| Fishing Heritage Art Exhibition 2017 | | | |
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| Task | **Timeframe** | **Responsibility** | **Complete** |
| Welcome and Marketing Workshop meeting | Thur 8 September 2016 | TC, AC |  |
| Raise awareness of the exhibition with SHTC sixth form students | Early September 2016 | AC, MF, JGR |  |
| Keep an ongoing inventory of suitable artwork (photograph work) | Early September 2016 | AC, MF, JGR |  |
| Keep an ongoing contacts list of everyone connected to the project | Early September 2016 | TC, AC, MF, JGR | Ongoing |
| Secure funding from Creative Communities | Early September 2016 | TC |  |
| Transfer funding to SHTC for frames and materials etc | Early September 2016 | TC |  |
| Create a Facebook page for the exhibiiton | September 2016 | AC |  |
| Create a Twitter page for the exhibition | September 2016 | AC |  |
| Create a hashtag for use on social media | September 2016 | AC |  |
| Purchase frames and store them at SHTC | September 2016 | AC, MF, JGR | More to buy |
| Purchase 7ft x 4ft boards, white emulsion, rollers and brushes | September 2016 | TC |  |
| Arrange for the boards to be painted white both sides | September 2016 | TC |  |
| Get quotes for new technology for the church and arrange installation dates and costs | September 2016 | TC |  |
| Creative Communities launch event | Thur 22 September 2016 | TC |  |
| Contact some key characters to conduct initial interviews, gather quotes or make some short videos for social media | Late September 2016 | TC, AC | Ongoing |
| Write a detailed marketing plan | Early October 2016 | TC, AC |  |
| Submit marketing plan to CCP and receive branding pack | Early October 2016 | TC, AC |  |
| Create a Fishing Heritage Art Exhibition Booklet (essential info) | Early October 2016 | AC |  |
| Create an Artist invitation letter with brief, deadline and details | Early October 2016 | AC |  |
| Contact local artists and invite them to submit artwork | Early October 2016 | AC, MF, JGR |  |
| Contact local photographers and invite them to document the event | Early October 2016 | AC, MF, JGR | Not needed |
| Contact local fishermen and fishing organisations to inform them about the initial plans for the events and invite them to get involved | Early October 2016 | TC |  |
| Contact local businesses and organisations regarding partnerships and sponsorship opportunities | Early October 2016 | TC, AC, MF, JGR |  |
| Contact Alec Gill and confirm permissions to use his photos | Early October 2016 | TC |  |
| Volunteering Workshops meeting | Mon 10 October 2016 | TC, AC, MF, JGR |  |
| Volunteering Workshops meeting | Thur 20 October 2016 | TC, MF |  |
| Purchase fixings and lighting for the exhibition boards | October 2016 | TC, AC, MF, JGR |  |
| Transport the painted boards to SHTC studio | October 2016 | TC, AC |  |
| Attach fixings to exhibition boards and test them in the SHTC studio | October 2016 | AC, MF, JGR |  |
| Write a ‘Mission Statement’ | October 2016 | TC, AC |  |
| Arrange meeting 1 (initial arrangements, roles and ideas) | October 2016 | TC, AC |  |
| Compile a list of helpers and enlist Hull2017 helpers if necessary | October 2016 | MF |  |
| Arrange meeting 2 (finalise event dates, discuss church layout, themes) | November 2016 | TC, AC |  |
| Create a Helpers Pack with information for volunteers about the exhibition, invigilation and arrangements | November 2016 | MF | In production |
| Begin writing our official Press Release | November 2016 | TC, AC |  |
| Plan out the exhibition invigilation - create a rota and contact helpers to confirm their support | November 2016 | MF |  |
| Post interesting facts and articles about Hull’s fishing heritage on social media to keep the public interested | November 2016 | AC | Need to start posting |
| Negotiate with local museums and galleries to obtain video footage, models and props for loan during the exhibition weeks | November 2016 | TC, AC, MF, JGR | No luck |
| Continue to catalogue suitable work for the exhibition (photos) | November 2016 | AC, MF, JGR | Ongoing |
| Post videos and images of last year’s exhibition on social media | November 2016 | AC |  |
| Post teasers of artwork on social media to keep public interest | November 2016 | AC | Ongoing |
| Meeting with Sarah Rule re: Volunteers @ SHTC Art Department | Mon 14 November 2016 | AC, MF, JGR |  |
| Project Delivery and M&E Workshop | Mon 21 November 2016 | TC, AC, MF, JGR |  |
| Use branding package to create some initial advertising designs for posters, outdoor banners and images for social media, websites etc | Late November 2016 | AC, MF, JGR |  |
| Arrange meeting 3 (refreshments, advertising, deadlines) | December 2016 | TC, AC |  |
| Contact artists and inform them of the submission deadline | December 2016 | AC, MF, JGR |  |
| Initial designs for posters, fliers and postcards | December 2016 | AC, MF, JGR |  |
| Submit official Press Release to Hull 2017 | December 2016 | TC, AC |  |
| Arrange meeting 4 (advertising designs, artwork stock check) | January 2017 | TC, AC |  |
| Decide upon literature, videos and stories to present in the exhibition | January 2017 | TC, AC, MF, JGR |  |
| Possibly negotiate additional venues to display artwork after the show finishes at St. John’s | January 2017 | TC, AC, MF, JGR | Burton Constable |
| Start designing zines and factsheets for the exhibition | January 2017 | AC, MF, JGR | In production |
| Arrange meeting 5 (education links, visits and activities) | February 2017 | TC, AC |  |
| Edit a 20 minute film to play on the screen | February 2017 | AC, MF |  |
| Create a 30 minute loop (with film) for the big screen | February 2017 | AC, MF | In production |
| Arrange with Alec Gill to give a talk (date, time, event details) | February 2017 | TC, AC | 30 June |
| Arrange a music night (date, time, event details) | February 2017 | TC, AC | Not needed |
| Design banners to hang from the church columns (lino prints) | February 2017 | AC | 12/24 done |
| Emulsion final exhibition boards | February 2017 | JGR |  |
| Create educational activities based on exhibition content | February 2017 | TC, AC, MF, JGR | Started |
| Photograph all submissions for use in advertising / literature | February 2017 | AC, MF, JGR | Ongoing |
| Create laminated postcards and bookmarks of selected artwork | February 2017 | AC, MF, JGR | In production |
| Create badges, key rings and other merchandise | February 2017 | AC, MF, JGR | In production |
| Arrange meeting 6 (printers, banners, brochures etc) | March 2017 | TC, AC |  |
| Begin mounting and framing selected SHTC artwork | April 2017 | AC, MF, JGR | Ongoing |
| Arrange with schools to visit and speak about the exhibition in May | April 2017 | TC | Began |
| Make arrangements for May advertising campaign - send off designs to press and advertising companies | Late April 2017 | TC, AC |  |
| Submission deadline for artists (non-SHTC artists to drop their work at St. John’s with details attached - name, title, materials etc) | Sun 30 April 2017 |  |  |
| Artwork selection meeting at St. John’s | Sun 7 May 2017 | AC, MF, JGR, AG |  |
| Email selected artwork to Alec? For information writing? | Mon 8 May 2017 | AC, MF |  |
| Inform selected artist of their inclusion/non (email/telephone) | Sat 13 May 2017 | AC, MF |  |
| Non-selections to be picked up from St. Johns | Sun 14 May 2017 | TC, AC |  |
| Begin making the plaques for the selected artwork | Mon 15 May 2017 | MF | Almost done |
| Send out letters, postcards and emails to advertise the event | Early May 2017 | TC, AC, MF, JGR | Need to start |
| Advertise the event with official designs on social media | Early May 2017 | AC |  |
| Inform the press to have an article written | Early May 2017 | TC, AC | Started |
| Advertise in the press and connect on social media | Early May 2017 | AC, MF |  |
| Poster and postcard campaign (local area, art establishments, churches, schools, shops etc) | Early May 2017 | TC, AC, MF | Started |
| Billboard and bus stop advertising | Early May 2017 |  | Not needed |
| Design the exhibition brochure | May 2017 | MF, AC | Need to start |
| Curation planning | May 2017 | TC, AC, MF, JGR |  |
| Arrange meeting 8 (discuss curation and selection) | May 2017 | TC, AC |  |
| Radio advert or interview to promote the exhibition | Mid May 2017 | TC, AC | Arranged |
| Resend out invitations via letter, postcards, emails etc | Late May 2017 | TC, AC, MF |  |
| Continue to advertise the event on social media | Late May 2017 | AC | Ongoing |
| Think of creative ways of publicising the event | Late May 2017 | TC, AC, MF | Fish Trail |
| School assemblies to make schools aware of the events | Late May 2017 | TC | Being arranged |
| Purchase additional fixings if needed | Late May 2017 | AC, MF |  |
| Attach mirror plates to frames | Late May 2017 | AC, MF |  |
| Operation Fish Trail (spray stencils down Hessle/Anlaby Road) | Sat 10 June 2017 | AC, MF, JGR |  |
| Transport the exhibition boards from SHTC to St. Johns | Sat 10 June 2017 | TC, AC, MF, JGR |  |
| Constructing the exhibition boards at St. Johns | Sun 11 June 2017 | TC, AC, MF, JGR |  |
| Hanging the artwork at St. Johns | Sun 18 June 2017 | TC, AC, MF |  |
| Sorting out the electrics and screens etc | Sun 18 June 2017 | TC, AC, MF |  |
| Dress shop and get seating and refreshment areas ready | Sun 18 June 2017 | TC, AC, MF |  |
| Arrange for the church to be spring cleaned | wb 19 June 2017 | TC |  |
| OPENING NIGHT (6pm until 10pm) | Fri 23 June 2017 | TC, AC, MF, JGR |  |
| FISHING TALKS with Alec and Peter (7pm until 10pm) | Fri 30 June 2017 | TC, AC, MF, JGR |  |
| SEA SUNDAY SERVICE (10am until 12pm) | Sun 9 July 2017 | TC |  |
| Taking down the artwork | Sun 9 July 2017 | TC, AC, MF, JGR |  |
| Transport SHTC artwork back to school | Mon 10 July 2017 | AC |  |
| Arrange with other artists to pick up their work from St. John’s | wb 10 July 2017 | AC, MF |  |
| Broadcast reviews and reactions on social media | wb 10 July 2017 | AC |  |
| Create a film documentary reflecting on the exhibition and its success | wb 10 July 2017 | AC |  |
| Liase with local venues regarding loaning out artwork around the city | wb 19 June 2017 | AC |  |