

## **Turner Prize End Of Project Report**

### **Dates and Locations**

Date	Location	Times	Staff
16th November Turner Return	Ferens Art Gallery	3pm - 9pm	Rachel Elm, Luke Beech, Lydia Caprani, Josh Lloyd, Fraser Briggs.
14th December	North Point Shopping Centre/Library	10am - 3pm	Rachel Elm, Luke Beech
16th December	Carnegie Heritage Centre	9.30am- 2pm	Rachel Elm, Luke Beech
20th December	Freedom Centre	12- 4pm	Lydia Caprani, Josh Lloyd
23rd December 10am - 4pm	Hull Paragon Station	10am- 4pm	Lydia Caprani, Luke Beech.

#### **Turner Return - Ferens Art Gallery**

The first location was the Ferens Art Gallery for the Turner Return.

#### **Northpoint Shopping Centre/ Bransholme Library**

Northpoint shopping centre is situated in Bransholme alongside the Bransholme Library. It has over 60 retail units and an indoor market. This location was selected by the librarians at Hull Central Library. We selected the date to coincide with their weekly job club. During these times the Library has more visitors.

#### **Carnegie Heritage Centre**

The Carnegie Heritage Centre is a resource that can be accessed by people with an interest in both Local and Family history. The centre has a substantial store of data about Hull's history and people's memories of it.

We selected the date as Carnegie were hosting an open day as part of their National lottery funded project. It was anticipated that there would be more visitors to the centre on the day. The location was the quietest of the Box tour. We had a good location at the entrance of the centre

which was visible from Anlaby Road and was fully accessible. Access to the Carnegie Centre by vehicle is limited so we had to push the box across West Park.

### **Freedom Centre**

The Freedom Centre is located at village centre on Preston Road and aims to provide as many facilities and events for the local community as possible. The centre is fully accessible. Wednesday afternoon is the busiest time of week for the community centre with many different groups accessing the building. The box was placed in the main courtyard which is shared with other businesses.

### **Hull Paragon Interchange**

The box visited Paragon Interchange on Saturday 23rd December. This date was selected as it was expected to be a very busy Christmas shopping day and there was a Hull City Football match on that afternoon. The station has been redeveloped since the newsstand was there meaning it could not go in its original location. We selected a space between the trains and the bus bays close to where it would have been before the redevelopment and in an area of high footfall.

The station asked the artists to stay longer on the day so we arranged for it to be there for an extra 2 hours. The station manager was interested in the future of the project and was keen to see more activity.

### **HMP Humber**

Due to a change in internal policies HMP Humber withdrew from the project. We are still able to deliver the second workshop but there is now a process that takes 6 weeks to approve any work undertaken at the prison.

### **Outcomes and Engagement figures**

<b>Location</b>	<b>Newspapers issued</b>	<b>Conversations</b>
Turner Return	300	153
Northpoint Library	150	28
Carnegie Heritage Centre	65	7
Freedom Centre	90	
Hull Paragon Interchange	785	42

Copies of the newspaper were also left at Bransholme Library, Humber Street Gallery, Artlink, and The Pod in Paragon Interchange.

## Online

Statistics are from Hack & Host social media accounts. All of our Artists have their own social media accounts to promote their own work and shared news about the box during the tour, through this the project had a much larger online reach.

Platform	Reach	Interactions
Facebook	11300	648
Twitter	2854	110
Instagram	Unavailable	340

	Comments
Facebook	<p>well done peep - looking forward to settling down with my paper</p> <p>I came and had a chat!! (was me who told you about *the yellow* 😊)</p> <p>Sitting down and reading my paper</p> <p>Having a cuppa and browsing my Hack &amp; Host Post</p>
Twitter	<p>I loved seeing that box again!!!!</p> <p>Got mine, thankyou!</p> <p>Lovin the box</p>
Tour Locations	<p>Did you rob that from the station?</p> <p>Did you know the guy who built the original got the money to do it because he was in a Car accident. He had it specially made for the bus station. Does he know you built this?</p> <p>I can't go to the Turner Prize, I never go into town.</p>

A lot of passers by were interested in what had happened to the original box and our connections with their family. At the start of the project we invested some time into researching the background of the original newsstand. We only found a limited number of images and some basic information about the owners. During the tour we heard a number of stories about the owner of the newsstand and have since found a friend of the family. If we continue to take the box into public spaces we may contact the original owners.

## **Successes**

The public responded well to the nostalgia of the box, it was a successful way of hooking the public and starting the conversation – but it was arguably a very generational thing to be able to recognise the blue box as a meeting point. Younger audiences were not as interested in the history of the newsstand but were still able to connect with the project.

Newspapers were distributed well, people responded well to taking them and were particularly drawn to the idea of them being ‘everyday reviews’ from relatable people and groups.

The Ferens Late audience was particularly successful, lots of interesting reviews and conversations from people who were already engaged with the exhibition, and also managed to get a significant portion of the passing public redirected into the Ferens to experience the open event which was satisfying. A large proportion of the passing public were very unaware of what was happening inside of the Ferens as they were passing and would have otherwise remained disengaged from the event as they walked past.

Hull Paragon Interchange was also highly successful with largest amount of newspapers handed out however was more difficult to engage people in conversations due to the nature of the place as a thoroughfare with everyone passing through and rushing past. Highest level of distribution but potential for detailed conversation here was more limited and paled in comparison to locations such as the Ferens or even Northpoint.

Northpoint shopping centre was particularly active with a healthy response from the public, the initial location was inaccessible due to bollards not being taken down however this was quickly resolved as we were relocated in a more suitable spot with a higher level of foot traffic by the entrance of the shopping centre and close to the library. Northpoint staff were very accommodating and keen to help us. Mixed responses from the public as can be expected however it was overall very positive with a lot of interest drawn towards the exhibition. It is worth noting that multiple people, especially elderly people, stated that they tend to avoid the city centre or any events that happen due to travel and busy footfall. The audience responded well to learning about the lifting of the age cap – hopefully this enticed them to visit.

## **Challenges**

Newspaper format was received well however was less effective with majority of younger audiences in the areas we were targeting – a digitised / easily digestible format to accompany the print could be used in the future.

Having the communities decide on locations of the box was very inclusive and worked well to capture their interest, however some of their choices were in quiet locations such as the Freedom Centre and Carnegie Heritage Centre. City centre locations held the strongest responses however this was slightly counter intuitive towards some of the 'outreach' responsibilities of the project. Northpoint felt like the most successful location to satisfy these requirements.

Some groups from initial contact were difficult to get in touch with, we will look at addressing some stronger/sustainable relationships with different community groups for future enterprises. Some of the initial groups were difficult to get in touch with or to engage from the start, and could be particularly unreliable to arrange the initial workshops with however we eventually succeeded with the final groups chosen.

Transporting the box was problematic, the wheels needed to be sturdier with rubber tyres/tracking as was evident during rainy weather. The casters weren't of the right quality, they didn't age well and at times made transportation very difficult. Some of the pieces for the caster had disintegrated by the end of the project and now need repair. Flatbed truck was easier for transit than alternatives. Due to the large size of the box it would not fit in the CofC vans. The box measures 6' 6" high at the front. 6' at the back. 4' deep and just over 8' wide. We used a vehicle recovery service who were able to transport it for us. We worked with two recovery companies throughout the tour.

### **Future Plans and Impact**

We have placed the blue box into storage. We have plans to brand it as a Hack & Host Newsstand and use it in future projects. We have approached the Freedom Festival and are applying to Grants for the Arts to run a new project for 2018 involving the box.

During our time working with teaching staff at Humber Prison we discussed the benefits of staff evaluations and feedback. We have since worked with them to develop evaluation forms for our associated artists.

We have also been working with HTUK to provide training for our directors and associated artists to address gaps in our skill set and to ensure that all of our artists have the appropriate skills for all elements of our projects. We will all be taking part in Health and Safety, Social media and Marketing, and Safeguarding training. We will also be offering the associated artists a level 3 qualification in Education and Training to ensure we are delivering consistent high quality workshops.

