



CREATIVE COMMUNITIES PROGRAMME APPLICATION FORM

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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.

Creativity

Does your project celebrate art or culture?

Yes

Themes

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

Yes

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

Goodwin Development Trust

Name of Project

Terrace Enders

Project Summary

Lillian Bilocca ignited a revolution in 1968. Fifty years on, BBC One Show's mural commission to celebrate her life has started another one, of a different sort. With popular support GDT has secured permission for 2 more murals from owners of walls on Hessle Road - heart of the fishing community.

General Information

Lead Contact Name	Sharon Darley
Address	Goodwin Resource Centre, Icehouse Road
Town/City	Kingston upon Hull
Post Code	HU3 2HQ
Email Address	SDarley@goodwintrust.org
Home / Work Phone	07973387144
Mobile Phone	07973387144
Website	www.goodwintrust.org

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.

CELEBRATE ARTS & CULTURE: 'Avin a terrace-ender' was how the fishing community described two or more women talking together in the street with their arms folded.

Building on the success of the Lillian Bilocca mural on the gable-end of the GDT Development Trust's (GDT) Community College (commissioned by the BBC One Show and delivered by leading Irish mural artists, Mark Ervine and Kevin Largey), GDT will commission four artists to collaborate and create 2 more fishing-related, gable-end murals on Hessle Road.

Written permission from owners of prominent walls have been obtained. Hull Bullnose Heritage Group (HBHG) has already undertaken extensive consultation with fishing families and Hessle Road community. Further consultation will be carried out by the artists; design and content will be community-led. Topics already suggested by ex-fishermen are: 'A ship coming home / fishing-related industries / a celebration, not a memorial'.

OPEN TO ALL: Hessle Road is in St Andrews Ward (pop. 8,154), one of the most deprived in the UK impacted by decimation of Hull's fishing industries in the 1970s. Residents are least likely to engage in the arts – TERRACE-ENDERS will help them feel part of Hull2017. All potential walls are in prominent positions, freely accessible to members of the public - pedestrians and drivers.

Terrace Enders will support young and emerging Hull artists to work with visiting artists – large format mural painting is traditionally white/male dominated, we'll encourage under-represented artists to participate as part of the team.

ENGAGE PEOPLE & COMMUNITIES: For generations, Belfast communities have expressed themselves through a strong mural tradition, depicting their own stories (often contentious). As demonstrated by 'Lillian' large format murals speak directly to local people, in a language everyone, directly involved or not, can understand. Local people will play an active role in this project from concept/content to delivery and then as audience.

MORE THAN EVERY DAY: The atmosphere on the street was electric during installation of 'Lillian'. People expressed a strong desire for more murals, to celebrate Hull's fishing community history and inspire the enduring spirit of the West Hull community, transforming a jaded urban environment. One Headscarf Revolutionary, now in her 80s, remarked on the unveiling day - "We've waited fifty-years for this".

PARTNERSHIPS:

The project will bring together:

Community (incl. schools): to determine the content and design through consultation.

Visiting Artists: Ervine and Largey will return to Hull building on the bond of trust forged with the fishing community.

Local Artists: Andy Pea (who successfully worked with Mark & Kev) and one other emerging Hull artist will work alongside them expanding their artistic and professional practice.

Organisations: GDT will work closely with HBHG, Hull City Council and Hull2017 to make this a success.

EMBRACING DIGITAL & TECHNOLOGY: See promotion below.

LOOKING BEYOND 2017:

The Bilocca murals on Anlaby Road and 2 new ones on Hessle Road will create a mini art-trail and enjoyed by Hull residents and tourists beyond 2017. The murals have a life-span up to 10 years - GDT will support HBHG to maintain them as long as possible.

Hull-based artists will increase their skills and confidence to create large-scale murals beyond 2017.

GDT will increase its experience of working with visiting international artists on innovative arts projects.

High-calibre, meaningful art will contribute to local community pride and identity, acknowledging and legitimising local history .

SEASONS

A bold statement about the fishing industry and communities, the project has huge affinity with MADE IN HULL. Participatory aspects (community consultation/determination of subjects/themes) will take place this season.

Subject to weather, actual painting/installation will take place in April/early May.

Bringing together Irish and Hull artists, murals will be completed/launched during ROOTS & ROUTES, highlighting Hull as a place of intercultural connectivity. They will be on view for minimum 7.5 to 8 months of Hull2017 and beyond.

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KEY PROJECT INFORMATION

What are the main art forms in your project?

Responses Selected:

Visual Art

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

Format: DD/MM/YYYY

15/05/2017

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

31/12/2017

End date still to be confirmed

No Responses Selected

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

Format: DD/MM/YYYY

01/09/2017

Where will your project take place?

Responses Selected:

West Hull

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

230 days

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

20000

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

1000

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

HGHG (Hull Bullnose Heritage Group): GDT and HBHG have had a relationship since 2012. We have supported them in becoming a registered CIC, and they greatly supported us during the creation of Lillian Bilocca mural on Anlaby Road, March 2016. They are our open gateway into the fishing community. They will lead on the consultation and promote the project through their wide networks. They have already secured permission from wall owners on Anlaby Road.

HULL CITY COUNCIL: GDT have worked with Hull City Council for more than 20 years and have a solid working relationship. Ward Councillors have verbally confirmed support for more murals and will assist with highways and other permissions/provision of installation equipment.

WALL OWNERS: Fotoworx, Turbo Systems and Half Way Public House have all supplied written 'in principle' confirmation that they want a mural on their buildings. (2 walls will be selected.) Formal written agreements will be put in place.

OTHERS: We will work with Hull2017 / West Hull Radio / Hull City Arts to maximise publicity and with Hull College to recruit 2 former/students as Assistant Artists.

WEST HULL COMMUNITY/LOCAL VOLUNTEERS/SCHOOLS: Will help define the content/design. Will provide practical volunteer support to the artists during installation.

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OTHER INFORMATION

Who will benefit from the project and in what ways?

(Please indicate any particular target groups)

One of the city's most deprived communities, Hessle Road, once a bustling commercial street, is lined with closed shops and struggling businesses. Economic challenges have brought a renewed local effort by HGHG and other groups to regenerate the area. The murals will contribute further by increasing footfall through visitors from other parts of Hull and the wider region, nationally and internationally during 2017 and into the future.

The project will benefit families connected with the fishing industry city-wide, because the murals will contribute to a process of recognition and legitimisation. The fishing community feel they got a bad deal when the industry collapsed, as ship owners received compensation, while the fishermen, who risked their lives on a daily basis, did not. Older HBHG members urgently want to leave something behind before they die - most suffer from industry-related diseases. They fear the memory of the proud fishing community will die. There is contemporary relevance for local people too: the dangers of the industry persist - five fishermen died during the week Lillian Bilocca mural went up in March 2016. The feelings of empowerment within the community on Anlaby Road still tangible.

The Hessle Road community could do with a little bit of that magic too.

Hull-based artists will also benefit by creating opportunities for 2 emerging local and regional artists and 2 former/student assistant artists.

GDT will benefit from increased experience of public art commissioning and working with visiting artists.

How will your project be accessible?

TERRACE ENDERS will result in 2 site-specific artworks in the public realm - free for all to see. Figurative murals will provide an accessible route to engage local people of all ages and backgrounds in the arts, focussed on residents of deprived wards- Myton and St Andrew's. The subject and style, adopted by the Belfast artists will be understood by all people, irrespective of language or culture, making the work truly accessible to Hull's diverse/multilingual community. The murals will be seen from the pavement and road by thousands of passing pedestrians and drivers each day, as well as visitors from Hull and tourists. There are no disabled-access issues.

Local community will significantly contribute to the content and design through consultation, ensuring local relevance. We will work closely with HBHG to aid contact with residents, especially families connected with the fishing industry.

GDT has 20-years experience in working with hard-to-reach groups and will use this experience to encourage participation and engagement.

Project will be supported by Sharon Darley (GDT: Quality of Life), using well established community knowledge and contacts.

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

Currently 3 sites have been shortlisted. 2 will be selected. Footwork, Turbo Systems, and Half Way (Public House) have provided in principle written permission.

Formal legal agreements will be put in place. Other sites are also available as alternatives.

Hull City Council/Hull2017 will be consulted re other permissions to ensure that the murals can be safely installed/scaffolded/barriered off. H&S risk assessments will be carried out and insurances will be put in place.

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

We will promote TERRACE ENDERS to:

- Local people living in and around Hessle Road.
- Community of West Hull, (incl. St Andrews & Myton wards).
- Children in primary and high schools (Adelaide, Sirius etc)
- All residents of Hull and East Riding.
- Visitors to Hull, especially mainstream and arts audiences attracted by Hull2017.

We will do this through:

- Effective use of FM, digital and social media - West Hull Radio 106.9fm will promote the project on FM and online streaming to West Hull and the City Centre through regular features and interviews as the work unfolds. GDT's 'Estate of the Nation' FaceBook page & website will

document and promote the project. We'll use Twitter/social media to drive traffic.

- Professional PR support will ensure the project attracts local, regional and national press coverage. (GDT is regularly interviewed about our work on Radio Humberside and BBC Look North and we have excellent relations with Hull Daily Mail and Yorkshire Post.)
- GDT will work with Hull2017 and Hull City Arts to promote the project to mainstream and arts audiences in Hull/Yorkshire region, plus nationally and internationally through social-media, press, partner web sites, e-newsletters, and joint promotions.
- HBHG networks and GDT's Quality of Life Co-ordinator will connect the project to large numbers of local residents, residents groups through GDT's local community services (Childrens Centres, Youth clubs, etc) serving over 5000 people annually. 'Word on the street' will be a major factor.

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.

GDT has recent experience of delivering large format murals - In March 2016 we worked in with BBC One Show and internationally known Belfast muralists to get 'Lillian Bilocca' up on an 11.5 x 9m gable-end within 5 days in freezing temperatures - we succeeded. Lessons learned that week are built into this proposal.

Goodwin has 10 years' excellent record of ambitious art commissions with popular and critical success. We are in second year of 'Estate of the Nation' arts programme, successfully delivering large scale participatory arts projects. (2014-2015 - 1554 active participants/9150 audience). Our art projects are substantial in scale including new community garden, inspired by Silvio Palladino (£40k grant from Veolia) and a major arts cultural and creative industries SME support programme (ACE grant of £300k). We have 20 years' experience of delivering commissioned services working with hard-to-reach groups. We have a very strong senior management team and experienced finance and administrative team to support project management and financial control. We are prepared to be bold, to challenge convention and to take risks to bring about transformational change. We employ an experienced community artist/development worker, Sharon Darley who has the skills and experience to make the project a huge success.

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.

Kev Largey (aka: KVLR): Lead artist. Influential figure in Belfast's alternative art scene. Moving away from design towards mural work to get creative away from the computer screen. Has painted countless commissioned murals, taught specialist workshops, curated some of Irelands largest street art / graffiti festivals /exhibited work on a national and international level, collaborating with his peers from across the world. Understands the meaning and value of community murals.

<http://kvlr.tumblr.com/>

Andy Pea: Hull based artist. Work includes paintings, 2D and 3D arts projects and murals. Commissioned in 2014 as part of GDT's Estate of the Nation arts programme, running highly successful 'Our Space' community arts workshops with local residents. Subsequently secured arts commissions from Freedom Festival and West Hull FM. Assisted Kevin & Mark with Bilocca mural. Works collaboratively with GDT's Code 5 artists, building his own skills and experience by working on bigger/more challenging projects.

<https://andypea.com>

Mark Ervine: Freelance painter and leading Belfast muralist, known for painting on both sides of 'the wall' - Painting for Peace. Brings a wealth of experience. Understands the meaning and value communities place on public murals.

<https://www.facebook.com/markervineart/>

Hull Bullnose Heritage Group: A registered CIC made up of and managed by ex-fishermen and their families. Based in West Hull, they have a steely determination to keep the memory of their fishing heritage alive.

www.hullbullnoseheritagegroup.co.uk

Sharon Darley: Quality of Life Manager for GDT Development Trust. Terrace Enders project co-ordinator. See above. Manages GDT's Estate of the Nation arts programme.

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

GDT will take a straightforward but robust and consistent approach to monitoring and evaluation, gathering qualitative and quantitative information throughout project delivery. We will tailor the gathering of information according to the needs of the project and in line with Hull2017 requirements, including: participant feedback forms, street surveys, online and paper-based questionnaires, head counts and attendance records at key events. We have in-house expertise in devising robust monitoring and evaluation methodologies and in analysing and reporting results. Of particular importance will be logging, and acting upon, lessons learned to continuously improve project delivery.

How will you document your event/activity?

Tools and resources underpinning low cost but effective documentation will be:

- Active use of all social media options - Twitter, Facebook, targeted press releases /media relations.
- Regular features/interviews via West Hull FM radio (key broadcasts recorded and made into podcasts, available online)
- Photography & creative video documentation (for online release at end of project)
- Street surveys, face to face video interviews during and after installation. Comments books at mural launch events.
- Regular project budget updates. Itemised expenditure records evidence with paper trail.

We will adhere to Hull2017 requirements for documentation, reporting.