**Draft Dolly Parton Management Briefing**

We would like to invite Dolly Parton to Hull in Yorkshire.

She is an amazingly inspiring figure who has lifted herself out of poverty to achieve a profile of legendary status across the world. She has then used her wealth and influence to improve the lives of others, especially children – and this is a key reason to visit Hull.

Her considerable charitable efforts, particularly in the area of literacy, have been primarily realised through her Dollywood Foundation and the Imagination Library that was inspired by her late father, who we understand was unable to read.

With this unique background we feel that the presence of Dolly Parton in Hull in 2017 would have an incredibly positively impact on the lives of millions of people.

**Why Hull?**

* Hull has some of the worst literacy levels and has the third highest levels of deprivation in the United Kingdom (UK). Poor health is a particularly serious issue.
* People in local communities can be excluded from many activities due to health, access and resource barriers. They can also feel that these activities are no longer important or relevant to them.
* Music, in particular singing and Karaoke, is very popular in Hull and musicians and songwriters are held in high regard. Hull has a proud modern history of innovative music making and the Garnett’s, a family from the local community, recently did remarkably well on the Britain’s Got Talent TV programme.
* Hull has an award-winning and purpose built music centre for young people in the city centre. The Albermale hosts dozens of aspiring musicians each week.
* Speak to Michelle - Hull’s Library Service now runs regular campaigns such as the Summer Reading Challenge to effectively raise standards of literacy in the city.
* Despite significant challenges - and against the odds - in 2013, Hull secured the prestigious status of UK City of Culture. Now all eyes are on what transformation will take place in the city and in making sure children continue to foster their love of reading.
* The people of Hull are committed to delivering 365 days of high profile, transformative culture that will not only engage with local communities but will also appeal to the whole nation.
* ...We believe that Dolly Parton in Hull is pivotal to the integrity of the children’s literacy programme next year*... Not that*.

**Hull 2017 UK City of Culture**

* Hull is hosting UK City of Culture in 2017 which means that it will be the stage for many of the country’s major cultural events, such as The Turner Prize.
* The Director-General of the BBC, Tony Hall said: “The BBC is going to be unashamedly ‘Hull-centric’ in 2017. We are really looking forward to working with the city to create something very special for audiences across the UK and around the world.”
* Literacy & Literature is crucial within the 2017 programme with several significant literary events and festivals already in the diary. These include establishing Hull’s first Children’s Literature Festival, Word on the Street working with Firm of Poets, Shelf Life, Writers Squad, Untold Stories, Networked Narratives, Head in a Book, First Story, reading Rooms working with The Verbal and Hull Rising in partnership with the University of Hull. A major Larkin exhibition will also take place at the University in 2017.
* The major announcement of the next Children’s Laureate may move from London to Hull in 2017.

What next...?

Ben McKnight add some bits...?

Princess Royal mention?