**Meeting at The Baltic, Gateshead, 22 May**

Ann Cooper (AD/marketing) , Emma Thomas ( education), Godfrey Worsdale, James (operations)

KD, CL

**Marketing/Branding**

Branding and marketing were difficult but Baltic where the guinea pigs – 1st venue outside Tate to host the Turner Prize.

Comms and marketing team worked on TP for a full year.

Had a crisis meeting at one point re. branding. There should be guidelines now as Tate have worked with other venues on TP (Derry, Glasgow).

**Make sure FAG branding is prominent, FAG are delivering this for Tate**

**‘The Baltic presents the Turner Prize’**

 Tate interfere with **interpretation** and branding

60-90 mins, Day trippers, don’t forget Newcastle area!/North East

Have a good offer Baltic also programmed a Mike Kelly Show – a chance to show of the Ferens permanent collection – TP nominees’ display.

**Staff**

Baltic already had staff in place to take on the TP staff roles didn’t hire any additional staff. This meant other exhibitions suffered as a result. Didn’t go home much that year. Most of work was education/comms and marketing/AD. From the curatorial teams perspective it was a straight forward exhibition.

Meetings in London – time consuming. Head of team at Baltic and Head of team at Tate

Worked with other contemporary arts venues in Newcastle and communicated their art offer in the city using an app and leaflet – pullout map.

Also put on an event for staff at other Newcastle art venues and media to mix.

**Audience engagement Project**

Audience engagement started in June – aim to inform public what the TP is / start a dialogue about art. They found that a lot of people didn’t know what the Turner Prize was about.

– Turner Prize cafes (preceding the exhibition) these were travelling cafes that were branded. Coffee was free and chocolates free. Chocolates had questions about contemporary art on them.

FOH staff and education team led this.

Radio involved – helped with publicity.

Cafes travelled to big events e.g. Pride weekend etc….

Ran cafes in schools as well – funded by John Lewis

Relaxed atmosphere for public to talk to staff/filmed clips – vox pop style

Also produced 4 short interviews with the 4 nominated artists which they could show the public on an ipad – if they wanted to know more.

Recreated café in The Baltic

Had walls of computer screens showing the public taking about contemporary art – vox pop style.

Timeline of previous winners / resource area

TP was a big driver of a new audience to The Baltic, also picked up lapsed visitors. Audience profile has changed since TP.

**Visitors/Security**

**Free Admission** – had to negotiate this with Tate, Derry has free admission we think.

Reacting and planning key - with regards to the public navigating the gallery spaces.

In terms of visitor figures – plan for the worse, queues constantly. The Baltic were able to have a separate entrance for the TP, and allowed visitors to queue outside – free chocolates and timed coloured stickers used so visitors knew how long they had to wait. Social media also useful for informing public of queue situation/times.

Artists are often not keen but good to have a set route through the exhibition.

Steady increase in footfall since TP.

5-6,000 visitors on day 1

Opening party 1,700 attended

Fire capacity maximum – meant had to have people queuing outside of the building, used separate entrance – this made the experience much better.

Employed an events team to help out. Large visitor figures took its toll on staff.

Most evenings the building was used for corporate hires.

 Good to have spaces linked to each other, G4 not very useful at FAG!

Be ready for anything - e.g. security at prize ceremony

**Prize Giving Ceremony**

Had screens in each gallery space – live feed. Press room. Security key, had a near miss with a male streaker trying to spoil the occasion and spoil the Baltic’s reputation.

**Events**

Artist talks

Q&A school groups

**School Groups**

Schools – autumn

Schools had to book in at least 2 weeks in advance Staff would have to make sure there is enough space in the exhibition to accommodate school group that day – as effects building fire regs

Provided teachers resources online – John Lewis sponsored this. **MAY STILL BE ONLINE CHECK**

Short films online of kids interviewing the artists.

Plenty of interest /school booking but Baltic are always in high demand by schools anyway.

Content – nudity/adult content could be tricky – Baltic lucky with the artist they got.

If schools didn’t book would have to queue up like public.

**Media coverage**

Tend to attract media if you engage local people/community engagement – cafes project was ideal. Public felt free to discuss art/the TP outside the gallery in café environment.

‘77 days to see it’

Start time

Used numbers to promote it.

‘Come and see us and tell us about it’

28 May 2015 press announcement

April 2017 Artists Announced – this is big for media

Oct 2017 Opening – big – key to get press to opening – Baltic needed support here. Managed to get a deal with train company to have 2 carriages for 30-40 media staff!

Awards ceremony – not as important for media – can access via live stream/social media

Tate – looked after national press

The Baltic – looked after local and Scottish press

**Funding/Sponsorship**

Tate already have a media partner – can be tricky. Nokia example, wanted to offer £80,000 to Baltic, Tate not keen as £80k not seen as substantial/valuable. Baltic had to get sponsorship to help cover costs of the TP.

**Budget** – was challenging

**Install/De-install**

1 month to de-install previous show and install TP – this is the usual schedule the Baltic work to for exhibition installs/de-installs.

Health and safety issues V artists’ integrity (e.g. emergency exits signs)

**Artists**

No pressure to make new work.

Competing against each other, they often already know each other.

**Publication**

Tate template. Recommend using artist artwork image not logo/building image.

Produced 4 covers for the what’s on guide/leaflet at Baltic – visitors wanted to collect all 4 covers. Could do this for catalogue depending on budget.

**Recommendations / Things Baltic wish they had done at the time**

* Wished they’d been able to capture contact details of visitors for mailing lists/e-newsletters
* Donations
* No resource to do research – financial report – exit survey Recommend capturing this – outsourced to Manchester company ‘Morris’ – made a huge difference.

**Craig Ashley** worked with Ann on TP

**Ann and Godfrey** due to leave BALTIC soon