



Contains Strong Language – Wider Partners Meeting (NOTES)

Tuesday 2nd May 2017

Sue Roberts (BBC), Caroline Kelly (BBC) Shane Rhodes (WBP) Isobel Moore (WBP) Henri Duckworth (Exec Producer) Phil Batty Director of Marketing, Communities and Legacy Hull 17) Ben McKnight (PR Hull 2017) Liam Rich (Producer Hull 2017) Jackie Goodman (Hull College) Paul Holloway (Humber Mouth) Dave Windass (First Story) Dorcas Taylor (Festival Director, East Riding of Yorkshire Council), Elisabeth Salter (Hull Uni) John Clarke (Hull Uni) Matt Beavers (British Council) Sylvia Harrison (Talking Doorsteps, The Roundhouse) Jack Prideaux (The RH) Stephen May (Arts Council) Elizabeth Salter (Hull Uni) Bryony Czujko (BBC PR) Martha Mangan (BBC) Anneli Shearsmith (BBC) Jenny Hunt, Joe Hakim (Poet)

Schedule:

Sue talked the group through the latest schedule

ACTION: Caroline to send updated schedule to wider group w/c 8th May

ACTION: James McGuire (Hull 2017) and the BBC to arrange meeting to discuss care leavers being part of the audience for Louise Wallweins Glue (currently in the schedule for Saturday 30th Sept).

Partners update

Wrecking Ball Press:

Programming for Kardomah to be completed w/c 8th May

Fred Voss to arrive in Hull 24th Sept

First Words – Dave Windass has sent Caroline his ideal list of poets who he would like to take part in a panel discussion. The panel discussion will take place in the afternoon of the 28th as part of the First Words agenda. – Caroline and Dave to catch up w/c 8th May

Radio Humberside/Washing Line Project

Radio Humberside have had a great response to the Washing line project and have already received over 1000 poems.

ACTION: BBC to consider where the washing line will be rigged during the festival – ideas from everyone welcome.

ACTION: Dorcas Taylor and Michelle Alford to liaise with regards to library locations for the WL workshops

CSL Audience development through radio Humberside including - Challenge Hull - poetry activity w/c 12th June. 21st June - National writing day bringing together national children's writing - Ian Read and Roisha Wardlaw to link in.

National Poetry Day

National poetry day are working with BBC local radio stations and the Oxford English Dictionary to commission 12 poets to make local poems – each poet will take one word which is specific or

important to the local area (the word is chosen by the public and the campaign is run through local BBC networks). Each poem will also be a film.

ACTION: Caroline to link the films into BBC digital

The project comes together on the 28th of sept (NPD), the best poem or potentially a new poem will be created and read at NPD.

ACTION: BBC to liaise with radio programmes broadcasting from the festival and BBC news teams to see where this would work? Jo Whiley?

“Free the words” is a working title. The campaign is announced mid-May, confirmation of the chosen words of the chosen word in June.

ACTION: Suzanne to link up with Dean Wilson about the project

ACTION: Sue to liaise with James Steward re: linking CSL through to local radio stations involved with Free the Words.

ACTION: BBC and partners to look at logistics of spraying the words around the city, Jackie Goodman and uni to involve students.

Henrietta Duckworth

Larkin exhibition is running throughout this festival at Hull University

ACTION: Caroline to add Larkin Exhibition into the schedule

Jackie and Henri happy that they have caught up with regards to their projects

Kate fox project going well

Struggle with contacting Bohdan – Henri to update

Audience development – May half term (spoken word is key part) word on the street.

30th 31st 1st June (3 day festival) Audience data from this event would be great.

John Clarke

John is liaising with Richard Taylor (BBC producer Leeds) with regards to a BBC 4 Larkin film.

Twin Project – recording around slavery monuments in Hull

ACTION: John to liaise with Caroline with regards to the project and portable recording

John is liaising with Rachael Allen (PHD poet) Lesley Harrison

Dorcas Taylor

Dorcas – working with Louise Wallwien and young poets

Dorcas commissioning Kate Fox to do a loud Jane Austen project (Daljit is also involved) - 19th 20th 21st Oct.

Dorcas suggested the “Humber Rivera” – running along the river as a great place for the washing line or part of the washing line project.

Elisabeth Salter

3 poetry events May, June, August – coordinated with team including Rachel Allen. Larkin Exhibitions celebrating the space where the exhibition is will take place. Curtain raising for CSL at the exhibition in June - Anna Fathering curator of exhibition – starting in Sept.

Talking Door Steps (the roundhouse and the British Council)

Talking Doorsteps is a spoken word exchange project that explores the idea of “home” by connecting young poets and filmmakers from across the globe and sharing their work digitally with audiences

worldwide. Through Talking Doorsteps and in partnership with the British Council, Joe Hakim and Deborah Stevenson went out to Trinidad to participate in workshops. Joe runs weekly workshops at the Warren Centre and the Goodwin Centre with youth groups from 16 -25 with the aim of making the spoken word scene in Hull sustainable and have a strong legacy after 2017. This is happening with the support of Talking Doorsteps.

Cheidu Okra, Deborah Stevenson and Joe Hakim are working with young poets running up to the CSL.

ACTION: Shane from WBR and Talking doorsteps to catch up and discuss the project

ACTION: BBC to programme Joe Hakim in Hull Central Library to promote TD during the festival.

ACTION: BBC to look at sending poets to Goddwin entre before CSL – possibly Louise Wallwien

Matt Beavers (British Council)

Hull Rises working with BC – they have linked up with Poland

Sylvia from the Roundhouse and Joe Hakim running sessions at the Goodwin centre as above

ACTION: Sylvia to link with other partners to promote activity at the Goodwin centre

Matt is also waiting to hear back from Bohdan – critical

Marketing and Comms Meeting

Graham Scott (Human Design)

Paul Holloway (Humber Mouth)

Shane Rhodes (WBP)

Ben McKnight (Hull 2017)

Isobel Moore (WBP)

Nicola Taylor (Hull 2017)

Phil Batty (Hull 2017)

Bryony Czujk (BBC)

Sarah and Yad via telephone (BBC publishing)

Please find to follow a basic timeline for Comms and marketing:

Timeline

8th May – CSL design proposal sign off

12th May – CSL logo and assets available

15th May - Box Office and Budgets Meeting (Phil, Caroline, Isobel, Dave)

29th May – **Final content deadline for print and digital**

29th May – 14th June – Graphic design of Brochure/ brochure

5th June – Box office forms finalised

29th June – **CSL launch**

20th July – full printed brochure launch CSL and Humber Mouth

Action: Bryony and BBC team to liaise with partners to produce PR/comms schedule based on the dates above. More details on what the launch will look like to follow.

Please send all content for print and digital (copy, high res images and logos) to

caroline.kelly@bbc.co.uk and moore.isobel@gmail.com

The sooner the better! Thanks