**THE SERVICES**

The Individual shall provide the following Services in accordance with the timeline set out below:

The Individual is responsible for directing and curating the Larkin Exhibition Project (“the Project”) and in doing so the Individual shall:

1. Curate an exhibition on Larkin’s work and life for Hull 2017 and its project partners (being the University of Hull, the Philip Larkin Society and the Hull University Archives). This will involve:
   1. Engaging all partners in a common approach to a curated exhibition led by the Individual;
   2. With the consent of Hull 2017, engaging an exhibition designer and any other roles required in delivery of the exhibition and supervise and lead those roles;
   3. Working in collaboration with the University of Hull regarding the Brynmor Jones Library as the site of the exhibition;
   4. Delivering an exhibition on Larkin at the Brynmor Jones Library and the surrounding area from 1 July 2017 to 2 October 2017 as well as in the preceding install and demount periods; and
   5. Researching and developing the Project and securing, with support from Hull 2017 Larkin: New Eyes Each Year producers, the licensing and permission for the use of materials involved in the exhibition
2. Deliver a programme of activity around the exhibition specifically designed to engender national and city-wide interest in the Project and in particular new audiences to Larkin;
3. Support Hull 2017’s requirements for the evaluation of the Project throughout the process and following its completion; and
4. Deliver the materials and plans as necessary for a successful marketing and communications plan around the Project and work collaboratively with the partners and Hull 2017’s marketing and communications teams to deliver the plan.

**TIMELINE FOR DELIVERY**

**Timeline for Delivery**

December 2016

Research and initial development of marketing materials with partners

January 2017

Research exhibition designers and appointment process

Core visits as per above and further archive/materials research

Explore further partners for extended programme of activity around the exhibition

Engage in meetings with all partners, potential new programme partners and community interests (eg. Librarians)

February – March 2017

Confirm exhibition content, ‘Live’ programme of activity, design and copywriting

Secure clearances, permissions and licensing of exhibition and programme content

Create exhibition AV media

Deliver exhibition marketing materials

April 2017

Finalise design and exhibition text with design team

Agree all conditions with exhibition venue and partners

May 2017

Final checks and build cases, graphics and exhibition materials

Prepare launch event for exhibition

June 2017

Build and install of exhibition

Support delivery of Marcomms plan

July - September 2017

Launch and open of exhibition

Deliver programme of activity with partners and support live events in programme

October – November 2017

Demount exhibition

Support evaluation reporting and monitoring of project