Larkin Exhibition

Thursday 25 November 2016

Present: SW, CS, PP

Apologies: GC, MLS, HWW

Notes: CS

Curator and delivery of exhibition

PP noted PLS meeting on Wednesday 24th November discussed appointment of Anna Farthing as curator. GC and PP presented to PLS on updates around the exhibition. PLS are in agreement on the appointment of Anna Farthing as lead curator and project director.

All partners agree that Hull 2017 leads on delivery of project and holds budget.

Co-operation agreement:

CS introduce outline terms for tri-partite co-operation agreement between members, initially suggesting that the three parties involved are the University, PLS and Hull 2017.

SW noted it might require a fourth party in Hull University Archives (aka Hull History Centre) for the purposes of roles and responsibilities around access to archive and permissions, staff and space resources at least.

Hull University Archives (HHC) will take responsibility for securing access and permission across all archive collections for the purposes of the exhibition and relationships with differing archive owners.

PLS responsible for making available their collection and artefacts in history centre.

CS noted the outline responsibilities per partner organisation for the co-operation agreement. It raised no significant concerns but certain amends were suggested and will be incorporated into a new draft for circulation, final drafting and agreement.

PP noted PLS are being approached by people wanting to do things around Larkin. For eg. People around the avenues where he lived are hoping to do poetry readings. CS noted this is all good and that once Anna began work on developing the exhibition and programme of activity around it these conversations can inform the official programme of events at a later date.

SW will check with Marianne about crediting around the exhibition centre and where University, Hull University Archives and/or Hull History Centre may or may not be credited. CS noted, where possible we should reduce credit to a single organisation per partner.

SW suggested programme activity should include a Curator Talk.

Action: CS to introduce suggested Co-operation Agreement amends to its draft document and circulate for correspondence around final drafting

Action: CS to action Anna’s contract asap and include a curator’s talk in the scope of work.

Action: CS to share Martin Goodman’s Larkin reflections Uni programme to PP and SW

Action: SW to bring notes around their larkin source guide catalogue to next meeting

Action: SW to agree with University about appropriate crediting on the project between them, Hull University Archives and Hull History Centre.

Access to Archive

CS enquired as to information detailing ownership of archive content.

SW noted vast majority of collection is deposited as part of University archives in history centre. The Bodleian own his library of books. HHC agree to provide access to the archival collections in their care. 99% of artefacts are owned by PLS who will commit involvement through co-operation agreement. Hull University Archives is the legal entity responsible for the ‘collection’, not HHC, and is primarily owner of librarian-related content. HHC will take responsibility for clearing permissions and licensing from various owners of the ‘collection’ as a whole. Larkin Estate own letters and notebooks. The Larkin estate is represented by Anthony Thwaite and Andrew Motion. There are general agreements with archive owners and Hull University Archive and HHC to negotiate permissions for use and Hull University Archives/HHC will commit to negotiating use around all items in the ‘collection’ for the exhibition.

Mar/Comms and Ticketing

General agreement on New Eyes Each Year as title for the exhibition. SW noted that the title is of a poem that is about Brynmore Jones library which fits the location of the exhibition.

CS confirmed copy and image deadline is 5th December for Hull 2017’s second season guide. CS presented draft copy for season guide for all to consider.

Everyone agreed on concentrating on Larkin’s doodles as main exhibition image. Additional photographic assets (including Larkins own photos, photos of Larkin and photos of artefacts in the archive) would also be welcome as marketing assets. It was agreed that all marketing assets should respond to notions of a double-take, of self-perception, selfies, mirror images, various perspectives on singular things.

SW is also looking for previously unseen photos of Larkin with a camera.

PP noted they were planning to inform PLS members of ticket opportunities for their annual lecture, involving Grayson Perry, on 8th February 2017. Tradition informed the approach that all 180 members would be offered a ticket plus one. It was noted that if all members accepted offer, almost all tickets for the event would be allocated and there would be little room for a public allocation. They thought it was unlikely all 180 members would accept the offer however.

CS suggested there was a decision to be made by PLS about how much of a strategic priority there was for them to reach new audiences and offer public access to the event. If there was such a priority it should be possible to agree an allocation for the public now, no matter how limited (be it 100, 150 or 200). If such a public allocation of tickets was agreed now we would be able to include it in the exhibition page of the Season Guide which will be published middle or end of February 2017 and that ticket allocation could go on sale. The remaining tickets (300, 250 or 200) would be held back for PLS’s own use for members on a first come, first served basis.

PP noted there were some issues for PLS around CS suggestion but would present the options to his PLS colleagues for consideration. CS re-iterated the most basic decision to be made is whether PLS were committed to public access to the event and if so what allocation of seats would they be willing to allocate to that in the short term. Should additional allocations be made available to the public, they could be promoted at a later date. It would be difficult to announce the Grayson Perry lecture in the season guide if we weren’t offering some public access to the event as it we would all only be informing the public about an event they could not attend.

In any scenario, CS noted announcement of tickets would best co-incide with launch of second season programme guide in mid-February if at all possible – for PLS members and/or the public.

It was to be agreed at a later date whether Culturenet (the University’s ticketing system) or Hull 2017 would operate as box office for the event.

CS re-iterated the need to deliver a joint comms plan around Larkin between PLS, the University and Hull 2017.

SW noted that university is planning a mass selfie with students for twitter thunderclap on 2nd December. PP noted that PLS members would also be engaging with social media on that day. Official hashtag is #larkinliveson

SW noted that Telegraph will be publishing a piece about Larkin. Engaging with Uni PR. SW providing photo for them.

CS recommended a conversation should happen between marcomms leads of all parties and Hull 2017 to identify where Hull 2017 can enhance that social media and PR engagement before 2nd December.

Action: CS to send draft copy for season guide to all for revisions

Action: CS to confirm date of season guide publication date

Action: CS to arrange MarComms meeting with all relevant leads for partners in co-operation agreement

Action: CS to connect University marcomms lead with Hull 2017 and PLS marcomms leads around social media and pr plan around 2nd December activity.

ACTION: PP to ask PLS preferred option re Grayson Perry ticket allocation. The question essentially is: Does PLS want to allocate tickets to the public? If so, for marcomms purposes the best and easiest option is to agree a minimum ticket allocation for the public now for sale on Season 2 Guide launch date. Other options are possible but more complicated and will effect ability to include Grayson Perry event in Season Guide;.

ACTION: Everyone to revisit what they already have regarding the doodles and which may enhance title and exhibition themes.

ACTION: PP to research Larkin notes and letters to define 10 doodles for us to consider. Double take is a good theme to follow.

ACTION: SW to send double take photo as holding image

Westminster Abbey

CS noted that a service for Larkin at Westminster Abbey will take place on 2nd December and will be followed by a reception. The event will involve many influential figures inspired by Philip Larkin.

PP suggested there was a speaking opportunity for Hull 2017 Chairperson, Rosie Millard, during reception after the Abbey service. He noted PLS chairperson, Prof Eddie Dawes, will be hosting the reception and also speaking.

PP clarified that 2nd December is the anniversary date of Larkin’s death.

PP noted Westminster Abbey staff are only official photographers. No other photographers are allowed.

CS noted that everyone should take the opportunity with high profile figures at reception, where appropriate, to offer an invitation for their involvement in the exhibition – either through recording a poem which we would arrange or to visit the exhibition at some time.

CS will attend with Rosie.

ACTION: CS to invite Rosie to speak and brief her.

Outstanding items for on-going discussion

BBC Archive

Artist commissions

Exhibition design

Date of Next Meeting:

To be agreed in correspondence for January.

In advance, marketing assets and copy to be agreed and delivered by 5th December or, where image assets are delayed, by early January.