**DRAFT 2**

**Volunteer Briefing**

**Humber Street Gallery**

**Jan 2017**

CONTENTS

Introduction

Aim

Audience

Venue Context

Vision

Development of the Artistic Programme

Learning

Building

Health & Safety / Safeguarding

Brand & Image

 Concept

Look & Feel

Tone of Voice

Exhibitions & Artists

FAQs

**INTRODUCTION**

Humber Street Gallery is a contemporary visual arts centre positioned in Hull's cultural quarter, the Fruit Market. It comprises a contemporary visual arts led gallery space and a vibrant café.

This document is designed to give a thorough context to the building, its spaces and its objectives in order to inform volunteers who will be on-shift with the gallery spaces during 2017.

**AIM**

Our aim is to be forward-thinking in our choice of exhibitions, and to present the best of all aspects of art and design to our audience by including a range of contemporary visual art.

Without losing our artistic integrity we will often include a focus on popular culture and social history to broaden the appeal and accessibility of our exhibitions. We aim to ensure Humber Street is a venue where people can learn, engage and become inspired.

We want to create an environment that instils a sense of confidence, enjoyment, understanding and a desire to return again and again by providing an exhibitions programme that appeals to a wide cross-section of people regardless of age, background or ability.

We hope to generate debate, expand boundaries and encourage change and development, both for those familiar with the arts and those new to this arena.

Humber Street Gallery will primarily serve as a showcase for major commissioned exhibitions and loans from established lenders, creating strong working relationships with such institutions as the Tate, Magnum, Film and Video Umbrella and the Crafts Council.

**AUDIENCE**

Humber Street aims to enhance the quality of the visitor experience whilst also raising its profile as a credible venue for exhibitions of importance. Over the next five years we will look to strengthen existing relationships and develop new collaborative commissioning partnerships.

Although we will strive to raise the cultural aspirations of our audience, we also want to attract new audiences into the gallery environment and encourage lifelong learning amongst local people, visitors, educational groups and those already interested in the arts. For this reason we aim to present a programme of exhibitions that is relevant and accessible to all.

**VENUE CONTEXT**

The gallery has been created for its community - as an asset and resource for it to enjoy, embrace and benefit from. All aspects of the venue are underpinned by the following charitable objectives:

1. To advance the education of the public through the promotion of artistic and cultural events and exhibitions.
2. To provide or assist in the provision of facilities in the interests of social welfare for recreation or other leisure time occupation for the purposes of improving the conditions of life.
3. The relief of unemployment for the public benefit in such ways as may be thought fit.
4. The retention, conservation and preservation of Humber Street for the purpose of furthering the objects and the conservation and preservation of other such buildings of historic and architectural importance.
5. Such other charitable purposes consistent with the objects above for the benefit of the inhabitants of Hull, and the public at large.

**VISION**

Our vision is to become *‘An extraordinary destination for the arts’.*

This journey will see us achieving the following objectives, to:

1. Become a leading visual arts centre in the North of England
2. Be cemented firmly at the heart of Hull’s  cultural offer
3. Be alive with creativity and full of energy
4. Have a thriving local audience base
5. Be key to supporting and developing creative practice in the region
6. Become a nationally renowned  exhibition commissioning venue.

**DEVELOPMENT OF THE ARTISTIC PROGRAMME**

Humber Street Gallery opens with The City of Culture with an exciting arts and cultural programme for the year and celebrates the unique character of the city, its people, history and geography.

In 2017, the programme runs from early February to 31 December. We have a responsibility therefore to ensure we both offer audiences a range of high quality experiences and also that we play our part in supporting the local arts and creative sector to thrive and grow.

Humber Street Gallery intends to explore best practice around capturing, curating and disseminating knowledge about the crucial importance of cultural heritage and the visual arts. We hope to bring together museums, galleries, artists, funding bodies and donors to examine and provoke discussion around the importance and long-term impact through collaborative partnership.

<most of the above is not needed – summary paragraph of 100 words to be pulled from this – David can highlight the most important points tomorrow>

**LEARNING**

School groups

Documents?

**MONITORING & EVALUATION (M&E)**

Humber Street Gallery is a new venture and as such it needs to learn a lot in its first year of delivery. To do this monitoring and evaluation will be an ongoing activity at the Gallery.

**Monitoring:** the setting targets and milestones for the Gallery in order to measure progress and achievement, i.e. have the resources put into the Gallery achieved what was planned?

**Evaluation:** the assessment of the success of the Gallery and the individual exhibitions hosted there in achieving their aims and objectives.

Key approaches used by the Gallery to undertake M&E with audiences will include:

* Automated people counters, to measure footfall into the Gallery and exhibition spaces
* Tablet stands containing tablets with an online digital questionnaire, which seek to gain feedback from audiences about their experience of the Gallery as a whole and the exhibition visited
* Online surveys sent via email for all ticketed events linked to the Gallery and its exhibitions
* Informal feedback shared with staff and volunteers
* Focus / discussion groups with selected audience members
* Vox pops (the opinions of people recorded talking informally in public places) at selected events and activities
* Social media analysis linked to the Gallery and its exhibitions.

**BUILDING**

**Location**

64 Humber Street, Hull HU1 1TU

**Layout Map**

Provided by Gareth, currently being designed up for display in the gallery on A1 perspex.

**History**

Old Banana distribution unit.

**Facilities**

Fully accessible building.

Lift and accessible toilets on ground floor and first floor.

**Galleries**

3 spaces on ground, first and second floors.

**Café/bar**

Café/Bar on ground floor.

Rooftop bar.

**HEALTH & SAFETY / SAFEGUARDING**

Emergency Procedures

Alarm System

Safeguarding

First Aid

Fire Warden

**BRAND & IMAGE**

**Concept**

Hull’s brand new contemporary art space - presenting the best of all aspects of art and design through a forward-thinking and diverse programme of exhibitions, catering to a wide audience base.

**Look & Feel**

Both the gallery and the logo are designed to be a number of things:

1. Timeless rather than trend-led.
2. Distinctive without shouting – the brand is designed to sit in the background – the art is intended to do the shouting.
3. Accessible to all (easily drawn in a text book, easily transferred to large print).
4. It forms the 64 from the Gallery’s street address.

**Tone of Voice**

Ambitious and proud, sometimes challenging and provocative but never at the expense of being welcoming.

**EXHIBITIONS & ARTISTS**

**COUM – Wreckers of Civilisation**

**3 February – 22 March 2017**

First retrospective of COUM transmissions and a series of live shows, talks and one-off events and new live art commissions, creating in effect a two month long festival celebrating and exploring the spirit and continuing global legacy of COUM.

Curated in association with Cosey Fanni Tutti and Andrew Wheatley from Cabinet, with archived loans from TATE and personal collections.

**Sarah Lucas -POWER IN WOMAN**

**3 February – 22 March 2017**

Three sculptures will be displayed each depicting a female figure in cast plaster. These works were first shown last year as part of Lucas’s acclaimed commission by the British Council for the British Pavilion at the Venice Biennale

On loan from Sadie Coles HQ.

**Re-Rooted (Hull Time Based Arts Mini Festival)**

**24 -26 March 2017**

Two day creative event / closing party with a new program of performances, film events and site specific interventions by artists originally part of ROOT Festival /Hull Time Based Arts and contemporary artists both influenced and now emulating values of experimentation and risk.

A network of activities in cultural institutions, civic space and living environments will include: art and media installations, performances, film program, social events and creative information exchange.

New Commissions, informal symposia and publication investigating how current practice has been informed through radical and practical interventions of embodied and performative improvisation pioneered in Hull.

The event will be revelatory, radical and entertaining, ROOT set in a contemporary setting and within a new agenda of talent development and retention.

Curated in association with Mike Stubbs.

**FAQs**

1. Where are the toilets located?

Ground & first floor.

1. How long does it take to look around the gallery?

??

1. Will there be a cloakroom?

No.

1. Where can people lock up their bikes?

??

1. Where are the closet car parks?

King Billy Car Park, Princes Quay.

1. Are school trips allowed?

??

1. Can children bring a packed lunch and where can this be eaten?

??

1. Will there by pre-visit information?

Information will be given on the gallery website.

1. How do visitors book? What is the cost? Do the same charges apply internally/externally?

The gallery is free to visit.

Information TBC about hire costs.

1. Can workshops happen in the gallery space? If so, what size can the groups be?

??

1. Are health and safety measures in place? Do we have wet floor signs?

??

1. Will there be seating in gallery spaces (with arms)? Available upon request?

??

1. Will there be access tours? (to note BSL tour of Coum Transmissions is on 16 February).

??

1. Can visitors take photographs?

Generally yes, but this may vary from exhibition to exhibition.

1. Can visitors use their phones?

Yes.

1. Are drinks and food allowed in the gallery space?

No.

1. Is there access to baby changing facilities?

??

1. Is breastfeeding allowed in the café?

Yes.

END.