

BUSINESS

How crowdfunding and coffee cups help prepare for take-off

A flight-themed parade in honour of Amy Johnson will bring a carnival atmosphere to Hull's Hessle Road – and the #MakeHull initiative is helping to make it happen

For an hour on the afternoon of Saturday, August 20, 300 men, women and children dressed up as biplanes, pilots, and moths – replete with antennae – will dance and prance along a one-mile triangle in Hull's old fishing quarter in the west of the city.

As many as 600 onlookers are expected to be entertained by this flight-themed parade in honour of Amy Johnson, the pioneering aviatrix who became the first woman to fly solo from the UK to Australia in 1930.

Hull is already hosting the Amy Johnson Festival, which until September 6, but Charles Huckvale and Liz Dees, the creative directors at Hull Carnival Arts, wanted to hold an event in the area where she was born.

Johnson first lived in St George's Road – Hull Festival Arts is based nearby at Scrapstore Studios – and this crazy carnival will take in part of that street, as well as Hessle Road and Gordon Street.

The festivities end at Newington Park, better known as Massey Street field to locals, where there will be huge aeroplane wings based on the aircraft Johnson flew in, and "pimped-up", highly decorated children's buggies, honouring the local, 1920s-era tradition of pram racing.

Community groups are working on other small-scale floats, including a go-kart.

Mr Huckvale, whose company oversaw the World of Colour Parade at the Freedom Festival two years ago, said: "There's some very big constructions that are based on bicycles and some backpack creations that will join the route later on."

"Often, the events we've done in the past have been city centre based."

"This is an area of lower participation in the arts, so we wanted to do something on a local community scale."

However, Perambulation: The Amy Johnson Parade, to give it its full title, has proved expensive, and even an Arts Council grant of almost £15,000 has not covered all of the costs.

Hull Carnival Arts has turned to crowdfunding platform Spacehive to raise an additional £2,000 to fund outreach workshops where artists work with community



CREATIVE: Preparations for Perambulation: The Amy Johnson Parade.

groups to make the floats and costumes.

The fundraising is part of the #MakeHull "hive", which sees local businesses, such as Beal Homes and MKM Building Supplies, known as Hull Pioneers, match contributions made from small or individual donors.

"When people turn up to the workshops they get to have a go at making these outfits, which even include a bird of prey character, rather than just randomly make anything that they feel like doing," said Mr Huckvale. "This will be a high-quality, art-directed spectacle."

"And there are plenty of surprises that we are saving for the day."

The difficulty of fundraising is something Johnson knew about all too well.

At first, she failed to get enough money together for her solo flight.

Eventually, Johnson's father and an oil magnate, Lord Wakefield, covered the £600 cost of buying a used DH Gypsy Moth, which took her the 11,000 miles from Croydon in South London to Darwin in Australia's Northern Territory.

The money from the Pioneers will mean Hull Carnival Arts will not have to scrape around in a similar fashion to hold a fun day in honour of the great lady.

For project creators who did not receive a City of Culture grant, this is an opportunity to tap into a whole new way of funding their ideas.

On Tuesday, August 23, a community crowdfunding workshop will take place at Fruit, 62-63 Humber Street, when Spacehive will teach people how to run a campaign on its site for anything from putting on street festivals to livening up poorly maintained parks.

You can sign up for free at www.eventbrite.co.uk/e/crowdfunding-workshop-hull-tickets-26819859923

If you have a great idea to help transform Hull, upload your idea at www.spacehive.com/makehull, start crowdfunding and you could receive a pledge of up to £5,000 from the #MakeHull campaign to help you achieve your goal.



PERK: Staff at Starbucks in St Stephen's, Hull, where the #MakeHull initiative is being supported.

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Charles Huckvale