**Children’s Laureate Announcement 2017**

**Notes from conversation with Jill Coleman, Director, Children’s Books, BookTrust on 25 July 2016**

* No date has been fixed and they are reasonably flexible – normally the announcement takes place in “mid-June” and during the week (not at the weekend) and this is the only timing they currently had in mind.
* The BookTrust organises the announcement event but the person who did so last time has left and they have not yet found the related documents on their system – but they will (!) and Jill will send us any relevant details.
* Normally the announcement is held in a ‘nice venue’, with speeches, etc and is aimed at librarians, publishers, etc. however they’re happy to do things a bit differently in Hull. To make it more inclusive, outward facing, involve a wider, more diverse spectrum of people.
* Keen for the announcement to coincide with the Children’s Literature Festival and would even be open to the idea of the announcement at the festival itself, knowing that it is currently planned to take place in tents in East Park.
* The BookTrust would also like to explore other children’s literature related events throughout the rest of the year in Hull that the new Laureate could be involved in. The BookTrust may also be able to bring additional events to Hull.
* The nature of how things are done is partly depends on who the next Children’s Laureate is (for example, Chris Riddell as an illustrator) and they each come to the role with a five-point plan as to what they’d like to achieve.
* Waterstones are a ‘major funder’ of the Children’s Laureate and this includes up to 8 other related events that the BookTrust runs throughout the year.
* They have a meeting with their Relationship Manager at Waterstones in August (she didn’t know the exact date) and feels certain that they will support the move to Hull.
* The CL Steering Committee are due to begin discussing next year’s arrangements in September (date to be confirmed).
* Emily Drabble (Guardian) is due to start working on next year’s event on 5th September 2016 <http://www.thebookseller.com/news/drabble-joins-booktrust-364096>

<https://www.theguardian.com/profile/emily-drabble>

* In principle (and if deadlines can be met) they are happy for it to be said that the 2017 Children’s Laureate announcement is coming to Hull next year/tied in with the Children’s Lit Fest – at the Hull 2017 launch on September 22 – but they just need to check with Waterstones that they are on board and this should happen next month in August. They obviously also need to work with us on lining up press releases, etc.
* The BookTrust’s current PR company for the Children’s Laureate is Riot.