**Grants for the arts questions - Initial drafting**

**As a guide 6 characters = 1 word**

**Please give a concise description of the activity you are asking us to support.**

No more than 600 characters. Please read the Basic details section of the How to apply guidance for information on how to complete this section.

‘Larkin with Larkin’ will bring the work of Philip Larkin, one of the most celebrated poets of the 20th century, to new audiences with a curated exhibition utilising his poetry, jazz collection and photography to provide the inspiration for … an internationally significant (reinterpretation) of his work. The project will aim to provide new insight by bringing to the public’s attention (things) which have not been seen before and a series of animation activities will attract hard to reach groups to learn about Larkin.

 **Please provide a brief summary of your (or your organisation's) recent relevant artistic work, experience and achievements:**

Since The Philip Larkin Society was founded in 1995, ten years after the poet’s death, it has become a national and international focus for lovers of his writings.

Its programme of events provides a forum for the discussion of all aspects of his work: as poet, novelist, jazz critic and librarian. Its lively, illustrated journal, About Larkin, mingles reviews and commentaries on the Society’s activities with articles of a more substantial literary nature.

Aims of The Society are as follows

• To promote awareness of the life and work of Philip Larkin (1922-1985) and his literary contemporaries

• To bring together all those who admire Larkin’s work as poet, novelist, jazz critic and librarian

• To bring about publications on all things Larkinesque

Achievements of the Society

1. Five-year sponsorship of Philip Larkin Poetry Prize (2011-15)

2. Sponsor of musical settings of Larkin poems (University-led concerts in Hull and Hong Kong). (2011-12)

3. Project directors and fund-raisers for competition to secure Larkin Statue on Hull Paragon Station. The competition was won by Martin Jennings and the statue unveiled in December 2010.

4. A year later, 5 slate roundels carved with Larkin quotations were commissioned to surround the statue.

5. In June 2014, PLS commissioned Martin Jennings to produce a large slate ellipse mounted in King's Cross to mark the 50th anniversary of The Whitsun Weddings.

6. This anniversary was also marked by a dramatic production of the poem on a Hull-London train, supported financially by the Society.

7. The Society was the initiator of Larkin25, the six-month long 2010 commemoration of the 25th anniversary of Larkin's death. Memorably this included the Larkin with Toads.

8. The Society was also involved in the funding and planning of Toads Revisited, a weekend arts festival in August 2015. It specifically helped to fund a film of a dramatic rendering of the poem.

9. The Society led the initiative to secure Larkin's place in Poets' Corner in Westminster Abbey. The memorial stone (designed and carved by Martin Jennings) will be unveiled on 2 December 2016.

**What is your proposed artistic activity, and what do you want to achieve by doing it?**

In May to July 2017 and as part of the Hull UK City of Culture celebrations the PLS will present an exhibition on Philip Larkin, poet, librarian, novelist, jazz critic and photographer at the Brynmore Jones Exhibition Centre, University of Hull.

The exhibition will be curated by … and re-examine the life and work of Larkin drawing upon research material and exhibits from the Hull History Centre archive to create new pieces of art to challenge conceptions of Larkin and bring new audiences to Larkin’s work by using photographs, poems and letters as a catalyst for (visual art?).

The exhibition will examine the life and work of Philip Larkin supported by a number of exhibits from the vast range of images, archival materials, and available information. The new work will be presented in a series of themes interpreting the many facets of a complex and compelling character.

The themes may include a number of interpretation processes including the following:

* Photographic images
* Interpretation graphic panels
* Audio/visual presentations
* Electronic / multimedia interactives
* Tactile interactives
* Showcasing of exhibits and archive materials for display

**Why is this activity important for your artistic development?**

No more than 1500 characters.

In March 2015 Hull City Council’s Peoples’ Panel asked about famous people that say ‘Hull’ to the rest of the world; of 1270 comments only 18 mentioned Larkin. A secondary question asked ‘what one thing, place or person from Hull makes you proud of the city’; of the 1295 comments in response 38 comments mentioned Larkin. The composition of the Hull Peoples’ Panel is largely Hull based and is broadly representative of the City’s population therefore it can be concluded that Larkin is not known and/or understood by the vast majority of Hull’s population. This project seeks to address this by providing opportunities for Hull’s residents to engage and understand Larkin’s work and legacy through various artforms in different settings across the City. This will provide an opportunity for residents to access these artforms, but also trigger an inspiration to find out more about Larkin and enter a space at the University of Hull which they are unlikely to have previously visited thereby bridging the gap between town and gown. The project marks another step in the journey of the PLS building on the initiatives outlined above.

**What will be the wider impact of the project? Please include reference to sector development, artform impact and legacy where appropriate:**

No more than 1500 characters.

**Who will engage with this activity? Tell us about the target audiences or people taking part, and how they will engage with the activity. If the activity will not engage people immediately, e.g. some research and development activities, please tell us about who you anticipate will engage with your work in the longer term:**

No more than 1500 characters.

The proposed exhibition is intended to represent a major event during 2017 to celebrate the life and works of one of the twentieth century's great literary figures, the poet's presence in the city and the inspiration he drew from Hull. The exhibition itself would be both entertaining and serious, reflecting Larkin’s temperament.  It would be aimed at all age groups, would be populist in appeal and would hope to make those who come feel that they knew Larkin better as a man, as a poet and as a librarian. They would go away feeling surprised.

**Please describe how you will reach your target audience or participants, in the short or long term, and give details of your proposed marketing activities where appropriate:**

No more than 3000 characters.

We have utilised Audience Finder mapping to identity the most common audience segments for the project. This shows that the ‘Facebook Families’ are the most common group in Hull . The

headline characteristics of ‘Facebook Families’ are -

• A younger, cash-strapped group living in suburban and semi-urban areas of high unemployment

• Least likely to think themselves as arty, arts and culture generally play a very small role in the lives

• Less than a third believe that the arts is important

• Often go out as a family: cinema, live music, eating out and pantomime being most popular

With this in mind the offer of the exhibition and the marketing materials which support the project need to articulate the content and style of the exhibition in a way that engages and does not put off these target groups from participating in the project.

**Please describe your approach to raising as much money as you can from other sources. Identify which other sources of funding you have applied to, and the progress of any other applications you have made (including the date you will know the outcome):**

No more than 1500 characters.

The project will be funded by £50,000 from the University of Hull, this funding is secured and is part of the University of Hull’s contribution to the Hull 2017 programme. In addition the University will be playing host to the exhibition and has provided the space at newly refurbished Brynmor Jones Library as an In-kind contribution to the project. Further In-kind support is provided by member of the Philip Larkin Society and Hull 2017’s team which is further detailed below.

**Briefly tell us about your experience in managing budgets, and describe how you will manage the budget:**

No more than 1500 characters.

PLS to complete

**Please describe how any fees, rates and purchases have been calculated:**

No more than 1500 characters.

To complete once budget is clearer.

**Please use this box to explain your support in kind in more detail, if necessary:**

No more than 1500 characters.

The project is supported by the Philip Larkin Society…who have x experience and internationally recognised expertise on Larkin, for example… In-kind support will also be provided by the Hull History Centre, specifically Simon Wilson, University Archivist will ….

Hull 2017 will also be supporting the project by providing Executive Producer expertise, marketing and education support.

**Please provide a brief summary of your and your partners' recent experience in managing similar types of activity:**

No more than 1500 characters.

The PLS has managed many projects since 2010 which have celebrated the work of Larkin. This has included a major fund raising project to install a statue of Larkin at Hull Paragon station. PLS more detail.

PLS also managed the Larkin 25 celebrations in 2010 which … included funding from Arts Council England, Yorkshire Forward.

PLS manage budgets by …. Something about the role of committee and active members.

This will be supported by the University of Hull, specifically Simon Wilson based at the Hull History centre who has experience of ….HLF.

**Planning to date**

Please briefly identify the main stages of any planning and preparation activity completed to date. Please note this work should not be included in your budget, as we cannot fund any part of an activity that has already taken place.
No more than 1500 characters.

*To complete when project becomes clearer*

**Please briefly describe your plans to evaluate this activity:**

No more than 1500 characters.

Formative monitoring and evaluation (M&E) will take place throughout the development and initiation of project. At the end of each stage of the project, and the programme as a whole, summative M&E will assess overall performance against outcomes, and identify key successes and learnings. We will work in collaboration with the University of Hull, Hull 2017’s Academic Research Partner and Hull 2017 to assess the overall impact of the project both as an independent project, but also as part of the wider activities of Hull 2017.

Hull 2017 has developed an overall logic model and master M&E Framework for Hull 2017 – this informs project-specific M&E Frameworks, including that for partner projects. This Framework identifies the outcomes; outcome indicators; baseline, headline and sources for data pre, during and post-2017; beneficiary groups providing data; and responsibilities for collecting data. A final evaluation report will be produced, which will be publically available and shared with Hull’s voluntary/ community and arts/culture sectors.

Quantitative and qualitative feedback will be collected at key milestones within the project - All findings will be compared against baselines to measure and track progress against the outcomes and inform programme improvement and development.

Participants in the education project will be supported to document their learning through printed resources, a digital portfolio and facilitator/supervisor feedback; whilst a sample of beneficiaries will take part in mid-point interviews.

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