.84
TOTAL		3807.84

Option 3.

Lowest - This budget is based on workshops being delivered at six locations with a program of two artists per day.

Event Coordination		400
Marketing and Promotion		480
Materials		50
Artist Fees		1560
Onsite Facilitator/Coordinator		537.84
TOTAL		3027.84

As you can see the variables are number of locations, and number of artists programmed per day. I believe to attract larger numbers of participants and to create a more dynamic day of creative activity, scheduling three artists delivering three varying artforms is appealing and widens the reach and buzz on the day.

We'd like to deliver these workshops in seven locations. Allowing an equal spread across the county and two locations in Hereford City. If budget will only allow for six locations, I would propose that Hereford City receives just one program.

Previous Experience:

The workshop model above is one that is tried and tested and has proved successful and popular. Our summer creative activities program inside HBID's The Big Arts Tent saw 450 participants over seventeen days, and our Spring Half Term creative activities program at Hereford Library, Museum and Art Gallery saw 291 participants over four days. More information available on request.