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**Project Delivery Plan**

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| Project Name | Anita Corbin , Visible Girls revisited Exhibition |
| Project Lead | Hannah Holden |
| Project Start Date | Preview 6th July 2017 |
| Project End Date | 11th Aug 2017 |

**Document Checklist**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Document Type** | **Date Completed** | **Signed off /Notes** | **Amount expected /Invoiced** | **Amount completed /Paid** |
| High res photos and captions | 13/05/2017 | In file with caption  HH |  |  |
| Risk Assessment | 01/03/17 | In Gallery file |  |  |
| Artist Brief/contract | In File, Kate did. | HH |  |  |
| Signed inventory of works/condition report | 12/06/2017 | In Gallery file  HH |  |  |
| Signed off press release | Confirmed 13/05/2017 | Sent to Hull 2017 so far, In file |  |  |
| Social media accounts confirmed | Confirmed  1/02/2017 | Details in below.  HH |  |  |
| BSL interpreter booked for launch and Artist talk | Booked but didn’t turn up. | Booked but didn’t turn up. | N/A | N/A |
| Photographer booked in for launch  Blogger booked in for launch. | Jerome booked in from 4.30pm on the day of the launch. | Confirmed Via Email 14/06/2017 | Jerome sent have passed on to Claire 25/07/2017 | Both Paid £125 & £120  19/07/2017 |
| Hull 2017 Volunteers Booked in | 2 xfor install  4x for Launch  3x M & E vols  8/10 July, 10th Aug | Booked in 15/4/17 HH |  |  |
| Completed budget sheet | 01/09/2017 | Completed and invoiced |  |  |
| 2017 end of project report | Await final Surveys from Pippa sent off to Hannah 01/09/2017 |  |  |  |
| Audience Finder Surveys | 15/08/17 | Imputed by Selina | 40 |  |
| Completed 2017 Audience Surveys | 15/08/17 | Picked up by Elizabeth, Hull 2017 | 50 | 40 plus? 16 online |

**Baseline Report**

**To be completed on the start date of the project.**

|  |  |  |
| --- | --- | --- |
|  | **TOTAL PAGE VIEWS** | **UNIQUE PAGE VEIWS** |
| Website views relating to project | **6,017** | **4,857** |
| Average time on website pages linked to project | **01:42** | **n/a** |
| New Vs returning Visitor to website, | **New 67%** | **Returning 33%** |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **SUBSCRIBERS AT START OF PROJECT** | **SUBSCRIBERS AT END OF PROJECT** | **CLICK THROUGHS** |
| E-newsletter subscribers via project routes | **764** | **776** | **1.6%** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **LIKES/FOLLOWERS/ SUBCRIBERS AT START OF PROJECT** | **LIKES/FOLLOWERS/ SUBSCRIBERS AT END OF PROJECT** | **IMPRESSIONS ON POSTS RELATING TO THE PROJECT** | **ENGAGEMENTS WITH POSTS RELATING TO THE PROJECT** |
| Facebook | **2,316** | **2,363** | **39,883** | **5,937** |
| Twitter | **3,891** | **3,985** | **42,100** | **130** |
| Instagram | **1,975** | **1,580** | **45,995** | **1,261** |
| Other | **N/A** | **N/A** | **N/A** | **N/A** |

**Project Outline**

**Enter a description of the project including: expected outcomes, predicted audience numbers, project location.**

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| --- |
| In 1981, photographer Anita Corbin captured pivotal "coming of age" moments in the life of 56 young women - all members of different subcultures. The result was an extraordinary collection of portraits against a backdrop of heightened social, cultural and political change. The Skins, Mods, Punks, Rockabillies, New Romantics, Rasta's and young lesbians that Anita photographed represented a new movement of female empowerment.  Now, 36 years later, Anita is asking where those girls are? What's happened to all those women who were so dedicated to their sub cultural tribes and what's happened to their dreams and beliefs? With the help of an [Arts Council Grant](http://www.artscouncil.org.uk/funding/grants-arts) Anita has re-photograph most of the original girls using new digital technology to create a set of images that will sit alongside the originals in a touring exhibition opening at Artlink. Using tape recordings of interviews from 1981 and recent interviews with the ‘girls' 36 years on, the exhibition brings together two parts of a woman's life and interweaves societal changes related to communication and women's rights.  This exhibition will be opening in the gallery Space at Artlink alongside the Leanne Broadbent spotlight show.    We will also run a small programme of engagement though funding from Square pegs looking at Anita’s work and themes surrounding this , we expect to facilitate conversations around culture, women and …  We would expect an opening night audience of around 80/90 and would like to achieve a n average of 12 visitors per day |

**Project Team**

|  |  |  |
| --- | --- | --- |
| **Staff member/Artist name** | **Role and responsibilities** | **Contract Issue Date** |
| **Anita Corbin**  [**anita@1stwomenuk.co.uk**](mailto:anita@1stwomenuk.co.uk)  **01823 660474**  **07802613911** | **Artist/Photographer** | **September 2016** |
| **Deborah Willimott** [**anita@1stwomenuk.co.uk**](mailto:anita@1stwomenuk.co.uk)  **01823 660474**  **07415 138 380** | **Anita’s co-organiser from 1st Women uk** | **n/a** |
| **Lucy May**  **T: 07817 828 065**  [**www.lucymaydesign.com**](http://www.lucymaydesign.com/) | **Lucy May Design, Designer , producing Anita’s marketing** | **n/a** |
| **Tory Turk**  [**https://twitter.com/tory\_turk**](https://twitter.com/tory_turk)  [**https://www.facebook.com/toryturk**](https://www.facebook.com/toryturk)  [**https://www.instagram.com/tory\_turk/**](https://www.instagram.com/tory_turk/) | **Curator** | **n/a** |
| **Original visible Girls** | **Nicola**  **Carol**  **Liz** | **n/a** |
| **Volunteers** | Yasmin Smithson  Louis Corbin  **Hull 2017**  Alan Beal  Denise Lodge  Susan Priestley  Andrew Millson  Susan Newman  Lisa Dearing  Avril sheard | **Paper work for Hull 2017 Volunteers sent back to Hull 2017**  **HH** |
| **Hannah Holden**  **Emaily Fratson** | Project Manager Artlink  Admin and Marketing Artlink | **n/a** |

**Social media feeds**

|  |  |
| --- | --- |
| Facebook | [**www.facebook.com/pages/first-women**](http://www.facebook.com/pages/first-women)  **Anita Corbin has own fb page**  [**https://www.facebook.com/toryturk**](https://www.facebook.com/toryturk) |
| Twitter | **@FirstWomenuk**  **@thevisiablegirl**  **@lucymaydesign**  [**https://twitter.com/tory\_turk**](https://twitter.com/tory_turk) |
| Instagram | **Visible.girl**  **#firstwomenuk**  [**https://www.instagram.com/tory\_turk/**](https://www.instagram.com/tory_turk/) |
| Website: | [**www.1stwomenuk.co.uk**](http://www.1stwomenuk.co.uk)  [www.visablegirls.com](http://www.visablegirls.com) |

**Enter a predicted timeline for your project and include any changes experienced throughout the project delivery. Add more rows where necessary.**

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| --- | --- | --- |
| **Category** | **To Do** | **Done, initials** |
|  | **6 Weeks Before** |  |
| Artist Liaison | Decide title for the show | **KW/AC** |
| Install | Check if any equipment or materials need to be purchased | **HH** |
| Artist Liaison | Decide on a delivery date for the work | **KW/AC** |
| Paperwork | Send exhibition contract and inventory | **HH** |
| Marketing | Ask the artist to supply images and small statement for press | **HH** |
|  | **1 Month Before** | |
| Marketing | Write press release for upcoming exhibition | AC/HH |
| Marketing | Produce flyer / poster | AC/HH |
| Artist Liaison | Ask artist to sign off designs & press release | AC |
| Marketing | Promote new show through monthly MailChimp | EF |
|  | **3 Weeks Before** |  |
| Marketing | Send out an electronic copy of the press release, images and poster to media list | EF |
| Marketing | Order at Scribes – 25 A4 posters & 250 A6 Flyers = £15  (more if printing budget is bigger) BUDGET went up to £58 | EF |
| Marketing | Post out: 1 poster, press release and flyers (each) to Invite list | EF |
| Marketing | Post out invites to artists preview list | EF |
| Social Media | Create an event on Facebook and invite friends | EF |
| Social Media | Start promoting on Twitter | EF |
| Social Media | Put out an image of the poster on Instagram | EF |
| Install | Order any specialist equipment or materials for the exhibition- Ordered Digital media player | HH |
| Paperwork/Admin | Book gallery volunteers for install – Hull 2017 volunteers and 2 Artlink volunteers | HH |
| Paperwork/Admin | Draw up risk assessment for install and show | HH |
|  | **2 Weeks Before** |  |
| Artist Liaison | Confirm install date with artist | HH |
| Marketing | Add event to websites: City Arts, VHEY, Events In Hull, Culture 24 etc. | HH |
| Paperwork/Admin | Confirm gallery volunteers for install | HH |
| Paperwork/Admin | Begin new gallery programme | EF |
| Marketing | Email exhibition invite to newsletter people | EF |
| Social Media | Add new content to Facebook group – keep suspense | EF |
| Marketing | Confirm any press interviews – **Hull daily mail and yorkshire post. Michelle dee blog booked in** | EF |
|  | **Install Week** |  |
| 2/7/2017 | **John Keen booked to help install the walls** | HH |
| 3/7/2017 | **2 Volunteers booked in, paint walls for install anita dropping work of this eve4ning 7.30.** | HH |
| Paperwork | Take delivery of work check against inventory | HH |
| Social Media | Facebook, Tweet & Instagram delivery – sneak peak of work | EF |
| 4/7/2017-6/7/2017 | Anita and crew here for install |  |
| Paperwork/Admin | Sign contract with artist | HH |
| Paperwork/Admin | Brief volunteers (health & safety) | HH |
| Install | Fill holes and repaint gallery from previous show | HH |
| Install | Mirror plate work if needed | HH |
| Install | Hang show | HH |
| Install | Paint over mirror plates | HH |
| Install | Arrange lighting- Needed to order new lights | HH |
| Install | Clean gallery | PT |
| Install | Buy refreshments for opening  (£50 budget) Red & White wine / Beer / Soft Drinks | CM |
| Paperwork/Admin | Once show installed check over previously drawn up risk assessment against installed show | HH |
| Paperwork/Admin | Write exhibition information & labels / prices | HH/AC |
| Paperwork/Admin | Make sure we have enough sales sheets printed | HH |
| Install | Print & stick up labels | HH |
| Paperwork/Admin | Complete new programme & print at least 50 copies | HH |
| Paperwork/Admin | Write risk assessment | HH |
| Paperwork/Admin | Record visitors at opening and take photographs- Jerome booked to take photographs | HH |
| Marketing | Change email signature with new exhibitions on | EF |
| Marketing | Update website  Change Currently showing, Forthcoming and Archive previous show. | HH |
| **6/7/2017** | **Preview night 6-8pm – Volunteers booked in.** | **HH** |
|  | **During** |  |
| Social Media | Thank people for attending preview on social media | EF |
| Marketing | Continue relationship with press | EF |
| Paperwork/Admin | Photograph the show | EF |
| Social Media | Continue promoting on social media | EF |
| Artist Liaison | Arrange collection of work – Arranged for 12 of August | HH |
| **14/7/2017** | **Anita Artist talk night 55 People booked on** | HH |
| **15/07/2017** | **Anita Girls workshop, “who am I really/”** | HH |
|  | **After** |  |
| Paperwork/Admin | Put the exhibition and photos on archive | EF |
| Install | Take down the show & package | HH/AC |
| Paperwork/Admin | Chase up any sale with Emily & Claire | HH |
| Paperwork/Admin | Record visitors comments & overall numbers | HH |

**Associated press for the show.**

|  |  |
| --- | --- |
| Wonderland Magazine | <https://www.wonderlandmagazine.com/2017/06/29/anita-corbin-visible-girls/> |
| Another Magazine | <http://www.anothermag.com/design-living/9976/brilliant-things-to-do-in-july> |
| Afternyne Magazine | <http://www.afternynemagazine.com/visible-girls-revisited-shines-light-female-identity-1980s/> |
| Guardian Weekender 8 page colour spread | <https://www.theguardian.com/artanddesign/gallery/2016/may/11/visible-girls-anita-corbin-then-and-now> |
| The Yorkshire post | <http://www.yorkshirepost.co.uk/news/1980s-female-punks-skinheads-mods-and-rockabillies-recaptured-on-camera-1-8627138> |
| Buzz Feed Article | <https://www.buzzfeed.com/patricksmith/pictures-of-women-from-londons-80s-subcultures-then-and-now?utm_term=.cgok6vkK3#.qm1JEZJ0w> |
| Fred Perry Website blog | <https://www.fredperry.com/subculture/article-visible-girls-revisited> |
| Michelle Dee Cultural Blog | <https://michelledee2012.wordpress.com/2017/07/10/have-you-seen-her-visible-girls-revisited-exhibition-at-artlink/> |
| Dazed | <http://www.dazeddigital.com/photography/article/36663/1/anita-corbin-capturing-the-everlasting-bond-of-female-friendship> |
| BBC Radio Humberside- Kofi Smiles interview | <http://www.bbc.co.uk/radiohumberside> |
| Indie Gogo – Video Piece | <https://www.indiegogo.com/projects/visible-girls-revisited-exhibition-and-uk-tour-film-photography#/> |
| Hull 2017 write up | <https://www.hull2017.co.uk/discover/article/visible-girls-revisited-makes-way-artlink/> |
| Arts Council England article | <http://www.artscouncil.org.uk/news/photography-exhibition-explores-human-stories-80%E2%80%99s-generation> |

**Project Evaluation**

**For each project we will collect audience finder surveys and 2017 audience surveys. These will be completed in the gallery or will be issued to the artist to take to workshops and events. Please enter details of any other evaluation you expect to undertake throughout your project.**

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| Project Evaluation tool   * Square pegs evaluation forms * Audience finder forms * Evaluation through workshops and critical conversation * Visitor comments book, social media comments. * Dawn and Derrick * Social media analytics |