Land of Green Ginger, **7 Alleys Debrief**

11 May 2017 1pm Boardroom Present: Katy, Gareth, Adam, Lou, Chrissie, Maddie, Elizabeth

**External Evaluation**. See transcript for details, but the topics covered were as follows:

* Concept: practical and conceptual
* Location
* Artist(s)
* Skills and knowledge
* Community Engagement

**Actions**

* Elizabeth
  + Schedule marcomms meetings with Alix, Laura and Chris
  + Schedule M&E debrief with Elinor, Pippa and Christie
  + Schedule volunteering debrief with Harriet
  + Joshua show report
  + Chase Chris re: stakeholder template
  + Set up ‘scrapbooking’ area at LOGG house
  + Map out future access offfers
* Gareth
  + Sort on site wifi sitch
  + Write a thank you to Howard and HCL
  + Site visit with Adam to Longhill
* Chrissie
  + 7 Alleys FB album
* Katy
  + Speak to David, Chris and Alix
  + Thank you to Periplum

**Production**

Crowd management

* With hindsight, we would’ve moved entry point to another area so as not to require crowds to loop book on themselves, which caused a bottle neck affect
* Not always about the numbers but rather about dynamic of crowd e.g. Friday
* Could have done more barrier-ing that was more evident but still stay within visual
* Stewards should’ve been in green high-vis

Health & Safety

* Lost Children weren’t briefed or prepared
  + Action: Adam to provide more information to them in future
* Park Medical were really good

Onsight comms

* Show report template is useless
  + Action: Lou and Elizabeth work on a bespoke one for Joshua to use
  + Further action: share notes at daily production meetings
* Need wifi on site
  + Action: Gareth to sort something with KCOM
* Radios were awful
  + Action: Gareth aware that it is a wider company issue
* Daily production meetings were good, but we needed more time with Periplum.
  + Action: for future projects, production base should be both for the artists and us

Periplum production

* Periplum could’ve saved money on staff as there were a lot of people around, some of which didn’t do very much
* Noted that they are having issues with their core team, and they wished that they had more budget/time to train up new people, which is a pity as that would have fit really nicely with our Ambition for Excellence funding requirements

HC&L

* We got our deposit back mostly due to the weather being so nice. If it had rained, the lawn would’ve been wrecked. Good to be aware of this for future park events (i.e. AndNow and Aswarm).

**Access**

* More planning time for AD so that there is enough time to properly promote the offer
  + Action: Elizabeth to map out access offer for all future projects, including quotes and action plans for marketing the offer
* Didn’t think about mobility issues rather than just wheelchair users i.e. this was not a very appropriate event for people with mobility issues.
  + Action: include in future event information

**Monitoring & Evaluation**

* Shouting ruins the entire mood and tone of project
  + Action: M&E team to exclude couple from all future LOGG projects
  + Further action: provide additional training for volunteers on approaching members of the public
* Voting vessels idea does not work
  + Action: schedule meeting with M&E team to discuss further options
* M&E volunteers need to be part of the larger project briefing so they understand the larger picture

**Volunteers**

* Lots to feedback on, such as volunteers sharing on social media
  + Action: schedule additional debrief with Harriet

**MarComms**

* Leaflets and postcards have had more of an impact than crates, however crates gave us narrative content to play with
* Print quality was not great
  + Action: in future we’ll need to see the stock proof before it gets fully printed
* There are only 1800 followers on social media, which is a respectable amount for this point in the project, however it could be pushed more.
  + Action: Chrissie to put together a FB album of photos
* Press during the event were generally an issue
  + Ben and Alix pushed crisis comms early Sat morning based on their own assumptions about event management
  + Alix let press do whatever they wanted during the event
  + Action: Katy to speak to David, Chris and Alix
* May’ve missed the point of announcing Land of Green Ginger as a Hull 2017 project
  + Action: Chrissie to lead vs going to non-core team members for advice
  + HDM not a good idea to announce this because they are in on the fiction. There is a delicate line to tread: give them a heads up but also give them a good motivation for staying within story
  + Further action: filming to take place at East Park Tuesday AM
* Challenging to go through Chris for photographers and videographers (see Katy’s action above)

**AOB**

* Documentation: what do we do via GGF and website? What do we want artists to do after each project?
  + Artists: we want them to be able to shout about the best show they’ve ever made
  + Our website: ‘Act I: 7 Alleys by Periplum’. Include images and a short description.
  + GGF website needs to chronologically explain the LOGG story
  + BOOK: need to capture things that happen that are magical but also has a kernel of reality e.g. kids hijacking crates sound system and Mac announcing ‘naughty boys’
  + Action: start scrapbooking activity for artists

**Weekly Catch Up**

Joshua’s heralding (please note this is all now out of date)

* Mon 15th GGF report finding maps, shop plans, smell ginger and strange gold object
* Same day HDM report Margaret has a crate
* Wed 17th GGF run competition ‘what is this object?’ Prize? (entry to histories and mysteries night)
* 22nd reveal answer to competition on social media with back story
* 23rd LOGG mark appear at NPSC and Louise Smith offers shop to house the nose
* 25th Mike Covell article including history of Bransholme but also weaves gold nose myth into that. This is now merged with the HDM announcement to be papered on shop window by the 29th.
  + Note: we should be paying him for this work
  + Action: Chrissie to put prelim doc together
* Mon 29th small crates are installed between 11-12pm, which will be present during BTO week
  + From the 7th they start to get moved into shop done by the 15th
  + What are in the crates? Need to think through this to keep up audience momentum
* Other notes:
  + Doesn’t need a huge amount of marketing but we really should use the North Point FB group
  + Info goes up on GGF website maybe after it opens so that most audiences simply chance upon it
  + Less about opening time, more about shop open times this summer. Then build up to end point, but won’t know what that is till later in the summer. Midway through decisions can be made.
  + Leaflets in the shop: tourist attraction

Lone Twin

* We need to plan the event working back from the bonfire night
* Action: Gareth and Adam to go for a site visit to work out audience capacities
* Manifesto should include something about fire in it because a jar of ashes is found in the crate, and the crate that’s found will be burned in the bonfire

Brochure Image will be discussed at next meeting, but should maybe include a bookshelf, an open book and have references from October onwards. Maybe could also reference things that have happened or riddle

* Action: we need a brief to give to Nick by next week