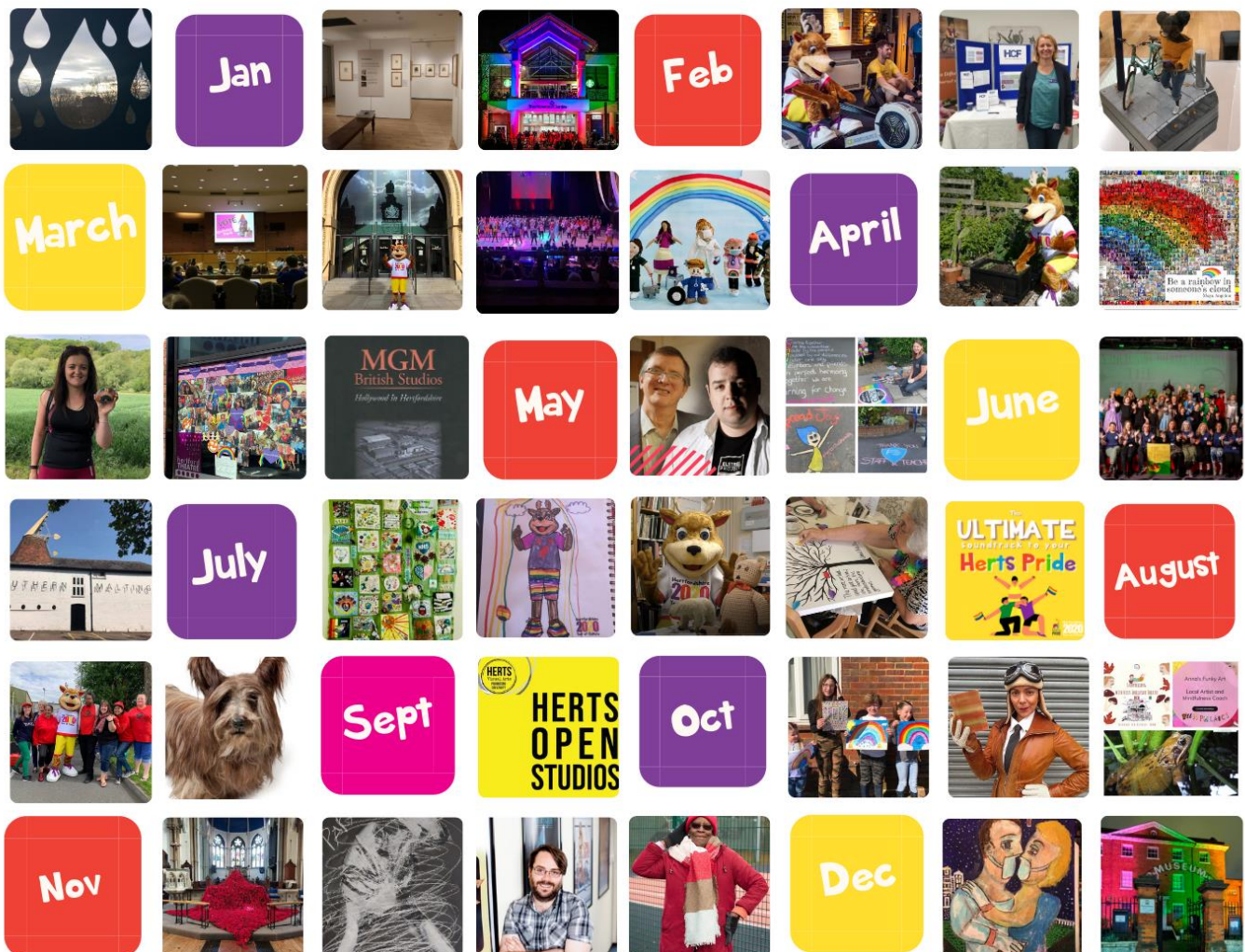


Hertfordshire 2020 Year of Culture

Evaluation Report



March 2021

Contents

1. Introduction	3
2. Why did we need a Year of Culture?	3
3. Background and Campaign Summary	3
4. The Campaign	5
a. Aims and Objectives.....	5
b. Funding and Operational Support	5
c. Branding.....	6
d. Awareness Raising and Campaign Promotion	6
e. Social Media	6
f. Evaluation	7
5. Impact	8
a. Month Themes.....	8
b. Partners.....	9
c. External Funding	11
d. Creative Hertfordshire	12
6. Impact of Covid-19.....	12
7. Legacy.....	13

1. Introduction

Hertfordshire Year of Culture was a year to celebrate Hertfordshire as a county of creative and cultural opportunity. Despite its many challenges, particularly to a sector that would traditionally rely on face-to-face and live events, there has still been plenty to celebrate.

This report sets out background and aims for the year, information on what actually happened, identified impacts and ideas for the future.

2. Why did we need a Year of Culture?

Arts, culture and heritage has a wide and measurable impact on our economy, on educational attainment, on our health and wellbeing both as individuals and as communities. In 2014, the Arts Council pulled together a range of sources into an [evidence review](#) accompanied by an [infographic](#). They have also more recently commissioned additional research including the [Impact of Arts and Culture on the Wider Creative Economy](#) and [Culture and the High Street](#). Further research can be found on the [Arts Council website](#).

In Hertfordshire (all statistics pre-covid)

- ▶ There were 4,550 firms in Hertfordshire's creative industries in 2016 and in 2017, 8.1% of employment in the Eastern Region came from the creative industries.
- ▶ Employment has grown by 10.6% annually since 2010, (4.5% nationally)
- ▶ Plus 1000s of community groups involved at a local level.

But:

- ▶ The county is under-represented in support received from the major funders.
- ▶ There is currently no strategic vision for culture across the county.

The impact of the coronavirus pandemic on the sector has yet to be fully understood, however anecdotal evidence collected locally suggests that people turned to art and creativity to support their wellbeing and as a way to maintain connections despite social distancing.

3. Background and Campaign Summary

Hertfordshire has had a number of previous 'years of' including volunteering, mental health, cycling and walking. However, the Year of Physical Activity in 2018 (YOPA18), demonstrated a partnership approach for planning and delivery, ensuring engagement from a wide range of local partners. This model was the basis for HYOC2020.

There had been a number of discussions within the 'Creative Hertfordshire Network', a group of Hertfordshire based creative people and providers, to identify a purpose and objectives for the year. The group agreed an aim of 'Celebrating Hertfordshire as a County of Creative and Cultural Opportunity' as well as a range of formal objectives and desired outcomes which provided the overall framework for the campaign as purely promotional rather than commissioning unlike other 'City of' and 'London Borough of' Culture programmes. With this in mind, the campaign aimed to be inclusive and used as wide a definition of culture as possible covering arts, heritage, and creativity in all its forms.

The Hertfordshire Association of Cultural Officers (HACO) with representation from all 10 District Local Authorities, Hertfordshire County Council, Visit Herts and Hertfordshire Sports Partnership

agreed to act as project sponsors and formal support for the year was given at the Hertfordshire Leader's Group with representatives from all 11 Herts Local Authorities

Funding of £30,000 over three years was secured via HACO (11 Herts Authorities plus Hertfordshire Sports Partnership) to support the campaign and Hertsme Borough Council released two members of staff (1.6 fte) to act as Project Co-ordinator and provide communications support. This freed up campaign funds for promotional activities.

In the absence of a specific lead organisation, a Programme Board was established to provide a strategic overview for the campaign. The Board had representation from Stevenage, Watford and Welwyn Hatfield Borough Council, Hertsme Borough Council (representing HACO), Hertfordshire Libraries, Hertfordshire Music Service, Hertfordshire Public Health, Hertfordshire Archives and Local Studies, the University of Hertfordshire and Trestle Theatre Company and Letchworth Heritage Foundation as representatives of the cultural sector. This group met monthly throughout 2019 and then quarterly during 2020.

Following the model of YOPA18, a Delivery Group was established. This had wider representation from across the voluntary and statutory sector and was drawn from the Creative Hertfordshire Network. Representatives from each of the District Council areas were also invited. This group met monthly from November 2019 and then bi-monthly from March 2021.

Initial promotion of the campaign began in 2019 with an awareness raising exercise which saw face to face contact about the campaign with approximately 1900 people plus coverage in countywide and local publications and local radio stations.

The [website](#), hosted as part of the Visit Herts site, launched in July alongside social Media Channels across [Facebook](#), [Twitter](#) and later [Instagram](#). These were used to promote general messaging around the year, with the existing [Creative Hertfordshire](#) website and social media accounts acting as the What's On Guide.

Organisations were encouraged to complete activity forms to tell the central team about their activity (existing or new). On receipt of a completed form, organisations were sent a toolkit containing the logo for use on publicity and encouraged to register themselves and their event onto Creative Hertfordshire. Individual organisations and authority areas were encouraged to use the campaign as they felt appropriate, recognising the differing levels of development of both the creative sector and the support available across the county

Cllr Terry Douris, HCC Executive Member for Libraries and Localism, launched HYOC2020 in November 2019 at an event at County Hall, Hertford for identified HYOC2020 Member Champions from each of the 11 Local Authority partners. Online, a 10-day countdown giveaway competition with prizes sourced from local partner organisation ran from 21st December 2019. A number of local launch events were held across the county.

At the start of 2020 almost 800 events were listed for the year with 100 listed in both January and February. The first HYOC2020 flagship event, the Hertfordshire Schools Gala, took place in March and was one of the last large scale events to take place.

The introduction of a National Lockdown on 23rd March meant that all face-to-face events were immediately cancelled.

Very quickly, it became apparent how important creativity was going to be for the nation as a whole. There was an immediate increased accessibility for national events with a range of free concerts,

plays and other resources made available online. Individuals and families displayed art in their windows as a way to reach out to their communities.

The campaign refocused, immediately established the What's ONLINE section on Creative Hertfordshire and uploaded a range of local and national resources and events onto the platform and encouraged organisations to upload their own events and resources. Focusing on the objective to 'Increase wellbeing and a sense of belonging through arts, culture and heritage', the campaign agreed to abandon the activity forms and toolkit format instead looking to promote positive stories of creativity. Overall the campaign became more proactive, generating content and using infographics to promote creativity as a way to improve wellbeing. The newsletter focused on local organisations that were adapting to social distancing and supporting their communities using creativity.

As the year progressed, most of the flagship events were still able to take place virtually e.g. University of Hertfordshire's Festival of Ideas and Herts Visual Artists Open Studios and by the end of 2020 many organisations had found ways to deliver their regular activities and keep communities together online.

In place of the planned awards and conference, an online Celebration Event was held on 2nd March 2021, delivered in partnership with the University of Hertfordshire Business School. The event was attended by 91 local organisations and aimed to recognise the challenges of 2020 whilst also celebrating successes and looking to the future. Keynote speeches were given on the HYOC2020 Health and Wellbeing Evaluation, Hertfordshire Cultural Education Partnership and the Arts Council. Local organisations participated in a panel discussion on the challenges of 2020 and breakout rooms provided further opportunity for discussion and networking. An illustration summarising the event can be found at Appendix A.

4. The Campaign

a. Aims and Objectives

Ambition: to showcase Hertfordshire as a county of creative and cultural opportunity

Five broad objectives were identified to support this:

- ▶ Celebrate, share and explore Hertfordshire's arts, culture and heritage
- ▶ Enable access and participation in arts, culture and heritage for new audiences
- ▶ Increase wellbeing and a sense of belonging through arts, culture and heritage
- ▶ Showcasing pathways to education, employability and enterprise in the creative and cultural industries in Hertfordshire
- ▶ Create new partnerships and new work through skill sharing and new ways of working together

These objectives were retained throughout the year, although additional focus was given to the wellbeing objective after March.

b. Funding and Operational Support

Collectively funding of £30,000 over three years (2018/19, 2019/20 and 2020/21) was secured from all 11 local authorities, Herts Sports Partnership and HACO. Hertsmere Borough Council provided a part time (0.6) Project Coordinator to manage the project day to day, and a full time Intern to

provide communications support for 18 months during 2019 – end 2020. Hertfordshire Music Service also provided leadership and operational support for both the campaign and the Creative Hertfordshire website.

Through HACO, all Hertfordshire County Councillors were asked to donate a proportion of their £10,000 locality budget as a small grants pot, resulting in the £3,750 Enabling Fund. This was originally intended for partners to facilitate HYOC2020 delivery and was not widely publicised. Post Covid, the fund was opened more widely and offered grants of up to £300 to support local organisations in socially distanced delivery. For more information on how the funding was allocated see Appendix B

c. Branding

In order to create a strong and recognisable brand, professional design agency Fluent Ginger was commissioned to create the logo, along with a brand book which provided examples on font, tone and design for any materials associated with the campaign. This enabled us to create easily recognised and consistent branding throughout the campaign, promotional materials and social media presence.

d. Awareness Raising and Campaign Promotion

Initial promotion of the campaign began in 2019 with an awareness raising exercise and continued throughout 2020. The Project Co-ordinator and the Head of Participation and Inclusion from Hertfordshire Music Service attended a range of conferences and local events across the county (see Appendix C for full list) speaking to over 2000 people during the life of the campaign. In addition, most local authorities carried regular stories about the year in resident publications (e.g. Hertsmere Borough Council's Hertsmere News) and countywide publications such as the [Hertfordshire Chamber Inspire Publication](#) (January- February 2020), Discover Hertfordshire (February – March 2020) and Hertfordshire Life (January 2020) also ran stories. The Project Co-ordinator appeared on Radio Verulam and SG1 Radio during March 2020.

Campaign funded promotional materials were paid for centrally using HYOC2020 branding and distributed to funding partners. An initial supply of roadside and pull up banners, t-shirts and badges were provided across the 10 districts and the library service. HYOC2020 Flags were flown above the county's 11 Civic Centres. Learning lessons from YOPA18, two mascots were purchased to be held centrally to be borrowed by local organisations to be used at events. Pre-social distancing YOCl proved to be very popular and made a total of 41 visits, 35 of which before March 2020. An initial limited supply of HYOC2020 pin badges produced in early 2019 and distributed to key partners and high profile individuals proved very effective in raising awareness.

A branded Factsheet was produced for distribution online and in person which summarised the year and provided detail on the month themes and how the campaign would work. The factsheet was produced and distributed throughout 2019 in physical form and was updated in March 2020 to reflect the revised approach with updated copies available online.

Throughout the year, ongoing communication including a monthly newsletter was distributed via a mailing list of 800 interested parties generated from signups on the website and names collected at face to face events.

e. Social Media

The campaign was largely social media driven. HYOC2020 accounts were launched in July 2019 and were used to tease the logo and to spread messaging about the campaign aims, encouraging people

to visit the website and sign up to the mailing lists. The channels aimed to post more generic, countywide and inspirational content, promoting the month themes, flagship events, newsletters and objectives rather than act as a promotional channel for specific events. These channels ceased to be used in March 2021, after the Celebration Event.

Later in 2020 as the campaign began to generate more of its own content including infographics and competitions and focus more on the monthly themes as a way to curate and gather content, social media posts increased on HYOC2020 channels. At the end of the 2020 there were 3981 followers, had been 1,639 posts and 10,836 engagements across Twitter, Facebook and Instagram.

Pre-March, all registered events were posted on Creative Hertfordshire accounts. These were already well established channels, with 2038 followers on Twitter and 638 on Facebook. In addition as Creative Hertfordshire was already being used as the What's ON guide for the year, it was agreed that these should be used to promote specific events. Before March, all HYOC2020 listed events were promoted twice on Creative Hertfordshire social media and any tagged posts retweeted or shared. After March, the account focused on retweeting and sharing events and other posts relevant for the sector. At the end of 2020, Creative Hertfordshire had 2158 twitter followers (+120) and 864 (+226) on Facebook.

Stevenage based Pearldrop Productions were commissioned to produce a [launch film](#) for the campaign filmed with local organisations and celebrating the reach of culture across the county. This was used at a number of 2019 promotional events and was uploaded to the [HYOC2020 YouTube Channel](#). To date it has 1.2k views. Plans were in place to create a celebration film throughout the year, filming at a range of events. Social distancing restrictions meant that this was unable to take place after January. Instead the [Celebration Film](#) was compiled from films, photographs and images collected throughout the year. Funds were released and used to create an [anniversary film for Herts Visual Arts 30th Anniversary](#) and an animated short as a prize for the [August Friends and Family Creative Writing](#) competition. In addition, [6 short films](#) of local covid safe venues were made in house and shared on social media through October's Get Back Into month, although promotion of these was constrained by the second national lockdown.

f. Evaluation

Evaluation of the impact of the year was built into the campaign from the start in two main strands.

Health and Wellbeing

This formal evaluation was fully funded and commissioned as part of HYOC2020 by Hertfordshire County Council Public Health to determine the 'Impact of Arts and Culture on an Individual's Wellbeing'. Participating organisations were recruited via the HYOC2020 Delivery Group and Creative Hertfordshire and the research covers both a range of creative activities and participant ages including young people. Evidence collection was carried out during 2020 and a final report is expected in April 2021.

Campaign Evaluation

In order to collect information on the impact of the campaign, a short questionnaire was circulated to members of the Delivery Group in early 2021 to identify key themes on successes of the year and aspirations for the future.

The views of participating organisations were collected via pre event questions and breakout rooms at the HYOC2020 Celebration Event. This evaluation was broadened to include the impact of 2020 more generally and reflections on moving forward as a creative community post Covid-19.

5. Impact

a. Month Themes

The campaign was guided across 12 themed months based on known activities such as the Olympic Games or themes that had performed well during YOPA18. The themes aimed to provide inspiration for events and were not prescriptive or exclusionary. As the year developed and social distancing was established, the themes became more important as a way to generate content for the campaign.

A monthly newsletter was sent to the 810 inboxes via the HYOC2020 mailing list, promoted over social media and shared by partners to highlight stories from 81 local organisations as well as updated information on funding sources and a how to guide for organisations looking to register on Creative Hertfordshire. In total across the 12 editions there have been 34,000 individual article reads. Click the month names above to read individual editions or view them all via the [Creative Hertfordshire Website](#).

The following table sets out the themes, the events or activities associated with them and key statistics. Further statistics for the [HYOC2020 as a whole](#) (see Appendix D) and from each month are available in [individual infographics](#).

Table 1: Month Themes, Activities and Impact

Month	Theme	Activity/Event/Focus and Impact
January	Try Something New	<i>64 Million Artists January Challenge</i> Over social media: 115 accounts engaged, 232,165 reach
February	Skills Development & Volunteering	25 skills development opportunities listed on <i>Creative Hertfordshire</i> and 90+ attendees at <i>volunteer related activities</i> .
March	Accessing the Arts	<i>Hertfordshire Schools Gala</i> 2,500 children, 113 schools, 1,100 children massed choir, 2 chamber choirs, 6 bands, 4 dance groups, 100 orchestra players.
April	Go Somewhere Local	74 Activities listed as part of <i>What's ONLINE</i>
May	The Big Outdoors	788 miles walked on the <i>CMS Stay Alert Walking Weekend</i> <i>Herts and Middlesex Wildlife Trust</i> <i>#WildAtHome</i> : 11,000 page visits, 40,000 facebook and 260 email signups.
June	Big Ideas	<i>University of Hertfordshire Festival of Ideas Re-imagined</i> : 60+ events, activities and performances, 3112 YouTube views, 289 hours of viewing and 6317 web sessions.

July	Cultural Olympiad	<i>HSP Virtual School Games</i> Pentathlon - 64 schools, 2,005 children, Tennis – 32 schools, 676 children, Cricket – 30 schools, 892 children <i>HYOC2020 Design an Olympic Kit for YOCI competition</i>
August	Families and Friends	<i>HYOC2020 Creative Writing Competition:</i> winning poem animated and runners up on Herts Memories community archive. <i>Radio Verulam Interview</i> with Herts Born Rainbow Dad Nicholas McInerny <i>Herts Pride Playlist:</i> 41 Songs HYOC2020 Activity Pack : 29 Activities from 12 organisations.
September	Heritage and History & Meet the Maker	<i>Herts Virtual Open Studios:</i> 30 days, 30 themes, 30 daily art trails; 242 Artist Online Galleries; 43 Artist at work videos; 51 Meet the Artist videos; 30 HYOC2020 Creative Challenges on Social Media. <i>Museum Object of the Year:</i> 13 Objects and 1000+ votes
October	Be Inspired - Get Back Into	Six promotional videos of local covid safe creative venues available on YouTube
November	Creative Minds & Creative Industries	9 Career Profiles of local people in the Creative Sector
December	Celebrate & Illuminate	Celebrating HYOC2020 via Visit Herts blog and highlights of creative festive displays

b. Partners

In order to determine the impact of HYOC2020 on partner agencies, organisations in the HYOC2020 Delivery Group were asked to complete a short online questionnaire to capture their views. Partners were also given the opportunity to share the questionnaire more widely at a local level. The HYOC2020 Celebration Event also collected information on impact of HYOC2020 and 2020 more widely through breakout rooms and pre event questions. The panel discussion, event chat and breakout room discussions can all be downloaded from the [dedicated page](#) on Creative Hertfordshire.

Feedback from partners can be grouped into the following two main themes:

Increased focus on Arts and culture

Partner organisations reported an increased focus on arts and culture both across the county and within individual local authorities.

As part of the preparations for HYOC2020, each local authority was required to identify a named contact, a lead senior officer and a Member Champion. Information on the named contact was circulated as part of the HYOC2020. This consistency was not in place before HYOC2020 with varying levels of support for cultural activities within Council's. An increase in commitment from local

authorities was evidenced in a number of authorities for example Dacorum Borough Council created a post specifically to support HYOC2020, initially a temporary post for the year, this has now been made permanent. Others e.g. Hertsmere and East Hertfordshire prioritised applications on arts and culture through their community grants programmes.

The campaign stimulated discussions within local authorities around the development of Cultural Strategies, although this was halted in some areas due to workload pressures from Coronavirus. East Herts DC has recently approved their strategy which focuses on the wider impacts of creativity for the local area. The Hertfordshire Lifestyle Network, a strategic county level group of statutory and voluntary sector partners which emerged as part of the 2012 Olympic Legacy has now committed to develop a Countywide Cultural Strategy to provide a framework within which local strategies can develop.

Information on the year featured regularly in Council and other local publications and partners reported that collective local and countywide publicity meant an increased awareness of creative activities locally as “the campaign brought together many disparate strands” and consequently this led to “increased confidence reported from artists” to take part in exhibitions, try new projects, apply for funding sources and approach local businesses for support. Other organisations were “grateful for the additional publicity, particularly during lockdown”.

The importance of the wellbeing aspects to creativity has also been highlighted through HYOC2020 and this has proved particularly important during the lockdown.

Partnerships

The ability to network, make new partnerships and collaborate was consistently given as a key benefit from HYOC2020 across all strands of feedback collected. Organisations saw the benefits of this at a countywide and local level and particularly highlighted that the campaign encouraged partnerships with organisations outside the creative sector, it “gave the excuse” to approach a new partner or make a new connection.

Throughout 2019, the development of the campaign saw the establishment of a range of new groups both at a county and local level.

The Programme Board, the Delivery Group and a Herts Venues Group were established at a county level with the Delivery group meeting regularly throughout 2020 and a strong desire expressed for this group to continue in some form into the future. Connections made at that group led to cross district projects and funding bids e.g. #TAG Community Dance project which ran across Watford, Three Rivers and Dacorum. The group also provided a support network for participants during a challenging year.

Organisations outside the traditional cultural sectors were also able to approach and work together with creative organisations. For example the Herts and Middlesex Wildlife Trust were able to use the connections made at Delivery Group meetings to deliver their #WildAtHome online programme and have continued to deliver creative based activities in partnership with local artists moving forward.

At a district level new networks were set up where they didn't exist (Three Rivers) or extended (Hertsmere Heritage Forum) to bring groups together under the HYOC2020 banner. Local Authority feedback suggests that this helped to bring smaller organisations forward who want to ‘be part of it’, use the promotional merchandise and YOCI the mascot, who appeared at 41 events across schools, conferences and local groups. This has helped those groups to access support, whilst strengthening relationships in local areas.

c. External Funding

To determine whether HYOC2020 has had an impact on funding spent on Arts and Culture, expenditure from both the Arts Council Project Grants and HCC Locality Budgets have been compared from 2018/19 before the campaign was launched and 2019/20 and 2020/21 whilst the campaign was in progress.

Arts Council Project Grants (source: www.artscouncil.org.uk)

The following compares [Arts Council Project Grants](#) awarded during 2018/19 before the HYOC2020 campaign, with those awarded in 2019/20 and 2020/21.

Hertfordshire Project Grant Funding 2018/19: **£421,997**

Hertfordshire Project Grant Funding 2019/20: **£864,062**

Hertfordshire Project Grant Funding 2020/21: **£645,276**

It should be noted that Arts Council Project Grants were closed between April - July 2020.

During 2020 an additional £4,878,467 of Arts Council England funding was received by the county across the first DCMS funded [Culture Recovery Fund](#).

Locality Budgets

Each Hertfordshire County Councillor is allocated £10,000 to spend within their local communities.

The following compares HCC Locality Budget Expenditure on Community Arts during 2018/19 before the HYOC2020 campaign with expenditure in 2019/20 and 2020/21

	2018/19			2019/20			2020/21		
	Value	Awards	Cllrs	Value	Awards	Cllrs	Value	Awards	Cllrs
Broxbourne	£750	2	2	£6,980	9	3	£3,850	6	2
Dacorum	£1,500	1	1	£9,349	20	7	£7,850	13	6
East Herts	£11,720	14	7	£14,877	22	9	£11,855	15	6
Hertsmere	£3,100	8	5	£9,378	15	6	£4,150	7	4
North Herts	£5,750	8	5	£9,550	21	8	£8,305	13	7
St Albans	£5,650	14	6	£17,560	21	9	£11,700	15	8
Stevenage	£3,903	7	3	£3,600	4	3	£5,000	4	3
Three Rivers	£4,250	8	4	£4,600	8	5	£4,862	7	4
Watford	£1,800	5	3	£4,196	10	4	£4,843	10	5
Welwyn Hatfield	£2,119	3	3	£8,075	13	7	£5,450	12	7
TOTALS	£40,542	70	39	£88,165	143	61	£67,865	102	52

Source: Herts Sports Partnership and Hertfordshire County Council

A number of applications referenced HYOC2020 and were received from a range of organisations both inside and outside the cultural sector, delivering cultural and heritage events.

In 2020/21 organisations facing difficulties relating to Coronavirus were encouraged to apply to the Locality Budgets for support.

d. Creative Hertfordshire

Creative Hertfordshire was used as the What's On and What's ONLINE guide for HYOC2020, was considered an integral part of the campaign from the beginning and has been heavily promoted throughout. The free to access website provides individuals and organisations working in the sector a place to create a profile and upload events, opportunities and showcase their work or venue. In addition, the site has a range of resources including advice on funding, careers and the links between culture and health.

Creative Hertfordshire sends out a weekly e-newsletter to subscribers. In January 2020 the newsletter was sent to 1603 subscribers and by December this had increased to 2739 and as of March 2021 is at 2788, a growth of 74%.

The Creative Hertfordshire Website received 24,896 unique user visit during 2020. Visits to the site peaked at 2,896 in January and 2,838 in February and dropped to 2k per month for the rest of the year.

6. Impact of Covid-19

The Covid-19 pandemic and resulting lockdowns and social distancing regulations had an enormous impact on the HYOC2020 campaign and on the delivery of creativity itself.

As part of the Celebration Event, attendees were asked their thoughts and experiences of creativity through 2020, how the year impacted on their organisations, how it will change delivery moving forward and potential support needs.

Creativity formed an essential part of life during 2020. When asked 'what did creativity mean to you in 2020' participants said 'everything', 'a lifeline' 'survival' with others reflecting on the need to 'adapt', 'be creative' and 'innovate'. On the whole organisations were positive about the future, with many recognising the increased importance of creativity in maintaining connections "at a time when people are more isolated than ever before" and the hope that this will be recognised as we move into recovery.

Where they could, organisations moved quickly to online delivery and found that they were reaching wider audiences, many who were taking part for the first time. Organisations reported that they will look to a mix of online and face to face delivery in the medium and long term. However, many highlighted the digital divide, with whole groups unable to access online services due to access, skills or desire.

Having a number of networks already established through HYOC2020 meant that partnerships could respond quickly to changes and challenges and the majority of events were still able to take place in some form.

Where online delivery was impossible, many events were postponed into 2021. Organisations spoke of the nervousness that many feel about returning to live events across staff and volunteers as well as consumers and recognised that this would need to be carefully managed.

Financial challenges were also mentioned with the plethora of applications and funds available at times intimidating and confusing.

Partners highlighted the following support needs:

- A way to network on a local and countywide basis, to share experiences and provide support would be valuable as many will be facing similar challenges.
- A shared space or hub to find others to collaborate with to increase success in funding bids.
- Promotional campaign to support live venues and build audience confidence
- Channel to build relationships with the local authority as a gateway to support and funding
- Improved access to funding, possibly through a central point
- Training and resources focused particularly on digital skills and online promotion – opportunity use Creative Hertfordshire to promote courses already provided by LEP or county CVS support
- Training and support for those groups and individuals currently unable to access digital delivery.

7. Legacy

We are Creative Hertfordshire

In order to support the many events for 2020 that have been rearranged for 2021 whilst harnessing the increased interest in the sector and local conversations that the campaign has generated, the [We Are Creative Hertfordshire](#) campaign was launched at the end of 2020.

Designed to demonstrate the breadth and depth of art and heritage in Hertfordshire, We Are Creative Hertfordshire shows that whether you are a venue, a council, a creator a performer or a consumer, you are part of what makes a Creative Hertfordshire. The branding will work in the same way as for HYOC2020 with organisations encouraged to use the logo and resources to promote their activity and continue to explore the links that have been made within districts and boroughs and with local arts officers. The remaining HYOC2020 funds will be used to provide branded banners and other merchandise (including a new outfit for YOCI the mascot) to funder partners, which can be borrowed by local organisations.

All branding and resources are now available from a dedicated page on [Creative Hertfordshire](#).

APPENDIX A – Celebration Event Illustration



Appendix B

HYOC2020 Enabling Fund

This fund was made up of £3,750 in contributions from County Councillors Locality Budget funding and was originally intended to help partner organisations run HYOC2020 events and as such was not publicised outside of the partner networks. Following the refocus of the HYOC2020 campaign post March, the fund has been publicised via Creative Hertfordshire, the HYOC2020 newsletter and our social media.

Awards made:

- **Hertfordshire Community Foundation** - £250 to subsidise 10 places for cultural organisations on HCF training courses
- **HCC Museum Service** – £300 to support Museum Passport (rolled forward to 2021)
- **Herts Archives** - £300 to support the Alchemy in the Archives online conference
- **Herts Middlesex Wildlife Trust** - £300 to support delivery of online talks and events
- **Always BEE You** - £300 towards the production of creative packs which were delivered throughout lockdown to keep members occupied and engaged with the programme.
- **Grow Cheshunt** - £300 to support online delivery of youth engagement during lockdown
- **Southern Maltings**, Ware - £300 to support the delivery of online creative courses
- **Enrich Festival** - £300 to support the online delivery of the 2020 Enrich festival.
- **Courtyard Arts**, Hertford – £300 to support the delivery of online creative courses
- **Kahlsa Football Academy** - £200 to support production of video to celebrate football, culture and record lockdown experiences
- **Bushey Festival** - £300 to help stage an event to support local musicians (funding rolled forward to support Festival in 2021)
- **Dacorum Community Dance** - £300 to support the development on online content as part of a wider delivery project during lockdown.
- **Octagon Music Society** - £150 to support delivery of a free of charge streamed concert. This was an experiment to determine the appetite for streamed performance with their supporters.
- **It's OKAY Project** - £300 to fund 150 copies of a free Zine which uses creative practises to share mental health stories, normalising mental health issues and encouraging others to communicate their mental health experiences.

Appendix C



Hertfordshire Year of Culture 2020

Key Dates

Date	Awareness Reach (where known)	Event
May 2019		
Friday 24th May		Month Themes Meeting
June 2019		
Tuesday 4 th June	200	Hertfordshire Health and Wellbeing Board Conference
Friday 7 th June		HACO including Arts Council briefing
Wednesday 12th June		Programme Board
Wednesday 12th June	40	HSP Partners Forum (40)
Monday 17th June	60	Watford Cultural Forum (60 attendees)
Wednesday 19 th June		District Leads Meeting
Monday 24th June	50	Visit Herts Networking Event (50 attendees)
July 2019		
MASCOT DELIVERED – 15th July		
WEBSITE and SOCIAL MEDIA LIVE		
Tuesday 2 nd July		Hertfordshire Venues Group
Tuesday 9 th July	30	Broxbourne HYOC2020 Meeting
Wednesday 10 th July		Adult Social Care and the Voluntary Sector
Wednesday 10 th July		Programme Board
September 2019		
Wednesday 4 th September	30	Stevenage Cultural Forum
Tuesday 10 th September		HLLP
Wednesday 11 th September		Programme Board
Thursday 12 th September	200	Sustainable Funding Fair
Friday 13 th September		HACO
Monday 16 th September	60	Dacorum Year of Culture Partner Meeting
Thursday 19 th September		Leisure Operators Forum
Monday 23 rd September	50	Three Rivers and Creative Hertfordshire Network
Tuesday 24 th September	150	Voluntary Sector Conference
Thursday 26 th September		Joint Month and District Leads meeting
Friday 27 th September	50	North Herts CVS AGM
October 2019		
TOOLKIT AVAILABLE		
Wednesday 9 th October		Programme Board
Tuesday 22 nd October		Venues Group
Thursday 24 th October	30	Hertsmere Heritage Forum
Wednesday 30 th October	200	Positive Youthful Minds Conference

November 2019		
Thursday 7 th November		Member Champions Group (including Lead Officers) Cllr Terry Douris to host
Thursday 7 th November		Hertfordshire Leaders Group
Monday 11 th November	77	Social Prescribing Seminar, HYOC Art of Wellbeing Group
Saturday 16 th November	200	Herts School Governors Conference (HfL)
Monday 18 th November	24	Stevenage Creative Schools Network
Tuesday 19 th November		Service to Sport Awards (HYOC2020 sponsored award)
Thursday 21 st November	40	Stevenage Citizens Advice AGM
Thursday 21 st November	120	Sir John Lawes Secondary School Wellbeing Day (Harpenden)
Friday 22 nd November	40	East Hertfordshire Village Halls Network presentation and stand
Tuesday 26 th November	10	Communities 1 st Stronger Together Briefing St Albans
Tuesday 26 th November		Head Teacher Briefing Radlett
Wednesday 27 th November		Head Teacher Briefing Stevenage
December 2019		
Wednesday 3 rd December		Headteacher Briefing, Ware
Wednesday 4 th December		Programme Board
Thursday 5 th December	70	Visit Herts Network Event and Awards, Stevenage
Tuesday 10 th December	70	East Herts Year of Culture Launch Event
Wednesday 11 th December		Herts Music Forum
Wednesday 11 th December		Delivery Group
Thursday 12 th December	50	Mayor of Ware, Volunteer Reception
COUNTDOWN COMPETITION ON SOCIAL MEDIA		
January 2020		
Wednesday 8 th January		Delivery Group
Tuesday 14 th January	10	Herts Association of Museums Curators Group
Tuesday 14 th January		Watford Palace HYOC2020 Launch
Wednesday 15 th January	10	Herts Cultural Education Partnership Steering Group
February 2020		
Wednesday 5 th February		Programme Board
Wednesday 12 th February		Delivery Group
Wednesday 26 th February		SG1 Radio
March 2020		
Tuesday 3 rd March		Radio Verulam
Friday 6 th March		HACO
Wednesday 11 th March		Delivery Group
23rd March – NATIONAL LOCKDOWN BEGAN		
April 2020		
May 2020		
Wednesday 13 th May		Delivery Group
June 2020		
Wednesday 3 rd June	70	Volunteer Herts Conference

July 2020		
Wednesday 8 th July		Delivery Group
Thursday 30 th July		HLLP meeting
August 2020		
September 2020		
Wednesday 9 th September		Delivery Group
Friday 18 th September		HACO
October 2020		
Thursday 15 th October		Programme Board
Wednesday 21 st October	8	WGC Centenary Board
November 2020		
Wednesday 11 th November		Delivery Group
Wednesday 25 th November	10	EHDC Peer Support Network
December 2020		
Friday 4 th December		HACO
Friday 11 th December	30	Visit Herts Webinar
January 2021		
Wednesday 13 th January		Delivery Group
February 2021		
Wednesday 3 rd February		Programme Board
Thursday 11 th February		Hertfordshire Lifestyle Network
March 2021		
Tuesday 2 nd March	91	HYOC2020 Celebration Event
Friday 5 th March		HACO
April 2021		
Wednesday 21 st April		Partner Reflection Event

Key

HYOC2020 Meeting

Regular update

Campaign Presentation given/Presence

ESTIMATED TOTAL PEOPLE REACHED FACE TO FACE: 2080 (not including 450 at Service to Sport Awards)

