



Basic details

Project information

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 

A two-year programme to capitalise on the momentum for local dancers and dance audiences which has been established by the previous programme. Working closely with the Hull 2017 team will ensure there is a synergy between this programme and the Hull 2017 programme which will keep the local dance voice strong through and beyond the City of Culture year. Using the expertise of Hull 2017 to help build the skills of the team will enable Hull Dance to capitalise on the impact from 2017 in as many ways as possible. 

Key to the programme will be establishing Hull Dance Prize as a flagship event of national significance. It will also establish a network of partner venues as part of a supportive environment for dancers to create work and experiment.

Amount requested

Here we want you to tell us the amount you will be requesting from us, including any access costs.

If you are deaf or disabled or experience learning difficulties there may be extra costs relating to your own access needs that you will need to pay to help you deliver your project and manage your grant online. For example, payment for a sign language interpreter to help you manage your activity.

We want to know your personal access costs so we can deduct them from the total project costs when we decide how long it will take us to make a decision. This is particularly important if you are requesting close to £15,000 from us. For example, if you are applying for £15,350 but £650 of this relates to your personal access costs, we would still view this as the same as an application for under £15,000 and would make a decision on your application within six weeks. You should use the guidance notes for applications for £15,000 and under to complete your application form.

To find out more about personal access costs please read the information sheet 'Access needs and Grants for the Arts'.

Please tell us the total amount you are requesting from us, including any personal access costs (£): £97,000

To find out if you are eligible for personal access costs to help manage your activity please read the information sheet 'Access needs and Grants for the Arts'.

How much of this request is for your personal access costs (£): £0

Do you, or does your organisation object to receiving National Lottery funding for No

religious reasons?

Activity dates

**Please enter the start and end dates for your activity.
You must allow enough time to plan your activity and for us to process
your application.
We need twelve weeks to process applications for over £15,000.**

Activity start date: 01/02/2017

Activity end date: 28/02/2019

Artistic quality

In this section we want you to tell us about you and your artistic work, some more detail about the activity you would like to do, and how this activity will help you or your organisation develop. We also ask about any other artists you may be working with, what their role is, and why you have chosen to work with them. Please read the Artistic quality section of the How to apply guidance for information on how to complete this section.

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

No more than 1500 characters.

Hull City Arts Unit, through the brand of Hull Dance is creating an energy and excitement about dance in the city. It has focused on raising the aspirations of local dancers through creative and performance opportunities building confidence amongst the community of dancers. This support alongside seed funding for dancer initiated projects has resulted in two new companies emerging in the city LOCUS and JoinedUp and the 'Flesh' events which are co-ordinated by three local dance artists. In the last two years Hull Dance involved the local dancers in selecting the companies it has programmed at venues in the city. This process culminated in some local dancers being part of a curatorial group to research the potential of a Festival Weekend during 2017.

The Hull Dance programme has also raised the profile of dance in Hull regionally, evidenced by twelve companies applying to take part in Hull Dance Prize 2016. It is starting to establish relationships with Leeds Dance Partnership and contributed to JCRP11. Engaging with other contributors increased awareness nationally of the Hull Dance programme.

A partnership with Hull 2017 this year has enabled a Creative Apprentice, a dancer, to work with the Hull Dance Programme developing her skills and starting to build the capacity, locally, of an assistant producer who will be able to work on the programme in future.

The Hull Dance programme has also provided a range of opportunities for the public to view dance. From bespoke site specific performances, co-commissions with the Freedom Festival, to the HU1 programme in Fruit and more formal theatre performances people have had opportunities to see dance in many different contexts.

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

No more than 1500 characters.

1) Building Audiences for Dance

We learned from the 2015/16 programme that involvement of local professional performers and familiarity with a company/artist lead to larger audiences. We will continue to develop longer term relationships with artists as well as introducing new companies to the programme. We will augment the successful

HU1 events with performances at other small scale theatre and non-theatre venues including new connections developed through a relationship with the 'Back to Ours' venues. A contemporary performance weekend in May 2017 will provide a focus for dance activity through performances, workshops and debate. Being part of festivals such as Freedom will provide another access point for people to watch dance. We will continue to use a curatorial group including local dancers working alongside the Hull Dance Team to programme companies

We will continue to develop the marketing tools and strategies used including joint marketing and maximise marketing potential by working with 2017 team to reach cross-over audiences

2) Hull Dance Prize

Hull Dance Prize can become a flagship initiative for the City of Hull and Hull Dance. This programme will build on the solid foundations from previous years to raise the quality of entrants. To mark our growing confidence it will be open to artists from beyond the Humber and Yorkshire region from 2017. We will work with Hull 2017 to seek a private sector partner for a 3-5 year relationship to help us develop Hull Dance Prize further.

No more than 1500 characters.

3) Building Capacity within the Professional Dance Community

Access to studio space has been identified as important:

- For local professional dancers to create work and share ideas
- To integrate Hull Dance into the regional community of contemporary dancers
- To host short-term residencies by artists to create and share work

This programme will develop a network of partner studio venues including; Hull College, Hull New Theatre and Holy Apostle's Church. Artists will include those who are part of the Contemporary Performance Weekend, recipients of JCRP11 awards, or those identified by regional partners such as NSCD

We will support and challenge local dancers to develop their own work as co-curators of the contemporary performance weekend and recipients of co-commissions with Freedom Festival. Undergraduate pathways will be strengthened and greater connection made with Hull Dance Youth Company, schools and colleges

4) Laying the foundations to establish Hull Dance as an independently constituted organisation

This programme will focus on creating strong brand awareness to raise the profile of the work that Hull Dance undertakes directly and that which it enables to happen. We have explored several different methods of managing the programme and have realistic expectations of roles and responsibilities. An Associate Producer role will be central to Hull Dance moving forward. The role will be supported by the Artistic Director and Hull City Council Arts Development Officer. This programme will invest in this role during the two-year period in particular through mentoring from members of Hull 2017 team, knowledge sharing between team members, HCC staff, local, regional and national partners and attending performances.

Why is this activity important for your artistic development?


No more than 1500 characters.

The local dance community has become more connected and structured. Opportunities to create and perform work together with artists such as Lea Anderson and Helen Parlor have given them confidence and an identity. Investment in dancer-led initiatives such as Danza! and Flesh gives a vibrant feel to dance in the city. The local dancers are also leading more dance sessions and groups across the city and providing positive role models for dance students and youth group members. In this programme we will build on these initial steps towards becoming a focal point for professional and emerging contemporary dancers in Hull.

The network of partners studios, non-theatre venues and the 'Back to Ours Venues' will extend the reach of the Hull Dance Programme. Local dancers, regional and national companies creating and sharing work with the public, as part of everyday practise or short residencies, will strengthen links with artists and build familiarity with their work locally. It will also start integrating Hull Dance into the regional contemporary dance community by piloting ideas that support the flow of talent between Hull and Leeds.


The contemporary performance weekend in May 2017 will raise our profile regionally and give Hull a chance a make a statement about its aspirations to influence the type of work seen in North of England. Creating a community of people interested in dance, from Hull, regionally and nationally will give the opportunity to show the range of venues and high level of support given to artists in Hull.

No more than 1500 characters.

The energy and intensity of the event will challenge local dancers and befully, inspire dancers from other parts of the country to explore working in Hull. Involving local dancers in co-curating the weekend gives them the opportunity to mix closely with nationally respected artists and take collective responsibility for a high profile dance event.

Hull Dance Prize received 12 applications in 2016 (compared to 5 in 2015) and generated interest from other companies for future years. Having gained confidence in the value of the Hull Dance Prize this programme is important to articulate what the prize has to offer all the artists who take part, not just the prize winners. It will also enable us to clarify the artistic relationship between Hull Dance Prize and the rest of the dance programme.

We have learned a lot about working with different venues and dance audiences in Hull. This programme will enable us to strengthen our successful relationships and programmes such as HU1 at Fruit and modify existing relationships which were less successful and establish relationship with new partner venues to benefit both the audiences and performers.

This programme is an important step to achieving our vision to create an environment where quality locally produced dance can be visible and celebrated as part of City Culture 

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.

Access points for dance that have been developed will be consolidated. The network of partner studio venues will broaden these further to include more non-theatre venue performances as well as informal 'sharings' of work and ideas.

The shared marketing which has been developed during the last Hull Dance programme will be consolidated. Working closely with the Hull 2017 team will develop these systems and processes further maximising the opportunities for them to continue in the future.

Welcoming national and international artists during 2017 will raise aspirations to a new level. Regional and national companies working in Hull, relating to local dancers as well as the public will continue to raise the aspirations of local dancers and challenge their critical thinking in relation to their own work and that of others.

The Graduate pathways will start to develop a clear pathway for young dancers which will enable them to progress from a youth group experience through university (either in Hull or elsewhere) and then establish themselves within the local and regional dance community. We already have evidence that this route is possible with Carla Morrill and Rachel Nagy. Carla graduated with a degree from Hull College and joined LOCUS after meeting the other members during the summer graduate pathway project in 2015. Rachel Nagy was a member of Hull Youth Dance Group and returned to Hull when she graduated from Leeds Metropolitan University in summer 2016. She has already taken part in two projects.

The investment in local dancers as curators and the Assistant Producer over the last two years will be developed further and we envisage that this will enable the HU1 events to be locally curated and produced rather than out sourced.

Who is involved

Artists

Please list the main additional artists involved in your activity using the tool below, up to a maximum of 10 artists. Do not include yourself if you are the main artist. (If you are working with any individuals who are helping to deliver or manage your activity, please tell us about them later on in the separate Partners section of the application form.)

Please read the Artistic quality section of the How to apply guidance for information on how to complete this section.

To add an artist

To add artists and start to create the table, click the 'Add new item' icon on the left of the screen.

To add more than one artist, use the 'Save and Add Another' button.

Artist's name	Role in activity	Confirmed or expected	Contribution
Lea Anderson	Mentor, Judge	Confirmed	Lea Anderson is one of the most established and respected dance artists in the country....
Liv Lorent	Mentor, Judge	Expected	Liv has a strong following in Hull and has gained the confidence of the public. She wil...
New Art Club	Performers, mentors, judge	Confirmed	Pete and Tom have an established relationship with local dancers and will develop their...
Jo Fong	Performer, workshop leader, judge	Confirmed	Jo has established herself as an artists with a national reputation living outside one ...
Rita Marcalo	Performer, workshop leader,mentor	Confirmed	Rita is a well established regional artist. She has already developed a strong relation...
Colette Sadler	Performer, workshop leader	Expected	As a visual artist working in dance Colette's cross arts approach would clearly fit wit...
Vicky Igbokwe	Performer, workshop leader	Expected	Vicky's performances outside of conventional venues will work well in the programme off...
Jon Beney	Curatorial Group Member	Confirmed	Jon is a local dancer who has performed with many companies during his career. He is lo...
Tamar Draper	Member of curatorial group	Confirmed	Tamar is a young artist living and working in Hull. She has embraced fully the opportun...

Artists

Artist's name: Lea Anderson

Role in activity: Mentor, Judge

Confirmed or expected: Confirmed

Artist's website: <http://www.leaanderson.com>

Please outline how this artist will contribute to the activity and give a brief description of their work:

Lea Anderson is one of the most established and respected dance artists in the country. Her work has impacted on a generations of dancers and she will bring a a wealth of experience to the programme.

Artists

Artist's name: Liv Lorent

Role in activity: Mentor, Judge

Confirmed or expected: Expected

Artist's website: <http://www.balletlorent.com>

Please outline how this artist will contribute to the activity and give a brief description of their work:

Liv has a strong following in Hull and has gained the confidence of the public. She will bring a rigour to her discussions with local dancers and expertise to the judging panel

Artists

Artist's name: New Art Club

Role in activity: Performers, mentors, judge

Confirmed or expected: Confirmed

Artist's website: <http://www.newartclub.org>

Please outline how this artist will contribute to the activity and give a brief description of their work:

Pete and Tom have an established relationship with local dancers and will develop their performance skills and use of improvisation within performance

Artists

Artist's name: Jo Fong
Role in activity: Performer, workshop leader, judge
Confirmed or expected: Confirmed
Artist's website: <http://www.jofong.com>

Please outline how this artist will contribute to the activity and give a brief description of their work:

Jo has established herself as an artists with a national reputation living outside one of the key dance cities. She will share her knowledge with local dancers. Her performance work will encourage dancers and audience to consider their roles

Artists

Artist's name: Rita Marcalo
Role in activity: Performer, workshop leader,mentor
Confirmed or expected: Confirmed
Artist's website: <http://www.instantdissidence>

Please outline how this artist will contribute to the activity and give a brief description of their work:

Rita is a well established regional artist. She has already developed a strong relationship with dancers in Hull and will return as a performer and mentor during this programme

Artists

Artist's name: Colette Sadler
Role in activity: Performer, workshop leader
Confirmed or expected: Expected
Artist's website: <http://www.colettesadler.com>

Please outline how this artist will contribute to the activity and give a brief description of their work:

As a visual artist working in dance Colette's cross arts approach would clearly fit within the type of work local dancers are producing and local audiences appreciating

Artists

Artist's name: Vicky Igbokwe

Role in activity: Performer, workshop leader

Confirmed or expected: Expected

Artist's website: <http://www.uchennadance.com>

Please outline how this artist will contribute to the activity and give a brief description of their work:

Vicky's performances outside of conventional venues will work well in the programme offered by Hull Dance and we hope that she will be part of the programme

Artists

Artist's name: Jon Beney

Role in activity: Curatorial Group Member

Confirmed or expected: Confirmed

Artist's website:

Please outline how this artist will contribute to the activity and give a brief description of their work:

Jon is a local dancer who has performed with many companies during his career. He is looking to find a way to establish himself within the dance community in Hull and his relationships with companies and strong connection to the local community make him well placed to be a member of the curatorial group

Artists

Artist's name: Tamar Draper

Role in activity: Member of curatorial group

Confirmed or expected: Confirmed

Artist's website:

Please outline how this artist will contribute to the activity and give a brief description of their work:

Tamar is a young artist living and working in Hull. She has embraced fully the opportunities offered through the previous programme and is a founder member of LO:CUS a local all female dance company. She will be a member of the curatorial group

Beneficiaries

Tell us how many people you estimate will engage with your activity. On the two next pages you will have the opportunity to tell us more about your intended audiences and participants.

People who will benefit from your activity

Beneficiary Type	Number of people who will be benefiting from this activity	Number of people benefiting from your activities over the last 12 months
Artists	200	98
Participants	180	174
Audience (live)	6,000	2,180
Audience (broadcast, online, in writing)	6,000	2,000
Total	12,380	4,452

Results of your activity

Please estimate the outcomes of your activity in the categories below. Enter '0' (zero) for any item that is not relevant.

Activity Results	Estimated
Number of new products or commissions	20
Period of employment for artists (in days)	0
Number of performance or exhibition days	20
Number of sessions for education, training or participation	35

Divide the day into three sessions (morning, afternoon and evening). A session is any one of these.

Audience

On this screen we ask you to give us some more details about the audience(s) your activity is aimed at.

By 'audience' we mean people who are going to experience your activity as viewers, listeners or readers but are not actively involved in the activity.

Please only give details on this screen for audiences – we will ask you about participants on the next screen.

- | | |
|---|--------------------------|
| Tick here if your activity is specifically aimed at any particular age group of audience. | <input type="checkbox"/> |
| Tick here if your activity is specifically aimed at any identified ethnic groups as audiences. | <input type="checkbox"/> |
| Tick here if your activity is specifically aimed at disabled people as audience. | <input type="checkbox"/> |
| Tick here if your activity is specifically aimed at individuals or groups with a particular sexual orientation identity as audience. | <input type="checkbox"/> |
| Tick here if your activity is specifically aimed at either male, female or 'trans* Audiences. | <input type="checkbox"/> |

Participants

On this screen we ask you to give us some more details about the participants your activity is aimed at, if any.

By 'participants' we mean people who are actively involved in your activity (other than the artists or others leading the activity) by devising, creating, making, presenting or performing.

Please only give details on this screen for participants – we have already asked about audiences on the previous screen.

- | | |
|--|--------------------------|
| Tick here if your activity is specifically aimed at any particular age group of participants. | <input type="checkbox"/> |
| Tick here if your activity is specifically aimed at any identified ethnic groups as Participants. | <input type="checkbox"/> |
| Tick here if your activity is specifically aimed at disabled people as participants. | <input type="checkbox"/> |
| Tick here if your activity is specifically aimed at individuals or groups with a particular sexual orientation identity as Participant. | <input type="checkbox"/> |
| Tick here if your activity is specifically aimed at either male, female or 'trans* Participants. | <input type="checkbox"/> |

Public engagement

Please read the Public engagement section of the How to apply guidance for information on how to complete this section.

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 engagement will be on many different levels. The focus of the programme will be on developing an audience for dance alongside engaging with local and regional artists

All the residencies will have a public sharing aspect. These will include a mixture of open rehearsals, community classes and informal performances with feedback sessions. The residencies will take place in community venues as well as cultural organisations extending engagement and giving informal opportunities for members of the public to engage with the dance artists

The performance programme is designed to appeal to an educated dance audience as well as 'new blood'. Dance performances at events such as Freedom Festival will spark interest from people who would not specifically choose to attend a dance performance. Some activities associated with the contemporary performance weekend and HU1 events will appeal to a more experienced audience.

We will build on the opportunities that we have explored to build in greater points of connectivity between dancers and members of the public using the informal meeting of performers, choreographers and professional panel at Hull Dance Prize as a model. We will also explore ways of using technology as a way to increase engagement such as setting up and using platforms such as vimeo and instagram.




Through initiatives such as Hull Dance Prize and the contemporary performance weekend we hope to engage with more people outside of Hull, engaging with people from across the region and further afield.


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 will use a number of strategies to market our activities. The programme team is presently reflecting on the success of our marketing to date and working

with a mentor to ensure that we use the tools more effectively and get the right mix for Hull in 2017 and beyond.


1) City Arts has established active social media sites for Hull Dance and we have developed 787 followers.  date we have not made the best use of these tools. We have established systems and plans and this 2 year programme will see Hull Dance experiment with  more exciting and dynamic ways of using social media platforms to better effect 

2) We will work with our partner studio venues to develop shared  marketing and profile raising

3) The Hull Dance Team and local dancers will directly engage with potential audience members to encourage them to attend performances. These stepping stones may be a talk or presentation at different clubs or gatherings. It might be a performance snippet for members of the public and a chat about what to expect at the event. Stepping stones will be built into all marketing plans

4) Stepping stones might also include the creation of a Hull Dance Live Streaming session for the next performance during rehearsals, or a Hull Dance Master class series Live Streamed.

5) We will devise strategies for improving the overall profile of Hull Dance not just tagged to specific shows.eg The logo will be used more effectively and material developed to profile the brand as well as specific events. This will range from posters featuring dynamic pictures of local dancers to 'T' shirts

6) We will maximise  partnerships and ensure we are joining up any marketing initiatives, particularly with the Hull 2017 team

7) We will refine and develop our 'free ticket offers' to specific performances to encourage new audience members, or encourage people to attend more challenging events

8) City Arts e-newsletter has a large distribution and Hull Dance activities will continue to be featured in this.

9) Hull Dance has a growing core database of key contacts who profile events through their own networks. This programme will see greater buy-in to this from Leeds Dance Partnership, particularly NSCD and Yorkshire Dance.

10) Working closely with Hull and East Riding Dance Hub will ensure that all opportunities are cross-marketed and shared.

11) The Hull Dance Card, which enables Hull dance under-graduates to attend selected performances at a reduced price, will be piloted with other education institutions

Finance

The Finance section will ask you to complete a budget for your activity, and to answer some questions about how you will manage your budget. Please read the Finance section of the guidance carefully before you begin.

Key things to remember about budgets:

- Your budget has to balance (your income needs to be the same as your expenditure).- We expect you to find at least 10% of the total cost of your activity from other sources.- We need to be able to see how you have worked your figures out, so please break them down clearly.- Your budget should be for the total cost of the activity you are applying to do.
It is important to remember that the spending (expenditure) and income for your activity should match.

Please use full pounds only and no pence (for example, '£1,167').

Please check your figures carefully. If you do not fill in this section correctly, we cannot process your application.

Income

On this page you should enter all the cash and in kind income for your activity.

The table at the top of the page is a snapshot of the information you are entering, and will calculate your total income for you as you work. This table is not editable. The table already includes the amount you are requesting from Arts Council England so you do not need to add this.

The details about each item of income that you add will be shown in the list at the bottom of the page. You should make sure that you show how your figures have been calculated in the 'Description' field, for example:

Ticket sales (7 dates @ 60% of 100 capacity x £8 ticket price) £3,360

You should enter all your cash income on this page, as well as any Support in kind you will receive. Please read the Support in kind section of the How to apply guidance for information on how to complete this section.

To add an income line

To add each income line, click the 'Add new item' icon on the left of the screen. To add more than one line of income, use the 'Save and Add another' button.

Income summary

Income heading	% Project value	Amount (£)
Earned income	5.64%	£11,000
Local authority funding	8.21%	£16,000
Other public funding	23.08%	£45,000
Private income	5.13%	£10,000
Income total (cash)	42.05%	£82,000
Support in kind	8.21%	£16,000
Arts Council England Funding	49.74%	£97,000
Income total	100.00%	£195,000

Expected vs confirmed summary

Income heading	% Project income	Amount (£)
Expected	21.43%	£21,000
Confirmed	78.57%	£77,000
Income total	100.00%	£98,000

Please tick the box if you have less than 10% funding from sources other than the Arts Council.

You will need to explain what the exceptional circumstances are that have prevented you from sourcing the minimum 10% partnership funding when you tell us about your approach to raising as much money as you can.

Income heading	Description	Expected or confirmed	Amount
Earned income	Box office and Participant Fees	Expected	£11,000
Local authority funding	Kingston Upon Hull City Council	Confirmed	£16,000
Other public funding	Hull 2017 contribution	Confirmed	£45,000
Private income	Sponsorship	Expected	£10,000
Support in kind	Hull City Council office space two years	Confirmed	£4,000
Support in kind	Arts Development Officer Time	Confirmed	£10,000
Support in kind	Hull City Council Communications Team PR	Confirmed	£2,000

Income details

Income heading: Earned income
Description: Box office and Participant Fees
Expected or confirmed: Expected
Amount (£): £11,000

Income details

Income heading: Local authority funding
Description: Kingston Upon Hull City Council
Expected or confirmed: Confirmed
Amount (£): £16,000

Income details

Income heading: Other public funding
Description: Hull 2017 contribution
Expected or confirmed: Confirmed
Amount (£): £45,000

Income details

Income heading: Private income
Description: Sponsorship
Expected or confirmed: Expected
Amount (£): £10,000

Income details

Income heading: Support in kind

Description: Hull City Council office space two years

Expected or confirmed: Confirmed

Amount (£): £4,000

Income details

Income heading: Support in kind

Description: Arts Development Officer Time

Expected or confirmed: Confirmed

Amount (£): £10,000

Income details

Income heading: Support in kind

Description: Hull City Council Communications Team PR

Expected or confirmed: Confirmed

Amount (£): £2,000

Expenditure

On this page you should enter all the cash expenditure for your activity.

The table at the top of the page is a snapshot of the information you are entering, and will calculate your total expenditure for you as you work. This table is not editable. The table already includes any Support in kind you added on the Income screen so you do not need to add this.

The details about each item of expenditure that you add will be shown in the list at the bottom of the page. You should make sure that you show how your figures have been calculated in the 'Description' field. For example, you should show the number of days and the daily rate for any fees shown.

To add an expenditure line

To add each expenditure line, click the 'Add new item' icon on the left of the screen. To add more than one line of expenditure, use the 'Save and Add another' button.

Spending (expenditure) summary

Expenditure heading	% Project value	Amount (£)
Artistic spending	65.31%	£127,364
Making your work accessible	1.54%	£3,000
Developing your organisation and people	5.90%	£11,500
Marketing and developing audiences	17.33%	£33,786
Overheads	0.00%	£0
Assets - buildings, equipment, instruments and vehicles	0.00%	£0
Other	1.72%	£3,350
Personal access costs	0.00%	£0
Expenditure total (cash)	91.79%	£179,000
Support in kind	8.21%	£16,000
Expenditure total	100.00%	£195,000

Total income (for information): £195,000

Expenditure	Description	Amount
Artistic spending	Artistic Director, includes all office costs and local travel	£14,000
Artistic spending	Assistant Producer	£13,200
Artistic spending	HU1 Programme 3 performances	£12,000
Artistic spending	Contemporary Performance Weekend	£21,664
Artistic spending	Hull Dance Prize	£34,500
Artistic spending	Back to Our Venue programme	£5,000
Artistic spending	Co-commissions Freedom Festival	£5,000

Application submission	Page 22	27/10/2016
------------------------	---------	------------

Artistic spending	Supporting venues with programmed works	£2,000
Artistic spending	Short-term residencies	£6,000
Artistic spending	Graduate Pathways	£6,000
Artistic spending	Venue hire	£2,000
Artistic spending	Expenses Programme Group, Artistic Director and Assistant Producer	£6,000
Making your work accessible	Specialist Print, supported shows	£3,000
Developing your organisation and people	Marketing support programme	£1,000
Developing your organisation and people	Artistic Director, fee includes all office costs and local travel	£10,500
Marketing and developing audiences	Social media and digital	£5,536
Marketing and developing audiences	Film and photography	£6,000
Marketing and developing audiences	Merchandise	£1,300
Marketing and developing audiences	Stepping Stones towards performances	£1,500
Marketing and developing audiences	Flyers and posters design and print	£1,000
Marketing and developing audiences	Artistic Director fee includes all office costs and travel	£5,250
Marketing and developing audiences	Assistant Producer	£13,200
Other	Contingency	£3,350

Expenditure details

Expenditure heading: Artistic spending
Description: Artistic Director, includes all office costs and local travel
Amount (£): £14,000

Expenditure details

Expenditure heading: Artistic spending
Description: Assistant Producer
Amount (£): £13,200

Expenditure details

Expenditure heading: Artistic spending
Description: HU1 Programme 3 performances
Amount (£): £12,000

Expenditure details

Expenditure heading: Artistic spending
Description: Contemporary Performance Weekend
Amount (£): £21,664

Expenditure details

Expenditure heading: Artistic spending
Description: Hull Dance Prize
Amount (£): £34,500

Expenditure details

Expenditure heading: Artistic spending
Description: Back to Our Venue programme
Amount (£): £5,000

Expenditure details

Expenditure heading: Artistic spending
Description: Co-commissions Freedom Festival
Amount (£): £5,000

Expenditure details

Expenditure heading: Artistic spending
Description: Supporting venues with programmed works
Amount (£): £2,000

Expenditure details

Expenditure heading: Artistic spending
Description: Short-term residencies
Amount (£): £6,000

Expenditure details

Expenditure heading: Artistic spending
Description: Graduate Pathways

Amount (£): £6,000

Expenditure details

Expenditure heading: Artistic spending

Description: Venue hire

Amount (£): £2,000

Expenditure details

Expenditure heading: Artistic spending

Description: Expenses Programme Group, Artistic Director and Assistant Producer

Amount (£): £6,000

Expenditure details

Expenditure heading: Making your work accessible

Description: Specialist Print, supported shows

Amount (£): £3,000

Expenditure details

Expenditure heading: Developing your organisation and people

Description: Marketing support programme

Amount (£): £1,000

Expenditure details

Expenditure heading: Developing your organisation and people

Description: Artistic Director, fee includes all office costs and local travel
Amount (£): £10,500

Expenditure details

Expenditure heading: Marketing and developing audiences
Description: Social media and digital
Amount (£): £5,536

Expenditure details

Expenditure heading: Marketing and developing audiences
Description: Film and photography
Amount (£): £6,000

Expenditure details

Expenditure heading: Marketing and developing audiences
Description: Merchandise
Amount (£): £1,300

Expenditure details

Expenditure heading: Marketing and developing audiences
Description: Stepping Stones towards performances
Amount (£): £1,500

Expenditure details

Expenditure heading: Marketing and developing audiences

Description: Flyers and posters design and print

Amount (£): £1,000

Expenditure details

Expenditure heading: Marketing and developing audiences

Description: Artistic Director fee includes all office costs and travel

Amount (£): £5,250

Expenditure details

Expenditure heading: Marketing and developing audiences

Description: Assistant Producer

Amount (£): £13,200

Expenditure details

Expenditure heading: Other

Description: Contingency

Amount (£): £3,350

Finance questions

Please read the Finance section of the How to apply guidance for information on how to complete this section.

Income

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.

We have developed a working relationship with Hull 2017 regarding the Hull Dance programme. Hull Dance 2017-18 has been discussed in detail with Hull 2017 and they have committed £45,000 to the programme.

Box office and participant fees has been calculated from evidence gathered from the present Hull Dance programme

Sponsorship has been calculated from preliminary discussions undertaken with 2017 and potential private sector partners

Expenditure

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

No more than 1500 characters.

Overall responsibility for the financial management of Hull Dance is with the City Arts Unit who have 20 years experience in running projects and managing the budgets.

City Arts is part of Hull City Council, has robust financial procedures in place managed by Corporate Finance

Regular planning meetings will ensure that the budget is on track

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

No more than 1500 characters.

Previous experience means that City Arts and partners in this project are aware of standard fees and costs. We have based proposed activity costs on previous programmes we have managed and discussions have been undertaken with the artists and companies identified in this applications.

We have made allowance in the figures that some costs will rise with inflation such as travel and accommodation

Support in kind

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

No more than 1500 characters.

Hull City Council will provide office and meeting space for Hull Dance. This will include hot desks and access to all equipment and communication systems. We hope that the use of our space will add to increased connectivity between partners and dancers and continue to create stronger relationships and greater understanding of each other's roles.

The Arts Development Officer will also provide substantial hours to supporting the development of Hull Dance over the two years. Currently a third of her role is utilised.

Hull City Council also provides PR support by writing and circulating press releases.

Partners

In this section of the application form we want you to tell us how you will manage your activity. We will ask you to tell us about any other partners involved in the activity, where it will be taking place and how you will manage and evaluate the activity. We will ask you to complete a timeline of the key stages of your activity.

Please read the Management section of the How to apply guidance for information on how to complete this section.


Activity partners

Here we ask you to tell us about any other partners involved in the activity, their role in the project and the status of their involvement.

If your activity involves working with other organisations or partners to support its management and/or delivery, please list them using the tool below.

The table at the bottom of the page will populate with the information you enter about the partners involved in your activity.

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

No  more than 1500 characters.

Hull Dance will be managed by Hull City Council with key partners.

City Arts Unit has previously delivered a Hull Dance programme as a partnership. It has the experience to co-ordinate this and the expertise to ensure that partners work together leading the project through regular meetings. It has vast experience of managing staff, monitoring and evaluating the progress of such arts programmes and will take overall responsibility for it.

Hull New Theatre has experience of hosting national touring dance companies and is currently being refurbished to a higher standard more suitable for dance.

Hull College deliver dance courses at further and higher education levels. They have clear channels of communication with the students and Jackie Goodman has extensive experience of working on partnership projects with arts organisations

Goodwin Trust is one of Hull's largest charities working on projects across the city. It has proven commitment to the arts through the Estate of the Nation programme and extensive experience of partnership working

Hull UK City of Culture 2017 will deliver a major arts programme over next year

with local, national and international partners. From the beginning they have been keen to support Hull Dance and its long term development.

Northern School of Contemporary Dance is one of the leading conservatoires in the country and has a long history of promoting performances and managing projects

Freedom Festival Trust manages a large annual festival and has extensive experience of working in partnership with local organisations

To add a partner

To add a partner and start to create the table, click the 'Add new item' icon on the left of the screen. To add more than one partner, use the 'Save and Add another' button.

Partner name	Main contact	Email address	Role in activity	Confirmed or expected
Hull New Theatre	Janice Wincott	janice.wincott@hcandl.co.uk	venue	Confirmed
Hull College	Jackie Goodman	jackie.goodman@ArtDesignHull...	Venue, support student prog...	Confirmed
Goodwin Trust	Sharon Darley	SDarley@goodwintrust.org	Venue	Confirmed
Hull UK City of Culture 2017	Henrietta Duckworth	henrietta.duckworth@hull2017...	Partner, Advisor, co-marketing	Confirmed
Northern School of Contemporary...	Janet Smith	janet.smith@nscd.org.uk	Regional links including Le...	Confirmed
Freedom Festival Trust	Mikey Martins	mikey@freedomfestival.co.uk	Co-commissioners, artist dev...	Confirmed

Partners details

Partner name: Hull New Theatre
Main contact (if organisation): Janice Wincott
Email address: janice.wincott@hcandl.co.uk
Role in activity: venue
Confirmed or expected: Confirmed

Partners details

Partner name: Hull College
Main contact (if organisation): Jackie Goodman
Email address: jackie.goodman@ArtDesignHull.ac.uk
Role in activity: Venue, support student progression, advisor
Confirmed or expected: Confirmed

Partners details

Partner name: Goodwin Trust
Main contact (if organisation): Sharon Darley
Email address: SDarley@goodwintrust.org
Role in activity: Venue
Confirmed or expected: Confirmed

Partners details

Partner name: Hull UK City of Culture 2017
Main contact (if organisation): Henrietta Duckworth
Email address: henrietta.duckworth@hull2017.co.uk
Role in activity: Funder, Advisor, co-marketing
Confirmed or expected: Confirmed

Partners details

Partner name: Northern School of Contemporary Dance
Main contact (if organisation): Janet Smith
Email address: janet.smith@nscd.org.uk
Role in activity: Regional links including Leeds Dance Partnership, advisor,
Confirmed or expected: Confirmed

Partners details

Partner name: Freedom Festival Trust
Main contact (if organisation): Mikey Martins
Email address: mikey@freedomfestival.co.uk
Role in activity: Co-commisioners, artist development support
Confirmed or expected: Confirmed

Location

We report to local and national government on where funded activity takes place. To help us to do this we ask you to give us information on where your activity will take place.

Please tell us what category your activity falls into, then click 'Save and Next' to tell us where it happens.

Touring activity is that which mainly involves presenting the same artistic programme in a number of different locations.

Non-touring activity is activity that is happening in just one place, in a series of different places (but is not touring) or activity that is not taking place in any specific place, such as online work or a publishing project.

Both touring and non-touring activity is that which involves showing the same work in a number of locations and some non-touring work (eg a tour and some organisational development work).

Type of activity: Non-touring

Is the non-touring activity taking place in one or more specific locations or venues? Yes

Non-touring

Location details

Using the tool below, please enter the location(s) where your non-touring activity is happening. To add a location, click the 'Add new item' icon on the left of the screen. To add more than one location, use the 'Save and Add another' button.

Name of the venue	Local authority
Fruit	Kingston upon Hull, City of
Hull Truck Theatre	Kingston upon Hull, City of
Freedom Festival	Kingston upon Hull, City of
Hull New Theatre	Kingston upon Hull, City of
Humber Street Contemporary Art Gallery	Kingston upon Hull, City of
Wellington Club	Kingston upon Hull, City of
Back to Ours 2017 venues	Kingston upon Hull, City of

Non-touring venue details

Name of the venue or place (e.g. Oneplace Arts Centre): Fruit
Enter postcode: HU1 1TU
No postcode available:
Local authority: Kingston upon Hull, City of
Have you received any advice from this local authority? Yes
Local authority staff: Paul Holloway

Non-touring venue details

Name of the venue or place (e.g. Oneplace Arts Centre): Hull Truck Theatre
Enter postcode: HU2 8LB
No postcode available:
Local authority: Kingston upon Hull, City of
Have you received any advice from this local authority? Yes
Local authority staff: Paul Holloway

Non-touring venue details

Name of the venue or place (e.g. Oneplace Arts Centre): Freedom Festival
Enter postcode: HU1 1TU
No postcode available:
Local authority: Kingston upon Hull, City of
Have you received any advice from this local authority? Yes
Local authority staff: Paul Holloway

Non-touring venue details

Name of the venue or place (e.g. Oneplace Arts Centre): Hull New Theatre

Enter postcode: HU1 3HF

No postcode available:

Local authority: Kingston upon Hull, City of

Have you received any advice from this local authority? Yes

Local authority staff: Paul Holloway

Non-touring venue details

Name of the venue or place (e.g. Oneplace Arts Centre): Humber Street Contemporary Art Gallery

Enter postcode: HU1 1TU

No postcode available:

Local authority: Kingston upon Hull, City of

Have you received any advice from this local authority? Yes

Local authority staff: Paul Holloway

Non-touring venue details

Name of the venue or place (e.g. Oneplace Arts Centre): Wellington Club

Enter postcode: HU3 1TS

No postcode available:

Local authority: Kingston upon Hull, City of

Have you received any advice from this local authority? Yes

Local authority staff: Paul Holloway

Non-touring venue details

Name of the venue or place (e.g. Oneplace Arts Centre): Back to Ours 2017 venues

Enter postcode: HU7 4WR

No postcode available:

Local authority: Kingston upon Hull, City of

Have you received any advice from this local authority? Yes

Local authority staff: Paul Holloway

Activity plan

To give us a clear understanding of how your project will be managed, we would like to know about your planning and preparation to date and to see an outline project plan for your proposed activity. Please read the Management section of the How to apply guidance for information on how to complete this section.

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 ensure that we harness the momentum that has been generated through the Hull Dance programme some initial planning has been undertaken to ensure that the contemporary performance weekend in May is sufficiently planned. Wieke Eringa lead 3 sessions with the co-curatorial group, of local dance artists to identify a theme and long-list of artists. This has now been refined by the Hull Dance Team and initial conversations undertaken with the artists identified in this application.

We have also discussed the involvement of Keyna Paul (Dance Consultant) and Tara McKeown (Apprentice) in the next programme of activity to ensure their commitment and continuity of personnel

Selection of award recipients for JCRP11 takes place in December 2016. We will undertake some planning around residencies with artists who receive financial support through JCRP11

Activity Timeline

Please use the tool below to list the main stages and tasks of the activity from the start date onwards, and to show who will lead on each element of the activity. Please add each activity stage in order. You must enter at least one stage.

To add an activity stage and start to create the table, click the 'Add new item' icon on the left of the screen. To add more than one stage, use the 'Save and Add another' button.

The table at the bottom of the page will populate with the information you enter about the stages of your activity.

Start date	End date	Activity or task details	Task lead
01/02/2017	30/04/2017	Stepping Stone Activities for Contemporary Performance Weekend	Keyna Paul and City Arts Unit
16/02/2017	31/05/2017	contemporary performance weekend preparation and delivery	Keyna Paul and City Arts Unit

20/03/2017	03/09/2017	Graduate Pathway event	Tara McKeown
01/06/2017	30/06/2017	Announce Date for Hull Dance Prize and FF co-commissions	Tara McKeown
01/08/2017	03/09/2017	Hull Dance summer programme	Tara McKeown
09/08/2017	30/11/2017	Select companies and deliver Hull Dance Prize	Keyna Paul and Tara McKeown
15/08/2017	31/10/2017	Short-term residency with sharing performance. Back to Ours venues	Keyna Paul and Tara McKeown
15/08/2017	31/10/2017	HU1 Performance	Keyna Paul and Tara McKeown
01/12/2017	28/02/2018	Performances and events related to Winter Nordic Festival	Keyna Paul and City Arts Unit
14/02/2018	28/02/2018	Back to Ours Performances	Keyna Paul and City Arts Unit
01/03/2018	30/04/2018	Residency and sharing performance	Keyna Paul and Tara McKeown
15/03/2017	02/09/2018	Graduate Pathway event	Tara McKeown
01/04/2018	30/06/2018	Residency and performance events	Keyna Paul and Tara McKeown
01/05/2018	10/08/2018	Announce, recruit and select for Hull Dance Prize and FF co-commissions	Keyna Paul and Tara McKeown
01/06/2018	30/08/2018	Short-term residency with sharing performance	Tara McKeown
10/08/2018	03/09/2018	Hull Dance summer programme	Tara McKeown
15/08/2018	31/10/2018	HU1 Performance	Tara McKeown
15/08/2018	30/11/2018	Hull Dance Prize preparation and delivery	Keyna Paul and Tara McKeown
01/12/2018	18/12/2018	Short-term residency with sharing performance	Tara McKeown
19/12/2018	25/01/2019	Final Evaluation for Hull Dance	City Arts Unit

Activity plan details

Start date: 01/02/2017
End date: 30/04/2017
Activity or task details: Stepping Stone Activities for Contemporary Performance Weekend
Task lead: Keyna Paul and City Arts Unit

Activity plan details

Start date: 16/02/2017
End date: 31/05/2017
Activity or task details: contemporary performance weekend preparation and delivery
Task lead: Keyna Paul and City Arts Unit

Activity plan details

Start date: 20/03/2017
End date: 03/09/2017
Activity or task details: Graduate Pathway event
Task lead: Tara McKeown

Activity plan details

Start date: 01/06/2017
End date: 30/06/2017
Activity or task details: Announce Date for Hull Dance Prize and FF co-commissions
Task lead: Tara McKeown

Activity plan details

Start date: 01/08/2017

End date: 03/09/2017

Activity or task details: Hull Dance summer programme

Task lead: Tara McKeown

Activity plan details

Start date: 09/08/2017

End date: 30/11/2017

Activity or task details: Select companies and deliver Hull Dance Prize

Task lead: Keyna Paul and Tara McKeown

Activity plan details

Start date: 15/08/2017

End date: 31/10/2017

Activity or task details: Short-term residency with sharing performance.
Back to Ours venues

Task lead: Keyna Paul and Tara McKeown

Activity plan details

Start date: 15/08/2017

End date: 31/10/2017

Activity or task details: HU1 Performance

Task lead: Keyna Paul and Tara McKeown

Activity plan details

Start date: 01/12/2017

End date: 28/02/2018

Activity or task details: Performances and events related to Winter Nordic Festival

Task lead: Keyna Paul and City Arts Unit

Activity plan details

Start date: 14/02/2018

End date: 28/02/2018

Activity or task details: Back to Ours Performances

Task lead: Keyna Paul and City Arts Unit

Activity plan details

Start date: 01/03/2018

End date: 30/04/2018

Activity or task details: Residency and sharing performance

Task lead: Keyna Paul and Tara McKeown

Activity plan details

Start date: 15/03/2017

End date: 02/09/2018

Activity or task details: Graduate Pathway event

Task lead: Tara McKeown

Activity plan details

Start date: 01/04/2018
End date: 30/06/2018
Activity or task details: Residency and performance events
Task lead: Keyna Paul and Tara McKeown

Activity plan details

Start date: 01/05/2018
End date: 10/08/2018
Activity or task details: Announce, recruit and select for Hull Dance Prize and FF co-commissions
Task lead: Keyna Paul and Tara McKeown

Activity plan details

Start date: 01/06/2018
End date: 30/08/2018
Activity or task details: Short-term residency with sharing performance
Task lead: Tara McKeown

Activity plan details

Start date: 10/08/2018
End date: 03/09/2018
Activity or task details: Hull Dance summer programme
Task lead: Tara McKeown

Activity plan details

Start date: 15/08/2018
End date: 31/10/2018

Activity or task details: HU1 Performance

Task lead: Tara McKeown

Activity plan details

Start date: 15/08/2018

End date: 30/11/2018

Activity or task details: Hull Dance Prize preparation and delivery

Task lead: Keyna Paul and Tara McKeown

Activity plan details

Start date: 01/12/2018

End date: 18/12/2018

Activity or task details: Short-term residency with sharing performance

Task lead: Tara McKeown

Activity plan details

Start date: 19/12/2018

End date: 25/01/2019

Activity or task details: Final Evaluation for Hull Dance

Task lead: City Arts Unit


Risk

For applications of over £50,000 we ask you to identify the main risks that could affect the successful delivery of your activity.

After identifying each risk, you should give each risk a rating of major, moderate or minor. This rating should relate to the impact of each risk on the activity if it were to occur.

Using the tool below, please list the main risks to the activity and identify the actions you will take to mitigate these risks (what you will do if these issues occur). You must enter at least one risk.

To add a risk and start to create the table, click the 'Add new item' icon on the left of the screen. To add the next risk, use the 'Save and Add another' button.

Risk factor	Impact rating	Action to mitigate
Low audience numbers	Moderate	Mentoring already in place to assess and learn from current media plan. Work with venues and espe...
Dancers don't invest region...	Major	Interest already in place with regional and national partners. Local and growing regional interes...
Staff investment is lost if. 	Moderate	Agreements in place and interest established.
Lose a partnership venue	Minor	Interest established and agreements will be put in place.
Sponsorship not achieved	Moderate	Working with Hull 2017 expertise to achieve this

Risk details

Risk factor: Low audience numbers
Impact rating: Moderate
Action to mitigate: Mentoring already in place to assess and learn from current media plan. Work with venues and especially Hull 2017 marketing team to reach new audiences.

Risk details

Risk factor: Dancers don't invest regionally and nationally
Impact rating: Major
Action to mitigate: Interest already in place with regional and national partners. Local and growing regional interest in place. Hull 2017 offers increased interest and this programme has been planned with them.

Risk details

Risk factor: Staff investment is lost if a staff member leaves
Impact rating: Moderate
Action to mitigate: Agreements in place and interest established.

Risk details

Risk factor: Lose a partnership venue
Impact rating: Minor
Action to mitigate: Interest established and agreements will be put in place.

Risk details

Risk factor: Sponsorship not achieved
Impact rating: Moderate
Action to mitigate: Working with Hull 2017 expertise to achieve this

Evaluation

Please briefly tell us how you plan to monitor the progress of your activity and to evaluate your achievements throughout the activity. If we give you a grant, we will ask you to evaluate your work and fill in an activity report form at the end of your activity. Please read the Management section of the How to apply guidance for information on how to complete this section.

Please briefly describe your plans to evaluate this activity:

No more than 1500 characters.

All events in the programme will be evaluated. The evaluation process will be appropriate for the event usually involving on-going monitoring and end of project feedback from all partners and as many participants as wish to take part. We will work with Hull 2017 to help improve and implement our systems and also feature as part of their analysis.

The Hull 2017 new unified box office system will mean that meaningful data can be extracted about ticket sales, attendance and audience information for the individual events included in the Hull Dance Programme. We will use this data to inform our programming decisions.

We will also implement audience monitoring surveys at all events in line with the Hull 2017 model.

Key initiatives such as Hull Dance Prize and the Contemporary Performance weekend will have a more substantial evaluation process relating to the framework developed by Hull 2017. Feedback will be collected through a range of quantitative and qualitative methodologies targeting stakeholders and members of the public. Methods used will include, semi-structured interviews, focus groups, audience surveys (polls/vox pops) media and social media reports alongside box office data. A short evaluation document will be produced for these events.