

Twitter: @byparley
Email: info@byparley.co.uk
Website: www.byparley.co.uk

PARLEY

Victoria McCorkell
Twitter: @vickimccorkell

Design, Manage, Coach
Projects, Programmes, Spaces
Arts and Cultural Engagement, Learning, Development.



Victoria graduated with a BA (Hons) Drama and Theatre Studies in 2000. Following her degree she worked within community outreach, primary health, education; and as a drama facilitator, careers adviser, learning mentor and project manager, before beginning a full time career in the arts in 2004.

Frequently positioned within grassroots organisations or working in partnership with larger cultural venues or local authority, she was responsible for the strategic design and delivery of arts and cultural projects, programmes and events. From artist and young artist development programmes to intensive programmes of work taking place on housing estates, she worked across art disciplines with artists and audiences.

Victoria is driven by a personal and professional passion for equal exposure and opportunity in the arts, encouraging engagement, participation, learning and progression.

In 2014 she completed a MA in Arts and Cultural Policy and Management. Specialising in Arts Education she was able to underpin several years of practice with in-depth knowledge and understanding of the history, theory, and policy surrounding her field.

Her modules and papers included Arts Policy and Management, Arts and Regeneration, Arts Education in Theory and Practice, and The Inside Out of Cultural Institutions. She completed with a dissertation on Arts Pedagogy in a Digital Age – “Push The Button: To what extent are digital technologies supporting engagement and learning in the arts?” a subject advancing at great speed, and one she continues to follow with interest.

Victoria is interested in, and influenced by, “design thinking” and “designing for UX” practices and principles; process vs product, and what constitutes “Excellence” in arts and cultural environments and experiences.

Her work directly with artists and audiences; socially engaged practice, arts education, learning and development remains at the forefront, she continues to question where the power sits within our sector? and what makes for a healthy and sustainable cultural ecology?

Victoria has worked within arts and heritage for local authority, is a director and trustee, a trained coach, mentor and arts award adviser. She is currently taking the next step in her own continued professional development, consolidating her practice into a new company; Parley.