



# 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**

Mad Pride Collective

### **Name of Project**

Mad Pride

### **Project Summary**

Mad Pride will facilitate a breaking down of barriers and an enriching and strengthening of mental health. It is about making invisible suffering around mental health visible, enabling this to be expressed in raw art which is creatively inspiring and challenging, and thus opening conversations and empowering those who suffer.

### **General Information**

Lead Contact Name	Dr Lucy Chiddick
Address	16 Park Avenue
Town/City	Hull
Post Code	HU5 3ER
Email Address	<a href="mailto:lovefunflowers@gmail.com">lovefunflowers@gmail.com</a>
Home / Work Phone	07719735404
Mobile Phone	07719735404
Website	<a href="http://www.madpride.org">www.madpride.org</a>

## 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.

“Often, when people are creating something new, they end up straddling between sanity and insanity,” geneticist Kari Stefansson.

Maybe if I step in front of this bus, I could just have a bit of time out from life. I don't think I quite want to die – not right now – but I just don't have the energy to go on. I just want to go away, and come back feeling better.... Not like this; this dark, heavy, weight on my soul, my heart. I can't think, can't concentrate. I see friends, neighbours, on the street and run to the other side. The fear of having to talk, to engage with the world, to make conversation, is suffocating. I hate what it makes me, what I become. I put on my 'face' for the outside world. I smile, I act, I pretend. I have 'pride'. If I let anyone in, will they see me in the same way again? I am the helper, the caregiver. How can I admit I suffer too, excruciatingly, painfully, desperately.

The link between mental health and artistic output has been made since Greek times and now has scientific backing. Out of the darkest thoughts can unfold some true gems. Two centuries ago Lord Byron spoke of the tortured artist; “we of the craft are all crazy. Some are affected by gaiety, others by melancholy, but all are more or less touched.” As neurologist Adrienne Sussman says, The list of afflicted artists is staggering, and spans all the arts. Many of the most iconic figures in the modern Western canon, including the poet T.S. Eliot, the composer Irving Berlin, and the painter Georgia O'Keefe were formally institutionalized at some point in their careers. Others, including the writer Virginia Woolf and the artist Vincent van Gogh, actually ended their own lives because of mental illness. As literary critic Adam Phillips put it: “Poets, after all, are not famous for their mental health.”

Mad Pride is about making the invisible visible. Voicing the unspoken, the hidden, the extreme thoughts and feelings of despair that haunt so many. We passionately believe in celebrating creativity as an empowering and life giving force; as medicine in its most holistic form. When minds are in turmoil, bringing forth the expression of that which is deepest within can create beauty beyond our wildest dreams – which may bring challenge, and also peace. It is when we have experienced the extremes of emotions that we can delve into our depths. Beauty really is in the breakdown, and when taboo becomes beauty, shame is transformed into pride, and fears of mental health extremes dissolve into awe, recognition, admiration, sadness and understanding.

Our vision is that Mad Pride will facilitate a breaking down of barriers and an enriching and strengthening of mental health which is creatively inspiring and challenging both to those within our city and beyond. As the seminal psychologist R D Laing said, “Madness need not be all breakdown it may also be the breakthrough.”

We will celebrate arts and culture by bringing together community groups and artists to collaborate on creative projects using a variety of

media, building a movement of solidarity and celebration around mental health. We are open to all. One of our core aims is to engage people in Hull to celebrate through creativity and open dialogue the diversity of mental health and rich variety of people who live in our city. Many people hesitate to engage in creativity for fear of what they may or may not produce. Yet it is the empowering nature of the creative process which brings our minds from whence they dwell into a place of greater freedom. And it is this place, this space where we can express and create, which engenders true healing.

The 'unschooled' in art often produce gritty, real work which comes from the inside and is engaged with raw emotion rather than fashion trend. It is this authenticity which we recognise in Henri Rousseau, L S Lowry and Alfred Wallace amongst many others.

Mad Pride will happen in 4 stages, one for each season, culminating in a spectacular three day Mad Pride Festival.

In the first season, 'Mad In Hull' workshops led by our experienced facilitators (see artists' CVs) will shake up preconceptions of mental health by celebrating the incredible creativity of artists inspired and afflicted by wrestling with the mind. As people come together to draw, sew, create, we shall tap into the courage, honesty and openness of people in Hull, asking them what it is about our city particularly that can impact on mental health, good and bad. For instance, how does the strong sense of family and community impact us each? By taking inspiring workshops to where people are rather than waiting for them to come to us, we hope to engage and encourage people and communities living in all areas of Hull to participate.

"Going to where people are" will involve working with our many link artists and organisations. These include: Greatminds in Greatfield; Hull and East Yorkshire Mind; Refresh; CCG; Pennine in North Bransholme; HYFC in the Boulevard; Open Doors; Emmaus; Solidarity Youth (young asylum seekers and refugees); Lighthouse; Kingswood Youth Group; Music Service; Mitchell Community Centre; Goodwin Trust; Hull University; Recovery College and Rooted in Hull. We have all these connections (and more) because we, the artists and orchestrators of Mad Pride, are local people who live or have lived right across the city from Bransholme to Gipsyville. Starting with what is most familiar to Hull's citizens, we will encourage people to look with fresh eyes at the people and places they love. We'll help them see brilliance in strangeness, challenging stigma, stereotypes and taboos in a fun and non-confrontational way. "Madness, provided it comes as the gift of heaven, is the channel by which we receive the greatest blessings... Madness comes from God, whereas sober sense is merely human." (Plato)

In the Roots and Routes season workshops will acknowledge the geographical isolation of Hull, which brings inherent strengths but also brings issues more unique to Hull. We will explore the all the positive effects that a stable community can have on the mental health for those fortunate to be born and spend their childhood here. We will explore their mental journeys of ups, downs fears, anxieties, which often only the creative process brings to the fore – with beautiful collages, fabrics and enormous heads depicting unique routes travelled.

To quote Larkins 'so many things I had thought forgotten

Return to my mind...'. We are thus mindful that the creative process can sometimes highlight previously untouched upon emotions and we have clear developed pathways to direct people into should this be necessary in order to ensure the safety and wellbeing of all who participate. We will specifically hold workshops too with refugees, migrants and those from other areas of the country to explore how the unique isolation and stability of Hull sits within their story and mental journey travelled in parallel to their physical one.

Hull has always attracted creative risk takers and rule breakers; the most well known of course being William Wilberforce; it is a place that seems to inspire rebellion and freedom of thought, not bound by the conventions of others. Perhaps this is in part due to 'being on the edge of things' as Larkin's was once known to comment on the city. With this in mind, in the Freedom season we shall celebrate Bastille day when mental health 'prisoners' were freed from their asylums. An exhibition at Ground arts space will celebrate works already created, drawing on the thoughts, ideas and collaborations of artist and attendees (the line is blurred...and often there is no line at all as one may cross from one side to the other with ease and abandon.)

48 workshops will run throughout the year, continuing into the Tell The World season, by which time we will have built a vibrant, growing grassroots community of openness, support and open dialogue around mental health across the city. One of our lead coordinators will support those interested in continuing the mutual support beyond 2017 into an Ichthus group and a regular Frazzled Café – contexts for expressing and sharing mental hurts, pains and struggles in open dialogue, realising the poet Mary Oliver's dream: "Tell me about despair, yours, and I will tell you mine."

All our work will be backed up with a massive social media campaign encouraging communities to engage. This will hopefully too reach subcultures such as the youth – particularly 16-25s, and the rising wave of 'silver surfers' who may be more isolated from normal community engagement. It will also enable us to bring the open dialogue into many different forums. We will blog and diarise on [www.madpride.org](http://www.madpride.org) throughout the year, which can be shared through any digital media including the 2017 City of Culture website. We are collaborating on Mad Pride with the resident artist at Ground, Pele, who is from Aarhus, Denmark. And we will share our journey and story with those we have links with in other cities including 'All Art for All People' in Derry, Rotterdam Youth Art Hostel, and The Space (a space for arts and mental health in Leeds).

All our work – the creativity it inspires, the beauty, dialogue and community which will have developed over the year – will culminate in the Mad Pride Festival, our way of telling the world about our mental health, our talents and our city. Shaped by those who come to the workshops, the emphasis will be on visual spectacle: big puppet heads and parades and crazy, colourful costumes supported by talks, live art performances and exhibitions which pop up concurrently in the most unlikely places across Hull. This could include the underpass near scale lane to catch people as they walk over to the Deep, the GP practice in Northpoint Bransholme and the Boulevard church where every morning 30 mums and children gather for breakfast club. The possibilities are exciting and endless. The scale of the occasion will attract the likes of Eleanor Longden (TED talks), bipolar musician Emily Maguire and novelist Matt Haig. The coinciding of the date with the Turner Prize coming to Hull will give enable it to be highlighted in the national arena.

The main festival is planned for St Mary's Lowgate, where refurbishment will create a large indoor space and an open courtyard area. It is central and accessible and also well known and loved by many vulnerable groups across the city.

This festival will be the talk of not just Hull, but of Yorkshire and beyond. We will have guides onsite trained to support partially sighted and blind people to access the festival – alongside those with English as a second language. We want to encourage widespread participation and to be inclusive to all.

There will be a closing exhibition at Ground Art Space at the end of December, with huge photos of the carnival, followed by a 'Mad Hats party'.

Mad Pride will not only put Hull on the map as a place where great creativity is inspired and produced by those unschooled in art, but will represent us as a city of inclusivity, not afraid to celebrate the underdog, and to give a voice to the voiceless.

"Tell me, what is it you plan to do with your one wild and precious life?"

— Mary Oliver

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### KEY PROJECT INFORMATION

**What are the main art forms in your project?**

**Responses Selected:**

Exhibition
Festival
Literature
Music
Theatre
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

10/01/2017

**Start date still to be confirmed**

**No Responses Selected**

**Please provide the end date for your activity, or advise if this is still to be confirmed.**

Format: DD/MM/YYYY

23/12/2017

**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

11/10/2017

**Where will your project take place?**

**Responses Selected:**

North Hull
East Hull
West Hull
City Centre
Elsewhere

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

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

3000

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

480

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

We are collectively:

Ella Dorton (Ground Art Collective)

Lilly Williams (Ground Art Collective)

Sam Donaldson (Poet Activist)

Dr Lucy Chiddick - CCG clinical lead for vulnerable groups, GP, activist, writer

We are first and foremost friends who have been drawn together by mutual connections to seeking an opportunity to support people with mental health needs, We have diverse backgrounds but all have loved ones or have experienced mental health issues ourselves and so are very well placed to understand and address the issue of the most significant health issue of our generation. Beyond the friendship is a deep skill set ideally placing us to address the needs of this vision and our balance of professional ability and friendship makes our collaboration all the stronger.

We individually and collectively have connections and good relations with community groups across the city as outlined in the project description.

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### OTHER INFORMATION

**Who will benefit from the project and in what ways?**

(Please indicate any particular target groups)

48 people who suffer with mental health will benefit from the arts sessions and workshops. Their immediate support networks, friends and families will benefit from the knock on impact of attendance and open dialogue.

The 2000+ people who attend the exhibitions, who witness the passing carnival and parade, and who read about it on social media

The 2 lead artists will develop their ability to support an organic group of artists to create and curate exhibitions. The public will benefit from hearing the invisible voices around mental health and learning stories they would otherwise not hear. Some works of art may be sold creating some limited income and a possible livelihood for those sufferers of mental health extremes who cannot sustain regular employment. The city will benefit from being a more open place able to accept, acknowledge and understand mental health more

**How will your project be accessible?**

Workshops will take place in community buildings across Hull (North/East/West and City) as will exhibitions in the lead up to mad pride.

With regards St Mary's Lowgate, which we will use for part of the festival, the building is being modified to allow appropriate access. Music and any spoken word will be available via a loop system. The carnival parade will walk from the church to Queen's Gardens via Whitefriargate hence any passers by will be able to access it.

In the exhibitions guides will be available for the less physically able, and for those who wish to self guide large print programs will be available.

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

We have permission from St Mary's Lowgate and Ground Art Collective

Also have verbal permissions from community groups across Hull which we can put into writing as required, time did not allow. Thanks to our partnership with Believe in Hull many churches and community groups are already connected to us and have voiced their appreciation for our plans.

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

To promote the exhibitions we will use Hull 2017 publicity, our own editorial media content on radio, TV and print. Our partner networks (including Mind, Barnados), Believe in Hull - 85 churches, 3500 people, Ground, social media, large banners outside St Mary's Lowgate in the lead up to mad pride - it is city centre and has a high footfall.

We are due to have meetings with the CCG publicity/HR to look at how we can use their Our own networks to advertise it and of course it will be advertised through the community organisations where the workshops are taking place

The Hull 2017 program will be a crucial promotional tool to encourage public to join in.

**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.**

The Mad Pride collective is new, however the individual members have put on events and workshops which provide more than enough experience and expertise to deliver what is required. Lilly and Elly have delivered numerous creative workshops. Lucy has organised music gigs and events in social centres in Leeds and Hull. Sam has organised and delivered storytelling and social activism events in Hull. We have close links with organisations who are hot on event management such as the CCG, and Andy Paxton from Believe in Hull.

**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.**

Ella Dorton - lead artist and workshop creator. A member of Ground Art Collective, Newcastle Bachelor of Arts Graduate

Lilly Williams - lead artist and workshop creator. A member of Ground Art Collective

<https://lilywilliamsart.com/>

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

Instagram: <https://www.instagram.com/groundgallery/>

twitter: <https://twitter.com/groundgallery>

Website: <https://ground.tk/>



Sam Donaldson Local Poet and social activist, Oxford Graduate in Art And Literature. Worked with Larche Community for many years with vulnerable adults. <http://aportraitinpoems.blogspot.co.uk/>

Lucy Chiddick CCG clinical lead for vulnerable groups, GP, Social activist and writer (published writing on experiences of activism in Palestine and also for the Dept of health on Single Homeless People strategy) Trained in Torture screening for refugees and asylum seekers. Loves working with those most marginalised and troubled.

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

Register of Attendance at workshops and exhibitions  
Comments in visitor books and on our facebook pages  
Attendance and participation in the Mad Pride Parade  
Number of shares on social media for our events and activities  
Number of people who join follow on legacy activity for 201  
How many times we get positive mental health editorials in local media (broadcast, print and social)  
We will also try and do some selected distance traveled markers with more regular participants to see and measure and evaluate progression of thought, ability and health in general.  
We also hope to tie many of these up into a short film about the 'Mad' year and its positive outcomes, including some interactive data and evaluation, whcih can be shared by most online media forms.

### **How will you document your event/activity?**

Blog posting by artists and participants  
Photos of engagement and work produced  
Photos and video of Mad Pride Parade  
A photo book of whole year journey narrated by a key participant and lead artists  
Some basic session feedback sheets or photo of black board comments  
A giant walking visitor book during the mad pride parade  
A good old fashioned but effective written report