

Introduction

Grants for the arts

Grants for the arts is our Lottery-funded grant programme for individuals, arts organisations and other people who use the arts in their work. Grants are available for activities carried out over a set period and which engage people in England in arts activities and help artists and arts organisations in England carry out their work.

The application form asks you a series of questions about different parts of your project including artistic quality, public engagement, management and finance. This gives us information about you, the project you are applying for and your budget. We will use the information you give us in your application form to decide whether we will offer you a grant.

The next three screens are autofilled with information you have already provided. The purpose of these is for you to ensure the information is correct. If you need to make any amendments, you will need to go back to the applicants section and make amendments to your applicant profile.

Throughout the application portal, any items marked * must be completed.

Any free text boxes have a strict word limit. Please stick to this word limit as any additional text will be automatically deleted.

If at any time you would like to contact us, click contact us in the left menu bar for contact information.

Good luck with your application and save often.

Applicant details

Applicant name: Wrecking Ball Press
Applicant number: 50487294
Applicant type: Organisation
What is your organisation's legal name? Wrecking Ball Press
What name is your bank account registered in? Wrecking Ball Press
Please give any other names your organisation uses:
Which option most closely describes your organisation? Arts organisation
Which option most closely describes your organisation's status? Partnership or consortium
Which category most closely describes your organisation? Professional organisation
Are you a registered charity? No
Main art form: Literature
Are you based within the European Union? Yes

Address information

Non-UK address or address not found:

Address name or number: Danish Buildings 44-46,

Street: High Street

Locality:

Town / city: HULL

Postcode: HU1 1PS

Main contact number: 07960 794823

Email address: editor@wreckingballpress.com
**(Organisation email address
if applicant is an organisation)**

Website address: <http://www.wreckingballpress.com>

Fax number:

Your contact information

Contact type	Main contact	First name	Last name	Primary contact number	Email
Grant administrator	Yes	Shane	Rhodes	07960 794823	editor@wreckingba ...

Contact details

Contact type: Grant administrator

Is this the main contact for the applicant?

First name: Shane

Middle name:

Last name: Rhodes

Position: Director/Editor

Primary contact number: 07960 794823

Alternate contact number:

Mobile phone number: 07960 794823

Email address: editor@wreckingballpress.com

Fax number:

Financial background

In what year was your organisation formed? 1997

What is your organisation's company number?
(if applicable)

What was your organisation's income in the last full financial year? (£) £120,000

If you are a new organisation, please estimate your income for the first year.

Estimate

Advice received

Advice from Arts Council England

Have you received any advice from the Arts Council? Yes

Website: Information sheets, How to apply guidance

Event:

Advice from Customer Services: By phone

Name of the member of staff (if known):

Advice from a member of staff in an Area office (a Relationship Manager or Assistant): In person, In writing, By phone

Name of the member of staff (if known): Stephen May

Advice from other sources

Have you received advice from other sources (excluding local authorities)? No

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 new four day Poetry Festival, Everything To Be Said, delivered by Wrecking Ball Press and the BBC as part of Hull City of Culture and the 2017 Humber Mouth.

From 28 September to 1 October, we will curate a festival of poetry and performance in Hull and across R1/1Xtra, Radio 2, Radio 3, Radio 4, 6 Music, BBC Four, BBC Arts Online BBC Look North, BBC Radio Humberside and The Space. We will also connect with mainstream shows such as Today and The One Show.

The centrepiece will be the Hull17, 17 poets, some working with other artists, producing 17 pieces of new work. The poets and their collaborators will be resident in Hull for the whole of the festival to perform, take part in discussions and offer workshops.

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 manage your activity. For example, payment for a sign language interpreter to help you manage your activity. To find out more about personal access costs please read the Expenditure section of the How to apply guidance.

Please tell us the total amount you are requesting from us, including any personal access costs (£): £99,336

To find out if you are eligible for personal access costs to help manage your activity please refer to the section headed 'Access' in the 'How to apply' guidance.

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 religious reasons? No

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**

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your application.
We need twelve weeks to process applications for over £15,000.

Activity start date: 14/11/2016

Activity end date: 30/10/2017

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.

Founded in 1997 Wrecking Ball Press is an independent, international publisher of cutting edge poetry and prose including writers like Dan Fante, Celeste Doaks, Ben Myers and Eva Salzman. We also produce Head In A Book – a monthly live literature event bringing major writers to Hull and providing a platform for home-grown and emerging talent, guests have included William Letford, Andy Dawson, Tracey Thorn, Tishani Doshi, Niall Griffiths, Eva Dolan, Emma Unsworth, Ivana Milankov, Matt Haig, Nicholas Lezard.

Since 2012, WBP/Shane Rhodes has programmed and delivered the Humber Mouth Literature Festival with Hull City Council Arts Unit. guests have included James Kelman, Chuck Palahniuk, Carol Ann Duffy, Julian Cope, Helen Walsh and Karen Solie.

The BBC's promotion and development of poetry has included:

The Verb: Radio 3's cabaret of the word, featuring poetry, new writing and performance, hosted by Ian McMillan.

Verb New Voices was created by ACE, the BBC and New Writing North to develop & mentor new poets.

CBeebies Poetry Pie: Pre-school fun featuring a cast of animated creatures in a magical world of poetry.

Words First: regional workshops and performances with partners across the UK to seek out aspiring spoken-word artists.

Poetry Please: is a weekly Radio4 programme in which listeners' requests are read by actors, presented by Roger McGough.

Front Row: BBC Radio 4's flagship arts magazine on the world of arts, literature, film, media and music.

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

No more than 1500 characters.

A brand new poetry festival, Everything To Be Said, in Hull City of Culture 28th Sept-1st Oct 2017 to mark Humber Mouth's 25th anniversary.

4 days of BBC flagship programmes focused on poetry recorded in/broadcast from Hull on R1/1Xtra, Radios 2, 3, 4, 6 Music, BBC Four, BBC Arts Online, Look North, Radio Humberside and The Space.

Poetry as the focus of arts programmes and built into non-arts programmes like Today & The One Show and drawing on BBC Online, Learning, Archives, the Philharmonic and the Writers Room.

National Poetry Day will move to 28.09, Humber Mouth will move from November to root the festival locally and, with the City of Culture, provide local delivery infrastructure, an outreach programme, community events.

We will commission The Hull 17 - 17 poets, 17 new pieces, half in collaboration with artists from other arts forms, all featured in festival events & broadcasts, all 17 resident in Hull for the festival, giving workshops, readings & performances.

With the BBC we will:

reach a wider more diverse audience than any UK poetry festival

create 17 new collaborations for page poets, spoken word artists, lyricists, performance artists, pushing them beyond their comfort zone ie. Louise Wallwein with musician Jaydev Mistry

create a national platform for discussions & debates about contemporary poetry

reinvigorate Hull as 'the most poetic city in England' (Peter Porter) building on the legacy of Marvell, Motion, Dunn, Stevie Smith & Bloodaxe's A Rumoured City

showcase Hull poets like Peter Didsbury, Dean Wilson, Forward Prize commended Andy Fletcher & Peter Knaggs beside national & international Poets Tishani Doshi, Ivana Milankov.

create a BBC poetry festival which will return to Hull in 2019 & the next COC 2021.

No more than 1500 characters.

Why is this activity important for your artistic development?

No more than 1500 characters.

The festival offers an unprecedented opportunity to develop writing, reading & live literature in Hull & East Yorkshire between now, through the 2017 City of Culture & beyond to 2019.

For Wrecking Ball/Humber Mouth the festival will enable us to:
create a significant body of commissioned work with a wider range of writers and artists than previously possible

build on current partnerships in Hull and the region and take the opportunity to work with new partners, the BBC, City of Culture, the British Council, First Story, Apples and Snakes, Spread the Word, Forward and National Poetry Day

Develop our international links in Poland, Rotterdam, Reykjavik, Aarhus and the Caribbean

Raise our profile nationally and internationally, enabling us to attract higher profile writers

Curate a programme that embraces the mainstream as well as being challenging and unusual

Provide a national and international profile for Wrecking Ball books and writers

Develop our audiences for future Humber Mouth and Head in a Book activities

Develop the capacity of the organisation in terms of production, FOH, marketing and outreach

Establish Hull as an attractive destination for literature lovers.

For the BBC the festival and Arts Council England's involvement will enable them to:

Offer 17 new commissions without current broadcasting and editorial restrictions, to be produced during the festival

Develop its role as a creative player within the poetry ecology

Engage with City of Culture 2017 and future Cities of Culture

Build high profile event and broadcast activity on local and regional audience development and outreach work with schools, colleges and communities

Create new audiences for current programmes and archival resources (films/recordings etc)

No more than 1500 characters.

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.

With the demise of some long standing poetry festivals such as Aldeburgh there is a gap for a new, innovative, festival with an appeal to a wider audience. This festival has the ambition to offer something brand new:

a major new festival with new work and resident poets at its heart

a national broadcaster collaborating with a local infrastructure to create a national audience for new and regional work and bringing national and

international poets into the local ecology

a new relationship between the BBC and the City of Culture designation.

The festival will have a significant impact on the regional literature sector by:

Raising public awareness of Hull's past and present contribution to literature

Inspiring new local writers and promoting new and emerging talent to readers in the region and beyond

Developing Humber Mouth's capacity and developing a major literature festival in the east of the region to complement Ilkley, Bradford and Off the Shelf.

With the commitment beyond 2017, this collaboration will have a significant impact on Hull's cultural offer by:

Enhancing the profile and status of Hull as a city with a vibrant and innovative cultural sector (an objective of the City Plan) leading to a positive impact on the economy of Hull and the surrounding area.

Creating opportunities for further collaboration and developing new international and inter-artform partnerships.

Working in new partnerships increases the potential for co-commissioning and new business models and make future activity more sustainable

Using writer development and commissions to support new work and create a legacy of new talent and raise our profile as a city where things are made and enjoyed, not just imported and occasionally exported.

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
Hollie McNish	one of Hull 17	Expected	Hollie McNish performs across the UK as well as abroad, with previous tours and residen...
William Letford	one of Hull 17	Expected	William Letford has worked as a roofer, on and off, since he was fifteen years old. He ...
Louise Wallwein	one of Hull 17	Confirmed	Louise Wallwein is a Poet, Performer, Playwright and Filmmaker who has a reputation as ...
Jacob Polley	one of Hull 17	Confirmed	Measured, musical and understated, Jacob Polley's poems delve deep into the elemental, ...
Zena Edwards	one of Hull 17	Expected	Zena Edwards is a poet and performer who uses song, movement and global influences as a...
Byron Vincent	one of Hull 17	Expected	One of BBC poetry season's New Talent Choices, Byron Vincent is a regular at the nation...
Patience Agabi	one of Hull 17	Expected	Patience Agbabi is a poet much celebrated for paying equal homage to literature and per...
Ramsey Nasr	one of Hull 17	Expected	Ramsey Nasr is a Dutch author and actor of mixed descent, half Palestinian, half Dutch....
Shariff Nasr	one of Hull 17	Expected	Shariff Nasr is a director, film maker from Rotterdam who gets inspired by emotions we ...

Artists

Artist's name: Hollie McNish
Role in activity: one of Hull 17
Confirmed or expected: Expected
Artist's website: <https://holliepoetry.com>

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

Hollie McNish performs across the UK as well as abroad, with previous tours and residencies in Belgium, Australia, France and Portugal, and for the British Council in Latvia and Poland. She was the UK Slam poetry champion 2009, through which she represented the UK in the Slam du Monde finals in Paris, coming 3rd behind the USA and Canada. She now runs Cambridgeshire's youth poetry slam for young people ages 12 – 25.

As well as poetry performances, Hollie runs poetry workshops and recitals for schools, youth centres, charities and more around the country through her poetry education organisation, Page to Performance.

Artists

Artist's name: William Letford
Role in activity: one of Hull 17
Confirmed or expected: Expected
Artist's website:

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

William Letford has worked as a roofer, on and off, since he was fifteen years old. He has received a New Writer's Award from the Scottish Book Trust and an Edwin Morgan Travel Bursary which allowed him to spend three months in the mountains of northern Italy helping to restore a medieval village. He has an M.Litt in Creative Writing from the University of Glasgow.

Artists

Artist's name: Louise Wallwein
Role in activity: one of Hull 17

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:

Louise Wallwein is a Poet, Performer, Playwright and Filmmaker who has a reputation as an explosive artist. Work includes an award winning legendary one-woman show on the wing of a WW11 Shackleton aircraft in Manchester. Since then she has had worked produced by Contact, The Royal Exchange, Sydney Opera House, Red Ladder, Sheffield Crucible and BBC Radio 3 and 4, She has worked locally and internationally, deploying her skills as a poet to connect people to their voices. International residencies include being Poet in Residence of Queensland and Writer in Residence at the University of Manitoba Winnipeg, Canada.

Artists

Artist's name: Jacob Polley

Role in activity: one of Hull 17

Confirmed or expected: Confirmed

Artist's website: <http://jacobpolley.com>

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

Measured, musical and understated, Jacob Polley's poems delve deep into the elemental, the eerie and the unstable. Whether conjuring a crow from the Biblical tale of Cain's murder of Abel, his gloves "set alight" and "blackened into life", or simply in figuring a jar of honey as "the sun, all flesh and no bones", his writing affirms a unique sensibility at work.

He was poet-in-residence at the Wordsworth Trust in 2002, the same year he won an Eric Gregory Award. During this time, he completed his first collection of poems, *The Brink* (2003), a Poetry Book Society Choice that was shortlisted for the T.S. Eliot Prize. Critics were swift to praise its subtle lines and inventive images; what the Guardian described as "a certain cutback virtue."

Artists

Artist's name: Zena Edwards

Role in activity: one of Hull 17

Confirmed or expected: Expected

Artist's website: <http://www.applesandsnakes.org/page/84/poets/2>

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

Zena Edwards is a poet and performer who uses song, movement and global influences as a jump-off for her words.

She defines the fusion of poetry and music by including traditional African-instrumentation (the Kalimba and Kora) and new technology, to create her own sound tracks for her poems and stories, producing a body of work that reaches culturally and generationally diverse audiences on an international level. She fuses Jazzy Hip-Hop grooves, heavily influenced by her world music collaborations, with South African musicians including Pops Mohamed, one of her most important mentors.

Artists

Artist's name: Byron Vincent

Role in activity: one of Hull 17

Confirmed or expected: Expected

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

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

One of BBC poetry season's New Talent Choices, Byron Vincent is a regular at the nation's most prestigious literary and music festivals. He has performed several times on television and national radio, including Channel 4's Random Acts, Radio 4's Bespoken Word and BBC 3's The Verb. He recently wrote and narrated his own show 'Hell Is Other People' a self help guide to social anxiety for Radio Four. His first collection Barking Doggerel was released May 2010 by Nasty Little Press. He was co-founder, compere, producer and programmer for one of The UK's most highly regarded Spoken Word nights at The Bristol Old Vic.

Artists

Artist's name: Patience Agabi

Role in activity: one of Hull 17

Confirmed or expected: Expected

Artist's website: https://en.wikipedia.org/wiki/Patience_Agabi

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

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Patience Agbabi is a poet much celebrated for paying equal homage to literature and performance. Born in London to Nigerian parents and fostered in a white English family in North Wales, her work moves fluidly and nimbly between cultures, dialects, voices; between page and stage. She has toured extensively in the UK and abroad with the British Council. From 2002 to 2005 Agbabi lectured in Creative Writing at Greenwich, Cardiff and Kent Universities and for 20 years has facilitated writing workshops in comprehensive and public schools.

Her work is musical in every sense, attuned as much to the punning and political immediacy of the rhythms of rap and dub, as it is to traditional forms like the sonnet, sestina and Chaucer's rime royale. A self-proclaimed 'poetical activist', Agbabi says she wrote her first largely autobiographical book, R.A.W., to right the wrongs of the world.

Artists

Artist's name: Ramsey Nasr
Role in activity: one of Hull 17
Confirmed or expected: Expected
Artist's website: <http://rotterdamiloveyou.com/film/how-to-make-poetry-sexy-again/>

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

Ramsey Nasr is a Dutch author and actor of mixed descent, half Palestinian, half Dutch.
He was appointed Dichter des Vader (Poet Laureate) between January 2009 and January 2013.
Ramsey will be narrating his poems to accompany a series of short films directed by Sharif Nasr.

Artists

Artist's name: Shariff Nasr
Role in activity: one of Hull 17
Confirmed or expected: Expected
Artist's website: <http://rotterdamiloveyou.com/film/how-to-make-poetry-sexy-again/>

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

Shariff Nasr is a director, film maker from Rotterdam who gets inspired by emotions we try to hide or ignore and social problems to which we close our eyes. As an explorer of artistic expression, he will hunt around to the very borders of a city to find those untold stories.

How do you bring poetry to the attention of new audiences? By reciting poems of 20 of the greatest poets in history and adding a visual interpretation to it.

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	63	42
Participants	1,200	2
Audience (live)	8,000	4,500
Audience (broadcast, online, in writing)	25,000,000	5,000
Total	25,009,263	9,544

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	17
Period of employment for artists (in days)	118
Number of performance or exhibition days	4
Number of sessions for education, training or participation	60

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.

Our programme will be inclusive & celebratory promoting literature that connects to the everyday. We will engage poetry readers & those still to be persuaded.

The H M has widened participation in Hull by presenting an eclectic programme of writers & musicians in an informal way.

The BBC will reach a local & national audience.

Engagement with local communities will take place through events & interactive activities outside the city centre, inspiring new ways to connect with verse.

Our experience of promoting poets shows that when the choice is right & the promotion in place we can reach a new audience. The success of anthologies such as Bloodaxe's Staying Alive & BBC programmes such as Poetry Please illustrate what the BBC as national media partner can bring to a regional event.

We have identified the following target groups:

The existing Humber Mouth audience (3500 in 2015) who will attend our core programme.

The wider festival/event attending audience in Hull & the surrounding area who will be attracted by the 2017 & BBC involvement, & the events to be broadcast involving high profile writers & star name performers.

Four national audiences: poetry listeners to programmes such as The Verb and Poetry Please, the BBC's wider cultural audience who listen to programmes such as With Great Pleasure and Front Row, non poetry readers who listen to Today or watch The One Show, children watching shows like CBeebies Poetry Pie.

Students engaging in workshops with University of Hull & through our broadcast hub at Hull College.

Schools, parents, young people through partnership with First Story and The Writing Squad.

Community groups through outreach activities with Spread the Word, Goodwin

Centre & the re-formed Roots & Wings.

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.

Through our new partnerships with the BBC, 2017 and National Poetry Day, & the added value this brings existing partnerships with Hull City Arts, Hull Libraries and other regional cultural partners, we have a unique opportunity to increase our audiences at events and raise national awareness of Hull as The Poetry City.

Marketing and communications will be co-ordinated by our Humber Mouth Freelance Marketeer working closely with 2017's Marcomms Team and the BBC Press Office.

We have identified the following target groups:

The existing Humber Mouth audience.

The wider festival/event attending audience in Hull and the surrounding area.

Four national audiences: committed poetry listeners, the BBC's wider cultural audience, non poetry reading listeners, CBeebies viewers.

Students in Hull.

Schools, parents and young people in Hull and the surrounding area.

Community groups in Hull.

We will reach them through:

Print...

Humber Mouth will produce 30,000 leaflets, increasing our distribution area from Yorkshire and the South Bank, to include the Greater North, and more intensively through libraries in Hull.

The festival will be promoted in three City of Culture brochures from February - September 2017.

50 posters for each event distributed in venues throughout the city and in libraries schools & colleges.

25 Decaux displays for two weeks prior to festival (90k impacts per poster).

Programmes broadcast from the festival will be in The Radio Times & other TV/Radio listing publications.

Online...

Humber Mouth will create a dedicated website for the festival which will be

supported by dedicated parts of the City of Culture 2017, National Poetry Day & BBC Online.

The festival will be featured regularly in Hull City Arts Unit fortnightly newsletter.

Programmes broadcast from the festival will be included in online listings.

The Humber Mouth will employ a blogger for the duration of the festival.

City of Culture will provide online ticketing for all events.

Social Media ...

Between us we have a substantial reach on Twitter to exploit through a co-ordinated campaign: The Humber Mouth/Wrecking Ball (2438), Hull Libraries (8572), National Poetry day (26.6k), City of Culture (38.8K) and presenters of included programmes e.g.. Ian McMillan (30.6K) and Stuart Maconie (102K).

On air...

Although the BBC cannot advertise the festival per se, programmes broadcast from the festival and the festival brand will be trailed within programmes and in channel trailers.

Community Outreach...

To reach people through our outreach projects we will work with City of Culture's Audience Engagement Officer & Outreach & Education Team, to build on existing partnerships with Hull Libraries, First Story, The Goodwin Centre, Hull College of Art & Design, University of Hull, Spread the Word and The Writing Squad.

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	0.00%	£0
Local authority funding	0.00%	£0
Other public funding	64.01%	£241,561
Private income	0.00%	£0
Income total (cash)	64.01%	£241,561
Support in kind	9.67%	£36,500
Arts Council England Funding	26.32%	£99,336
Income total	100.00%	£377,397

Expected vs confirmed summary

Income heading	% Project income	Amount (£)
Expected	0.00%	£0
Confirmed	100.00%	£278,061
Income total	100.00%	£278,061

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
Other public funding	BBC	Confirmed	£198,061
Other public funding	City of Culture 2017	Confirmed	£43,500
Support in kind	Hull 2017 Tech & Ops Team Liaison 10 days Tech Dir/Dept, PM & Evt M...	Confirmed	£8,000
Support in kind	Hull 2017 Artistic Liaison Support 8 days @ 250	Confirmed	£2,000
Support in kind	Hull 2017 Producer 25 days @ 400	Confirmed	£10,000
Support in kind	Hull 2017 Digital & Marketing Team 25 days @ 250	Confirmed	£6,250
Support in kind	Hull 2017 Digital & Marketing Team 25 days @ 250	Confirmed	£2,500
Support in kind	Hull 2017 Community Engagement Team Liaison 10 days @ 250	Confirmed	£2,500
Support in kind	Hull 2017 Venue Specific Event Dressing - banners Pop-ups	Confirmed	£3,000
Support in kind	Hull 2017 Filming & Photography of events 4 days @ £500	Confirmed	£2,000
Support in kind	Hull 2017 Brand Architecture & Protocols Delivery 1 day @ 250	Confirmed	£250

Income details

Income heading: Other public funding
Description: BBC
Expected or confirmed: Confirmed
Amount (£): £198,061

Income details

Income heading: Other public funding
Description: City of Culture 2017
Expected or confirmed: Confirmed
Amount (£): £43,500

Income details

Income heading: Support in kind
Description: Hull 2017 Tech & Ops Team Liaison 10 days
Tech Dir/Dept, PM & Evt Mgr @ £800
Expected or confirmed: Confirmed
Amount (£): £8,000

Income details

Income heading: Support in kind
Description: Hull 2017 Artistic Liaison Support 8 days @ 250
Expected or confirmed: Confirmed
Amount (£): £2,000

Income details

Income heading: Support in kind
Description: Hull 2017 Producer 25 days @ 400
Expected or confirmed: Confirmed
Amount (£): £10,000

Income details

Income heading: Support in kind
Description: Hull 2017 Digital & Marketing Team 25 days @ 250
Expected or confirmed: Confirmed
Amount (£): £6,250

Income details

Income heading: Support in kind
Description: Hull 2017 Digital & Marketing Team 25 days @ 250
Expected or confirmed: Confirmed
Amount (£): £2,500

Income details

Income heading: Support in kind
Description: Hull 2017 Community Engagement Team Liaison 10 days @ 250
Expected or confirmed: Confirmed
Amount (£): £2,500

Income details

Income heading: Support in kind
Description: Hull 2017 Venue Specific Event Dressing - banners Pop-ups
Expected or confirmed: Confirmed
Amount (£): £3,000

Income details

Income heading: Support in kind
Description: Hull 2017 Filming & Photography of events 4 days @ £500
Expected or confirmed: Confirmed
Amount (£): £2,000

Income details

Income heading: Support in kind
Description: Hull 2017 Brand Architecture & Protocols Delivery 1 day @ 250
Expected or confirmed: Confirmed
Amount (£): £250

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	72.23%	£272,592
Making your performance accessible	1.32%	£5,000
Developing your organisation and people	0.00%	£0
Marketing and developing audiences	9.25%	£34,900
Overheads	0.00%	£0
Assets - buildings, equipment, instruments and vehicles	0.00%	£0
Other	7.53%	£28,405
Additional access or support cost you need to manage the activity	0.00%	£0
Expenditure total (cash)	90.33%	£340,897
Support in kind	9.67%	£36,500
Expenditure total	100.00%	£377,397

Total income (for information): £377,397

Expenditure	Description	Amount
Artistic spending	2017 Pre- Festival Audience Development Commissions 6 x 1000	£6,000
Artistic spending	2017 Pre-Festival 6 month poet residency @4000	£4,000
Artistic spending	15 x Hull 17 Commissions @ 2000	£30,000
Artistic spending	Hull 17 Collaborating Artists x 10 @ 1000	£10,000
Artistic spending	Production & Materials x 15 @ 850	£12,750
Artistic spending	British Council Caribbean Slam Poets 3 commissions @ £2k	£6,000

Artistic spending	Slam Int & local Travel; Accom & Subsistence @ £1200 Visas £400	£4,000
Artistic spending	Local poets @ Kardomah x 9 x 500	£4,500
Artistic spending	Kardomah Hire 3day @ 750	£2,250
Artistic spending	Arts College Venue Hire 6 x £1000	£6,000
Artistic spending	Venue AV/Lighting/Dressing	£10,000
Artistic spending	Venue security/stewarding/health & safety	£9,000
Artistic spending	Outside Broadcast vans, team, equipment	£26,600
Artistic spending	BBC Editorial & Production Staff 12 wks x 4 people (rates vary)	£47,206
Artistic spending	Kicker Funded Production Manager for BBC Venue	£25,000
Artistic spending	Hull 17 Poets Travel & 5 days Accommodation 17 @ 780	£13,260
Artistic spending	Hull 17 Collaborating Artists Travel & 4 days Accommodation 10 @ 644	£6,440
Artistic spending	BBC Crew Accommodation and subsistence	£12,590
Artistic spending	Hull 17 Artists Per Diems 84 x 30	£2,520
Artistic spending	In venue catering for artists and crew	£9,000
Artistic spending	Hull 17 Travel in Hull 17 x 2 x 14	£476
Artistic spending	Outreach 20 days @ 200	£4,000
Artistic spending	ETBS/Humber Mouth Producer 90 days 30K pr	£10,500
Artistic spending	Producer Expenses	£500
Artistic spending	BBC Production office 6 months @ 500es	£3,000
Artistic spending	Wrecking Ball delivery 20 days @ 350	£7,000
Making your performance accessible	8 x interpreted performances @ £500	£4,000
Making your performance accessible	Translated/specialist materials; Audience Liaison	£1,000
Marketing and developing audiences	Extra marketing to Humber Mouth brochures (30000)	£3,000
Marketing and developing audiences	Extra marketing to Humber Mouth distribution to inc. greater north	£1,500
Marketing and developing audiences	BBC Audience Services and Marketing	£8,400
Marketing and developing audiences	BBC Social Media & Website Producer 20 days @ 250	£5,000
Marketing and developing audiences	2017 festival dedicated print, local & regional advertising	£12,000
Marketing and developing audiences	Specialist PR Bolton Quinn/Cornershop 10 days @ 500	£5,000
Other	Admin and Consumables	£500
Other	Predelivery travel and meetings costs	£5,900
Other	Box office admin and costs	£1,500
Other	Contingency	£20,505

Expenditure details

Expenditure heading: Artistic spending
Description: 2017 Pre- Festival Audience Development Commissions 6 x 1000
Amount (£): £6,000

Expenditure details

Expenditure heading: Artistic spending
Description: 2017 Pre-Festival 6 month poet residency @4000
Amount (£): £4,000

Expenditure details

Expenditure heading: Artistic spending
Description: 15 x Hull 17 Commissions @ 2000
Amount (£): £30,000

Expenditure details

Expenditure heading: Artistic spending
Description: Hull 17 Collaborating Artists x 10 @ 1000
Amount (£): £10,000

Expenditure details

Expenditure heading: Artistic spending
Description: Production & Materials x 15 @ 850

Amount (£): £12,750

Expenditure details

Expenditure heading: Artistic spending

Description: British Council Caribbean Slam Poets 3 commissions @ £2k

Amount (£): £6,000

Expenditure details

Expenditure heading: Artistic spending

Description: Slam Int & local Travel; Accommodation & Subsistence @ £1200 Visas £400

Amount (£): £4,000

Expenditure details

Expenditure heading: Artistic spending

Description: Local poets @ Kardomah x 9 x 500

Amount (£): £4,500

Expenditure details

Expenditure heading: Artistic spending

Description: Kardomah Hire 3day @ 750

Amount (£): £2,250

Expenditure details

Expenditure heading: Artistic spending
Description: Arts College Venue Hire 6 x £1000
Amount (£): £6,000

Expenditure details

Expenditure heading: Artistic spending
Description: Venue AV/Lighting/Dressing
Amount (£): £10,000

Expenditure details

Expenditure heading: Artistic spending
Description: Venue security/stewarding/health & safety
Amount (£): £9,000

Expenditure details

Expenditure heading: Artistic spending
Description: Outside Broadcast vans, team, equipment
Amount (£): £26,600

Expenditure details

Expenditure heading: Artistic spending
Description: BBC Editorial & Production Staff 12 wks x 4 people (rates vary)
Amount (£): £47,206

Expenditure details

Expenditure heading: Artistic spending
Description: Kicker Funded Production Manager for BBC Venue
Amount (£): £25,000

Expenditure details

Expenditure heading: Artistic spending
Description: Hull 17 Poets Travel & 5 days Accommodation 17 @ 780
Amount (£): £13,260

Expenditure details

Expenditure heading: Artistic spending
Description: Hull 17 Collaborating Artists Travel & 4 days Accommodation 10 @ 644
Amount (£): £6,440

Expenditure details

Expenditure heading: Artistic spending
Description: BBC Crew Accommodation and subsistence
Amount (£): £12,590

Expenditure details

Expenditure heading: Artistic spending
Description: Hull 17 Artists Per Diems 84 x 30
Amount (£): £2,520

Expenditure details

Expenditure heading: Artistic spending
Description: In venue catering for artists and crew
Amount (£): £9,000

Expenditure details

Expenditure heading: Artistic spending
Description: Hull 17 Travel in Hull 17 x 2 x 14
Amount (£): £476

Expenditure details

Expenditure heading: Artistic spending
Description: Outreach 20 days @ 200
Amount (£): £4,000

Expenditure details

Expenditure heading: Artistic spending
Description: ETBS/Humber Mouth Producer 90 days 30K pr
Amount (£): £10,500

Expenditure details

Expenditure heading: Artistic spending
Description: Producer Expenses

Amount (£): £500

Expenditure details

Expenditure heading: Artistic spending

Description: BBC Production office 6 months @ 500es

Amount (£): £3,000

Expenditure details

Expenditure heading: Artistic spending

Description: Wrecking Ball delivery 20 days @ 350

Amount (£): £7,000

Expenditure details

Expenditure heading: Making your performance accessible

Description: 8 x interpreted performances @ £500

Amount (£): £4,000

Expenditure details

Expenditure heading: Making your performance accessible

Description: Translated/specialist materials; Audience Liaison

Amount (£): £1,000

Expenditure details

Expenditure heading: Marketing and developing audiences

Description: Extra marketing to Humber Mouth brochures (30000)
Amount (£): £3,000

Expenditure details

Expenditure heading: Marketing and developing audiences
Description: Extra marketing to Humber Mouth distribution to inc. greater north
Amount (£): £1,500

Expenditure details

Expenditure heading: Marketing and developing audiences
Description: BBC Audience Services and Marketing
Amount (£): £8,400

Expenditure details

Expenditure heading: Marketing and developing audiences
Description: BBC Social Media & Website Producer 20 days @ 250
Amount (£): £5,000

Expenditure details

Expenditure heading: Marketing and developing audiences
Description: 2017 festival dedicated print, local & regional advertising
Amount (£): £12,000

Expenditure details

Expenditure heading: Marketing and developing audiences
Description: Specialist PR Bolton Quinn/Cornershop 10 days @ 500
Amount (£): £5,000

Expenditure details

Expenditure heading: Other
Description: Admin and Consumables
Amount (£): £500

Expenditure details

Expenditure heading: Other
Description: Predelivery travel and meetings costs
Amount (£): £5,900

Expenditure details

Expenditure heading: Other
Description: Box office admin and costs
Amount (£): £1,500

Expenditure details

Expenditure heading: Other
Description: Contingency
Amount (£): £20,505

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 already raised the money. All match funded is committed from the BBC and City of Culture 2017.

Expenditure

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

No more than 1500 characters.

Wrecking Ball has previously managed and delivered ACE funded projects with budgets of £92,248. Wrecking Ball's Director Shane Rhodes is also responsible for the Humber Mouth literature festival t/o £77,000 and the literature programme of the Freedom Festival £5,000 both of which have been successfully delivered on time and under budget.

Wrecking Ball Press will create a separate 'restricted funds' bank account to manage G4A and 2017 funding for the festival, according to the attached cash flow, overseen by the steering group, reporting bi-monthly on expenditure and commitments. BBC expenditure will be controlled within the BBC Drama budget supervised by Sue Roberts, overseen and audited by internal BBC mechanisms, but reported to the the festival steering group.

We have a contingency of 6% built into the budget. We have sufficient cash at the bank to manage the cash flow bottom line deficit in the two months before the final ACE payment.

Wrecking Ball currently banks with Lloyds Bank, and our accounts are audited by A.K. Hutchinson Accountants.

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

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No more than 1500 characters.

Wrecking Ball Press is aware of standard fees and we usually pay above the minimum rates for artists, freelancers and technical/support staff, as do our partners Hull City of Culture and the BBC, who also have standard agreements with writers organisations and performing and technical trades unions. All our performance fees, commissions and subsistence estimates reflect these rates.

Travel and accommodation costs, and estimates for marketing have been based on previous experience, current prices charged by providers for this year's Humber Mouth and Lyricull festivals and allowances for inflation.

Venue charges have been provisionally agreed with Kardomah and Hull College of Art.

In kind contributions by Hull 2017 are their estimates for the value their contribution offers, based on industry rates.

Support in kind

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

No more than 1500 characters.

The Hull 2017 team have already given support in developing this bid and have made a firm commitment of more time in the period leading up to the festival from producers and their engagement and learning teams, especially in the work with First Story and pre-festival commissions and a residency, then also during the festival with technical and artistic liaison and the provision of volunteers to staff and steward events.

Although we have not included an estimate of value, it is worth pointing out that the festival will benefit from inclusion in 2017's regular brochures, updates and website.

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.

The Humber Mouth is programmed by Shane Rhodes of Wrecking Ball Press. This will be the the seventh festival that we have delivered. We are also responsible for the Head In A Book readings in Hull which maintain a momentum for literature between Humber Mouth Festivals. We have also programmed literature events at the Freedom Festival for the last three years and are currently programming literature for the Amy Johnson Festival.

Since it's inception Wrecking Ball Press's core aims and values have been to widen participation , develop a new audience and create literature which has an authentic voice appealing to those who would not usually identify with traditional literature. The BBC shares these core principals and these will be the focus for the Everything To be Said festival of poetry.

The BBC is a recent partnership which presents exciting opportunities for the development of the festival. It has decades of experience of managing arts programmes of the highest calibre.

WBP's partnership with the Forward Arts Trust continues to raise the profile of Hull on a national stage and establish links with organisations who can encourage writers and literature events to come to the city.

First Story runs creative-writing residencies in schools serving low-income

The Hull City of Culture team is a member of the festival steering group and will continue through advice, guidance and funding. Each member of the team has invaluable experience in running arts events which they can share and use to ensure the HM complements the entire City of Culture vision for 2017.

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
BBC	Sue Roberts	Sue.Roberts@bbc.co.uk	Co-Producer	Confirmed
City of Culture 2017	Henrietta Duckworth	Henri.Duckworth@hull2017.co.uk	Co-Producer	Confirmed
The British Council	Cortina Butler	Cortina.Butler@britishcouncil.co.uk	Programme Partner	Confirmed
National Poetry Day	Susannah Herbert	susannah@forwardartsfoundation.org.uk	Programme Partner	Confirmed
First Story	Dave Windass	davewindass@gmail.com	Outreach Writer Development	Confirmed

Partners details

Partner name: BBC
Main contact (if organisation): Sue Roberts
Email address: Sue.Roberts@bbc.co.uk
Role in activity: Co-Producer
Confirmed or expected: Confirmed

Partners details

Partner name: City of Culture 2017
Main contact (if organisation): Henrietta Duckworth
Email address: Henri.Duckworth@hull2017.co.uk
Role in activity: Co-Producer
Confirmed or expected: Confirmed

Partners details

Partner name: The British Council
Main contact (if organisation): Cortina Butler
Email address: Cortina.Butler@britishcouncil.org
Role in activity: Programme Partner
Confirmed or expected: Confirmed

Partners details

Partner name: National Poetry Day
Main contact (if organisation): Susannah Herbert
Email address: susannah@forwardartsfoundation.org
Role in activity: Programme Partner
Confirmed or expected: Confirmed

Partners details

Partner name: First Story
Main contact (if organisation): Dave Windass
Email address: davewindass@gmail.com
Role in activity: Outreach Writer Development
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
Riverside Theatre at Hull College	Kingston upon Hull, City of
Kardomah94	Kingston upon Hull, City of
Hull Central Library	Kingston upon Hull, City of
Hull City Hall	Kingston upon Hull, City of

Non-touring venue details

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

Enter postcode: HU1 3DG

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): Kardomah94

Enter postcode: HU1 2AN

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 Central Library

Enter postcode: HU1 3TF

No postcode available:

Local authority: Kingston upon Hull, City of

Have you received any advice from this local authority? Yes

Local authority staff: Michelle Alford

Non-touring venue details

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

Enter postcode: HU1 3RQ

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.

The dates for the festival have been agreed.

Strategic preliminary meetings have taken place to establish the partnership between WBP & BBC. This has established the aims and objectives of the collaboration and its potential legacy. Discussion has taken place to define the themes of the festival and the events and venues. The concept of the Hull 17 Poets has been developed and potential group meetings with other local arts organisations including Hull City of Culture have been established and are on going. Existing contacts with national organisations such as The Forward Prize will provide a wider network to draw upon.

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
16/11/2016	23/11/2016	copy	WBP/Marketeer
15/11/2016	16/11/2016	2017 copy deadlines	COC 2017
15/11/2016	17/11/2016	Press	Marketeer
22/11/2016	30/10/2017	BBC Production Manager Full Time	BBC
21/11/2016	28/11/2016	Brand arch agreed/Marketing Plan	COC 2017/Marketeer
21/11/2016	30/10/2017	HM recruit producer	WBP/HM
22/11/2016	08/09/2017	Outreach	WBP/Spread the Word/First S...

01/12/2016	31/12/2016	Venue Agreements	WBP/BBC
01/12/2016	31/12/2016	Licences	Producers
05/12/2016	24/07/2017	Artist briefing (ongoing)	Producers
12/12/2016	30/01/2017	Commission Artists x 17	WBP/BBC
14/12/2016	14/02/2017	Programming	WBP/BBC
09/01/2017	16/10/2017	Humber Mouth Producer Part Time	WBP
02/01/2017	31/01/2017	Broadcast Schedule agreed	BBC
02/01/2017	31/01/2017	Event Plan	Producers
02/01/2017	16/01/2017	Copy	WBP/Marketeer
16/01/2017	20/02/2017	Artist Contracts	WBP/BBC
15/02/2017	21/02/2017	Press	Marketeer
10/02/2017	10/02/2017	Copy deadlines	COC 2017
01/05/2017	31/05/2017	Accommodation Sourced	HM Producer
01/05/2017	01/05/2017	Copy Deadlines	COC 2017
01/05/2017	04/08/2017	Production of Commissions x 17	WBP/BBC
01/03/2017	29/03/2017	Insurances	Producers
01/03/2017	23/06/2017	Listings	Marketeer
03/04/2017	24/04/2017	Copy	WBP/Marketeer
01/06/2017	30/06/2017	Tech Sign Off/ Design Print	Producers/ Human Design
01/06/2017	30/06/2017	Online 2017	COC 2017
03/07/2017	10/07/2017	Press	Marketeer
17/07/2017	19/07/2017	Brochure out/ Programme Launch/Banners etc	BBC/WBP/COC 2017/HCC
12/07/2017	12/07/2017	Invite Launches	BBC/HM/Marketeer
03/07/2017	31/07/2017	Volunteers Secured	Producer
17/07/2017	17/07/2017	Copy	WBP/Marketeer
01/08/2017	10/08/2017	Press	Marketeer
07/08/2017	25/09/2017	BBC Online	BBC
08/08/2017	26/09/2017	On Air Promotion	BBC
11/09/2017	30/10/2017	HM Producer Full Time	WBP
01/09/2017	29/09/2017	Volunteers Briefing	Producer
28/09/2017	28/09/2017	Event Launch	WBP/BBC
04/09/2017	28/09/2017	Press	Marketeer
18/09/2017	30/10/2017	Evaluation	COC 2017

Activity plan details

Start date: 16/11/2016
End date: 23/11/2016
Activity or task details: copy
Task lead: WBP/Marketeer

Activity plan details

Start date: 15/11/2016
End date: 16/11/2016
Activity or task details: 2017 copy deadlines
Task lead: COC 2017

Activity plan details

Start date: 15/11/2016
End date: 17/11/2016
Activity or task details: Press
Task lead: Marketeer

Activity plan details

Start date: 22/11/2016
End date: 30/10/2017
Activity or task details: BBC Production Manager Full Time
Task lead: BBC

Activity plan details

Start date: 21/11/2016
End date: 28/11/2016
Activity or task details: Brand arch agreed/Marketing Plan
Task lead: COC 2017/Marketeer

Activity plan details

Start date: 21/11/2016
End date: 30/10/2017
Activity or task details: HM recruit producer
Task lead: WBP/HM

Activity plan details

Start date: 22/11/2016
End date: 08/09/2017
Activity or task details: Outreach
Task lead: WBP/Spread the Word/First Story

Activity plan details

Start date: 01/12/2016
End date: 31/12/2016
Activity or task details: Venue Agreements
Task lead: WBP/BBC

Activity plan details

Start date: 01/12/2016
End date: 31/12/2016

Activity or task details: Licences
Task lead: Producers

Activity plan details

Start date: 05/12/2016
End date: 24/07/2017
Activity or task details: Artist briefing (ongoing)
Task lead: Producers

Activity plan details

Start date: 12/12/2016
End date: 30/01/2017
Activity or task details: Commission Artists x 17
Task lead: WBP/BBC

Activity plan details

Start date: 14/12/2016
End date: 14/02/2017
Activity or task details: Programming
Task lead: WBP/BBC

Activity plan details

Start date: 09/01/2017
End date: 16/10/2017
Activity or task details: Humber Mouth Producer Part Time
Task lead: WBP

Activity plan details

Start date: 02/01/2017
End date: 31/01/2017
Activity or task details: Broadcast Schedule agreed
Task lead: BBC

Activity plan details

Start date: 02/01/2017
End date: 31/01/2017
Activity or task details: Event Plan
Task lead: Producers

Activity plan details

Start date: 02/01/2017
End date: 16/01/2017
Activity or task details: Copy
Task lead: WBP/Marketeer

Activity plan details

Start date: 16/01/2017
End date: 20/02/2017
Activity or task details: Artist Contracts
Task lead: WBP/BBC

Activity plan details

Start date: 15/02/2017
End date: 21/02/2017
Activity or task details: Press
Task lead: Marketeer

Activity plan details

Start date: 10/02/2017
End date: 10/02/2017
Activity or task details: Copy deadlines
Task lead: COC 2017

Activity plan details

Start date: 01/05/2017
End date: 31/05/2017
Activity or task details: Accommodation Sourced
Task lead: HM Producer

Activity plan details

Start date: 01/05/2017
End date: 01/05/2017
Activity or task details: Copy Deadlines
Task lead: COC 2017

Activity plan details

Start date: 01/05/2017

End date: 04/08/2017
Activity or task details: Production of Commissions x 17
Task lead: WBP/BBC

Activity plan details

Start date: 01/03/2017
End date: 29/03/2017
Activity or task details: Insurances
Task lead: Producers

Activity plan details

Start date: 01/03/2017
End date: 23/06/2017
Activity or task details: Listings
Task lead: Marketeer

Activity plan details

Start date: 03/04/2017
End date: 24/04/2017
Activity or task details: Copy
Task lead: WBP/Marketeer

Activity plan details

Start date: 01/06/2017
End date: 30/06/2017
Activity or task details: Tech Sign Off/ Design Print

Task lead: Producers/ Human Design

Activity plan details

Start date: 01/06/2017

End date: 30/06/2017

Activity or task details: Online 2017

Task lead: COC 2017

Activity plan details

Start date: 03/07/2017

End date: 10/07/2017

Activity or task details: Press

Task lead: Marketeer

Activity plan details

Start date: 17/07/2017

End date: 19/07/2017

Activity or task details: Brochure out/ Programme Launch/Banners etc

Task lead: BBC/WBP/COC 2017/HCC

Activity plan details

Start date: 12/07/2017

End date: 12/07/2017

Activity or task details: Invite Launches

Task lead: BBC/HM/Marketeer

Activity plan details

Start date: 03/07/2017
End date: 31/07/2017
Activity or task details: Volunteers Secured
Task lead: Producer

Activity plan details

Start date: 17/07/2017
End date: 17/07/2017
Activity or task details: Copy
Task lead: WBP/Marketeer

Activity plan details

Start date: 01/08/2017
End date: 10/08/2017
Activity or task details: Press
Task lead: Marketeer

Activity plan details

Start date: 07/08/2017
End date: 25/09/2017
Activity or task details: BBC Online
Task lead: BBC

Activity plan details

Start date: 08/08/2017
End date: 26/09/2017
Activity or task details: On Air Promotion
Task lead: BBC

Activity plan details

Start date: 11/09/2017
End date: 30/10/2017
Activity or task details: HM Producer Full Time
Task lead: WBP

Activity plan details

Start date: 01/09/2017
End date: 29/09/2017
Activity or task details: Volunteers Briefing
Task lead: Producer

Activity plan details

Start date: 28/09/2017
End date: 28/09/2017
Activity or task details: Event Launch
Task lead: WBP/BBC

Activity plan details

Start date: 04/09/2017
End date: 28/09/2017

Activity or task details: Press
Task lead: Marketeer

Activity plan details

Start date: 18/09/2017
End date: 30/10/2017
Activity or task details: Evaluation
Task lead: COC 2017

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
Failure to attract major names	Major	Soundings have already taken place, the offer of a significant new BBC/2017 commission is attract...
Partnership break down	Major	Clear set of principles, clear project plan, partnership agreement in place, regular short focuse...
Failure to secure funding	Major	Partnership funding is committed and in place
Loss of leadership/change o...	Moderate	Clear commitment from organisations, and discussions within them. Clear plan in place.
Major event (local)	Moderate	Full integration of event plan with emergency plan of city, other arts organisations and 2017
Major event (national)	Moderate	Rescheduling of recorded material/broadcasts

Risk details

Risk factor: Failure to attract major names
Impact rating: Major
Action to mitigate: Soundings have already taken place, the offer of a significant new BBC/2017 commission is attractive, BBC Humber Mouth partners have good contacts in sector, in UK & beyond

Risk details

Risk factor: Partnership break down
Impact rating: Major
Action to mitigate: Clear set of principles, clear project plan, partnership agreement in place, regular short focused meeting with agreed agenda

Risk details

Risk factor: Failure to secure funding
Impact rating: Major
Action to mitigate: Partnership funding is committed and in place

Risk details

Risk factor: Loss of leadership/change of personal within partners
Impact rating: Moderate
Action to mitigate: Clear commitment from organisations, and discussions within them. Clear plan in place.

Risk details

Risk factor: Major event (local)
Impact rating: Moderate
Action to mitigate: Full integration of event plan with emergency plan of city, other arts organisations and 2017

Risk details

Risk factor: Major event (national)
Impact rating: Moderate
Action to mitigate: Rescheduling of recorded material/broadcasts

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.

We will use the CoC framework delivered with University of Hull and external specialists.

This evaluation will capture:

- responses of individuals to events
- views on what the festival achieved.

Their focus is:

Arts & Culture measuring growth of infrastructure, collaboration, audiences and quality of art

Place Making: tracking perceptions & positioning of Hull, media profile, resident & visitor satisfaction

Economy: measuring regeneration, culture revenue spend, value & volume of tourism, local contract & visitor spend, job creation, skills development, capacity building, & investment

Society & Wellbeing: value of learning, education & skills, health & wellbeing, community pride & engagement; with a focus on social capital, inclusion, reducing isolation, community cohesion, life satisfaction, changing perceptions of protected groups

Partnerships, Development & Legacy: assessing partnerships and ability to implement 2017's legacy.

CoC will give us:

- Box Office Data: ticket sales, attendance, audience profile, audience mapping
- Media Analysis: tracking the festival in print, trade and broadcast media
- Online surveys of festival audiences, data extracted for analysis
- feedback from delivery partners - ongoing through the process and in interview/questionnaire after the event

We will also use:

- analysis of all partners' sites, pages and social media relating to the festival

- if the ACE Quality Metrics system is in place by September 2017 we would use this with audience samples at a range of festival events.
- the audience reach of broadcasting from the festival will be measured by BARB for TV and RAJAR for Radio as well as Cross-Media Insight for consumption across media, inc television, radio & online.

Financial attachments

You can use the links below to upload documents. Please note that the maximum file size you can upload is 10MB and we accept pdf, MS Word, MS Excel, MS PowerPoint and jpeg files.

Document Type	Required?	Description	Date attached	Attachment type
Click to add attachment...	No	Cash Flow	22/08/2016	Cashflow projection
Click to add attachment...	No	Budget	22/08/2016	Detailed budget breakdown
Click to add attachment...	No			
Click to add attachment...	No			

Attachment details

Description: Cash Flow
Financial attachment type: Cashflow projection

Attachment details

Description: Budget
Financial attachment type: Detailed budget breakdown

Attachment details

Description:
Financial attachment type:

Attachment details

Description:
Financial attachment type:

Other attachments

The application form is designed to give us the information we need to come to a decision on your application. However, you can upload supporting documents or web links in addition to any mandatory attachments we have asked for.

For applications that are for £15,000 or below only one attachment or web link is permitted.

You can use the links below to upload documents. Please note that the maximum file size you can upload is 10MB and we accept pdf, MS Word, MS Excel, MS PowerPoint and jpeg files.

Web link: <http://wreckingballpress.com>

Web link: <http://humbermouth.com>

Web link: <https://www.hull2017.co.uk>

Other Attachment Type:

Document Type	Required?	Document description	Date attached	Attachment type
Click to add attachment...	No	Letter & Partnership Agreement	24/06/2016	Governance document
Click to add attachment...	No			
Click to add attachment...	No			
Click to add attachment...	No			
Click to add attachment...	No			

Attachment details

Document description: Letter & Partnership Agreement
Other attachment type: Governance document

Attachment details

Document description:
Other attachment type:

Attachment details

Document description:
Other attachment type:

Attachment details

Document description:
Other attachment type:

Attachment details

Document description:
Other attachment type:

Monitoring information

We may use this information to report to the Government or to monitor the different backgrounds of people who receive grants. We will not use this information to assess your application. If you do not know some of the information or you would prefer not to provide it, you can fill in the 'Not known/Prefer not to answer' box. Please give the number of senior managers and members on your management committee, board, governing body or council who are from the following groups.

How many members are there in senior management and on your management committee, board, governing body or council? 13

Ethnicity:

White:	Number of ethnicity
British	13
Irish	
Gypsy or Irish traveller	
Any other white background	

Mixed:	
White and Black Caribbean	
White and Black African	
White and Asian	
Any other Mixed/Multiple ethnic background	

Asian/Asian British:	
Indian	
Pakistani	
Bangladeshi	
Chinese	
Any other Asian background	

Black/Black British:	
African	
Caribbean	
Any other Black/African/Caribbean background	

Other:	
Arab	
Prefer not to say	

Age:

Age	Number of age
16-19	
20-24	
25-59	13
60-65	
65 and over	
Prefer not to say	

Disability status:

Disability type	Number with disability
Visual impairment/Blind	
Hearing impairment/Deaf	
Physical impairment	
Mental health	
Invisible disabilities	
Cognitive or learning disabilities	
Not disabled	13
Prefer not to say	

Gender identity:

Gender	Number of gender
Male (including female-to-male trans men)	4
Female (including male-to-female trans women)	9
Non-binary (for example, androgyne people)	
Prefer not to say	

Gender assumed to be at birth:

	Number of gender
Male	4
Female	9
Prefer not to say	

Sexual Orientation:

Sexual Orientation	Number with Sexual Orientation
Prefer not to say	13
Heterosexual	
Lesbian, Gay and Bisexual	
Other	

Taking into account the person (or people) who take the key strategic decisions relating to your organisation, do you consider your organisation to be:

BME led: No
Disability led: No
Female led: No
LGBT led: No

To update any of this information please return to your applicant profile.

Declaration

Data Protection and Freedom of Information

We are committed to being as open as possible. This includes being clear about how we assess and make decisions on Grants for the arts and how we will use your application form and other documents you give us. We are happy to provide you with copies of the information we hold about you, including our assessment of your application.

We comply with all aspects of the Data Protection Act 1998 – to find out more about how we use your information please read our data protection policy which is available from our website.

As a public organisation we also have to follow the Freedom of Information Act 2000. We also have an information sheet about freedom of information. You must read the 'How we treat your application under the Freedom of Information Act' section of 'How to apply' before you sign your application. This information is also available from our website.

By signing this application form, you agree to the following:

1. We will use this application form and the other information you give us, including any personal information, for the following purposes.
 - a) To decide whether to give you a grant.
 - b) To provide copies to other individuals or organisations who are helping us assess and monitor grants, including local authorities, other lottery distributors and organisations that award grants. After we reach a decision, we may also tell them the outcome of your application and, if appropriate, why we did not offer you a grant.
 - c) To hold in our database and use for statistical purposes.
 - d) If we offer you a grant, we will publish information about you relating to the activity we have funded, including the amount of the grant and the activity it was for. This information may appear in our press releases, in our print and online publications, and in the publications or websites of the Department for Culture, Media and Sport (DCMS) and any partner organisations who have funded the activity with us.
 - e) If we offer you a grant, you will support our work to campaign for the arts, contributing (when asked) to important publicity activities during the period we provide funding for. You will also give us, when asked, case studies, images and audio-visual materials that we can use to celebrate artistic excellence.

I confirm that, as far as I know, the information in this application is true and correct.

X

Name: Shane Rhodes

2. You have read and understood the section 'How we treat your application under the Freedom of Information Act'. You accept how we generally plan to treat your application and other related information if someone asks to see it under the Freedom of Information Act 2000. You accept that the information sheet does not cover all cases, as we have to consider each request for information based on the situation when we get the request.

Tick this box if you consider your application or any supporting documentation to be confidential information and would expect us to treat as such on receipt of a request for information under the Freedom of Information

Act.

Please be aware that if we do receive a request for information we will contact you in the first instance to obtain your views on disclosing the information relating to your application and whilst we will take on board your response above, we cannot guarantee that information will not be provided in response to a request as we are required to approach each case individually and ultimately meet our legal obligations.

3. Tick this box to confirm you meet our bank account requirements as set out in our Bank Details guidance.

4. Tick this box if you or any individual involved in the delivery of this activity- has worked for Arts Council England in the last three years- is an Arts Council (area or National) council member- is related to a current member of staff or council member

Submission summary

The submission summary displays a list of all the steps you've worked through. If you have completed a step successfully, there will be a green tick beside it. If a step is incomplete or has not been completed successfully, this will be indicated by a red tick. A hyperlinked statement will tell you what part of each step needs attention. Click on this hyperlinked statement to take you to the step and make your amendments.

By clicking submit, you are submitting your completed application form for our consideration.

The submission summary displays a list of all the steps you've worked through. If you have completed a step successfully, there will be a green tick beside it. If a step is incomplete or has not been completed successfully, this will be indicated by a red tick. A hyperlinked statement will tell you what part of each step needs attention. Click on this hyperlinked statement to take you to the step and make your amendments.

By clicking submit, you are submitting your completed application form for our consideration.

Page	Last Updated
Introduction	No Input Required
Applicant details	22/08/2016
Address information	10/08/2016
Contact information	10/08/2016
Financial background	14/08/2016
Advice received	10/08/2016
Basic details	22/08/2016
Artistic quality	22/08/2016
Who is involved	22/08/2016
Beneficiaries	22/08/2016
Audience	No Input Required
Participants	No Input Required
Public engagement	22/08/2016
Finance	No Input Required
Income	22/08/2016
Expenditure	22/08/2016
Finance questions	22/08/2016
Partners	22/08/2016
Location	10/08/2016
Non-touring	14/08/2016
Activity plan	22/08/2016
Risk	12/08/2016
Evaluation	14/08/2016
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Other attachments	10/08/2016

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EVERYTHING TO BE SAID CASH FLOW	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	TOTALS
EXPENDITURE														
ARTISTIC														
Poet Commissions – Audience Development	0	0	0	0	3000	0	0	0	3000	0	0	0	0	6000
Pre-festival Poet's Residency	0	0	0	0	1500	0	1500	0	1000	0	0	0	0	4000
Hull17 Commissions	0	0	4000	3500	0	0	15000	0	0	0	7500	0	0	30000
Hull 17 Collaborating Artists	0	0	0	2500	0	0	2500	0	0	0	5000	0	0	10000
Production & Materials	0	0	0	0	0	0	0	5000	0	2750	5000	0	0	12750
Caribbean Slam Commissions	0	0	0	0	0	0	0	0	3000	0	3000	0	0	6000
Caribbean Slam Travel; Accom & Subsistence Visas	0	0	0	0	0	0	400	3000	0	0	600	0	0	4000
Local Poets @ Kardomah	0	0	0	0	0	0	0	0	0	0	2000	2500	0	4500
Kardomah Venue Hire	0	0	0	1125	0	0	0	0	0	1125	0	0	0	2250
Arts College Venue Hire	0	0	0	1000	0	0	0	0	0	3000	2000	0	0	6000
Venue AV/Lighting/Dressing	0	0	0	0	0	0	0	0	0	5000	0	0	5000	10000
Venue security/stewarding/health & safety	0	0	0	0	0	0	0	0	0	1000	0	5000	3000	9000
Outside Broadcast vans, team, equipment	0	0	0	0	0	0	0	0	0	10000	10000	5000	1600	26600
BBC Editorial & Production Staff	0	0	0	0	0	0	0	1106	15700	15700	14700	0	0	47206
Kicker Funded Production Manager for BBC Venue	0	0	0	0	0	0	5000	5000	5000	5000	5000	0	0	25000
Hull17 Poets Travel Accommodation	0	0	0	0	0	0	0	11560	0	0	1000	700	0	13260
Collaborating Artists Travel & Accommodation	0	0	0	0	0	0	0	5440	0	0	800	200	0	6440
Crew Accommodation and subsistence	0	0	0	0	0	0	0	0	6000	0	6590	0	0	12590
Hull17+ Artists Per Diems	0	0	0	0	0	0	0	0	0	0	2520	0	0	2520
In venue catering for artists and crew	0	0	0	0	0	0	0	0	0	1000	2000	6000	0	9000
Local Travel Hull17	0	0	0	0	0	0	0	0	0	0	476	0	0	476
Outreach Workshops	0	0	0	0	200	400	400	1000	1000	0	1000	0	0	4000
ETBS/Humber Mouth Producer	0	0	584	584	584	584	1168	1168	1670	1670	1672	584	232	10500
Producer Expenses	0	0	0	0	0	50	50	50	50	100	100	100	0	500
BBC Production office	0	0	0	0	0	0	0	0	0	1500	1500	0	0	3000
Wrecking Ball delivery	0	0	2000	0	1000	0	1000	0	1000	0	2000	0	0	7000
Extra marketing to Humber Mouth print	0	0	0	0	0	0	0	0	3000	0	0	0	0	3000
Extra marketing to Humber Mouth distribution	0	0	0	0	0	0	0	0	0	0	1500	0	0	1500
BBC Audience Services and Marketing	0	0	0	0	0	0	0	2500	0	2500	2400	1000	0	8400
BBC Social Media & Website Producer	0	0	0	0	0	0	0	0	1000	2000	2000	0	0	5000
Event Interpretation	0	0	0	0	0	0	0	0	0	0	4000	0	0	4000
Translation/Audience Liaison	0	0	0	0	0	0	0	250	250	0	500	0	0	1000
2017 Festival Print & Advertising	0	0	0	0	0	0	0	4000	4000	4000	0	0	0	12000
PR Bolton Quinn/Cornershop	0	0	0	0	0	0	0	0	2500	0	0	2500	0	5000
Admin & Consumables	0	0	0	0	0	0	50	50	50	150	150	50	0	500
Predelivery travel and meetings costs	0	1500	0	750	0	750	0	1000	1000	900	0	0	0	5900
Box Office admin and costs	0	0	0	0	0	0	0	0	0	0	0	1500	0	1500
Contingency	0	1500	1500	1500	1500	1500	1500	2000	2000	2000	3500	2005	0	20505
TOTAL	0	3000	8084	10959	7784	3284	28568	43124	51220	59395	88508	27139	9832	340897
INCOME														
Arts Council England	39320	0	0	0	0	55050	0	0	0	0	0	0	4966	99336
2017	0	0	0	0	4500	0	1900	7250	13750	4000	8100	4000	0	43500
BBC	0	400	1500	2250	1500	1750	6200	23166	30700	52600	53690	24305	0	198061
TOTAL	39320	400	1500	2250	6000	56800	8100	30416	44450	56600	61790	28305	4966	340897
CF	0	39320	36720	30136	21427	19643	73159	52691	39983	33213	30418	3700	4866	0
BAL	39320	36720	30136	21427	19643	73159	52691	39983	33213	30418	3700	4866	0	0