**Notes and Actions from Meeting on 27 April 2017:**

* To make a statement with some of the commissions we’ll need to find more funding (ACE or other sources).
* Create core budget: What does that give us. Get a good idea of that budget.
* Ticketed events to try and pay for themselves in venues away from City Hall.
* The festival will be based around city hall. Then late night venues at weekend. Trying to get the City Hall for free. At the moment it is £2k per day (including security).
* Aim of today: What is the format of the weekend and lead up.
* Possibly 3 venues in the city hall but the bar at the front is the bar so might want to leave as an open space for people to chat.
* Should be a ticket for the weekend of events. The bar, the coffee shop, etc should have festival feel.
* An opportunity with Substance: Could we look at DJs playing at Gate Number 5 with DJs that will actually sell. Capacity for Gate Number 5 is 400. Boatsheds: 2000 capacity.
* First let’s get the subsidised core and then look at the ticket based stuff round the edges.
* Promoter would be taking the risk on bigger ticketed gigs.
* Sensible point for ticketing in the city hall and subsidised tickets for areas of Hull and people from surrounding areas who we’d want to attend to make sure the right people are in the room.

**Online Presence:**

**Below from discussion with the digital, branding and marketing team David Watson, Phil Batty and Laura Smith.**

* Be careful of project fatigue: The articles and discussions need to relate to each season in order not to run out of steam by December.
* Discover: Could be a good point for Substance to live on the site.
* The brand would automatically live within in the text.
* Put the content in very different places, regional press as well as national & international.
* Style guide on a piece of paper for Substance. Try and work this up for Substance.
* Strong image and relevant type. **By when? MA to establish with Hull2017 team as and when the full picture of season one becomes clear.**
* Trying not to do microsites.
* URL link should be Hull2017.co.uk/substance. We still need to allocate some budget for the build of this from the devolved budget.
* Marrying up the debate and events on these pages.
* Is it better for the article to appear on the website first and then elsewhere? Possibly but there are things that we don’t want branded. Case by case consideration.
* Shouldn’t be trying to explode across the year, but certainly explode before the December.

**Events elsewhere:**

* Initially the conversation started with hitting the major cities, however, conversation then changed to be focused on the smaller cities. Places like Rochdale, Barnsley, Warrington, Selby, Wakefield, Huddersfield (to name a few – more to be explored) possibly starting with Liverpool to give it a coast to coast presence. These would happen currently in October 16, January 17, April 17, July 17, September 17, November 17, with the final event being in December in Hull. The others would be another city, then back to Hull, then another city, then back to Hull.
* Partners discussed for this conversation: Liverpool: FACT (Foundation Creative Technology). Leeds: West Yorkshire Playhouse. Events: Could be a debate by three leading voices about what substance is. Could be an art installation, could be a performance.
* Where does the extra money come from? At the moment no ticket income in the budget for the weekend in December. Need to set a reasonable target that relates to the activity whilst allowing for a very accessible ticket point to try and help those who might not usually feel they can engage with the conversation and begin to start taking part (possible Paul Hamlyn application for engagement as outlined [here](http://www.phf.org.uk/funds/access-and-participation-fund/#the-purpose-of-the-fund)).
* ACE: Strategic Touring possibly (next deadline is 13 May) if we’re confident enough on the content. Or G4A (could be interesting to see what Chris Thorpe is working on currently, a strong northern voice – previous work Confirmation was very successful around confirmation bias). [See here for more info.](http://www.theguardian.com/stage/2015/apr/07/chris-thorpe-theatre-confirmation-a-nations-theatre)
* Mid 2017: A booklet of the leading artists across the north. Placed in each of the cities. Outlets for this. Maybe we might want to work with a publisher to support this element (Penguin Random House springs to mind).
* Detailed budget by end of May: Yes, we should have this before the end of May. Not to go into that detail with the steering group. But show them the pre event activations and ask in these cities is there anyone else to speak to about releasing any more money. Do the university have anything else going on that is going to naturally fit in with activities, possibly for pre-activation events.
* Make 19 or 20 May the steering group for looking at the project outline further.
* Should we get anyone else involved in this steering group?
* Possibilities knocked around from KCOM consultant and information forwarded from the Institute for Public Policy Research Institute (PPRI). **MA to try and arrange meeting with both of those people on the same day as steering group meeting.**
* Some of the speakers potentially going to sixth form colleges on Friday, or something along those lines. Or the university, **LB & Engagement** **look at groups to target who will be vital to the conversation.**
* **MA to send a first pass of deal memo to Luke from first pass at budget and these discussions.**

**Martin Green Notes for Project 22:**

When speaking about northern powerhouse, we were discussing cities with more than 500,000. The smaller cities get a little more me tooism. With questions like how can we be more like Manchester. Don’t, be more like yourself. This sounded like the article to be released before the programme launch.

Other discussion and debate could include:

In 2017, cities like us gather. Not Manchester, Sheffield, Liverpool and Leeds. But places that don’t feel included in the Northern Powerhouse discussions. The smaller cities. This could shift the location of pre-activation events to these places.

Motorways of the sea: 400 bn money available for investment. Liverpool already has this. Cities like us within a cultural setting, what we want to achieve. Cities like Hull, how can they make life better for its inhabitants. Quite overtly capitalist (but not so obviously). [More information on motorways of the sea here.](http://ec.europa.eu/transport/modes/maritime/motorways_sea/index_en.htm)

Devolution debate, big kids are front of the line the small kids at the end of the line being picked last. Standalone cities like Hull need to make their own version of devolution. Stand alone cities.

Talent: cities like Hull aren’t bringing in talent. Executive mayors are the things of the future (according to Martin). The report from IPPR mentioned previously also advocates this approach.

Big lottery under spends in this area (Hull). Why and how? What are we not giving people in order for them to access this resource.

Heritage Lottery funding is finding it difficult to understand we’re not refurbing a building.

Arts Council doing more with their money than others. And doing it relatively well.

Culture stops crime, culture makes people healthy. Scandinavia realising the value of culture and life benefits.

City of Culture becomes a playground for new ideas. Not who from the national theatre is coming to the show but puts issues like what are the regional police force doing culturally.

For Project 22: Cities like Hull: these are cities with their own autonomy (don’t have to be like Manchester).

How are we talking about northern powerhouse in women of the world, Festival of Britain, Freedom all to be realised as well.

**Contract:**

**MA to initially draft Deal Memo and then once agreed one contract for staged payments. If this doesn’t work for some reason then we’ll look at another model instead starting with payment on an R&D basis and moving on to a contract to allow funds to get going.**

Payments come from Substance to the artists and people who will realise the activity (including marketing and production). Some of this marketing will be done by some of the 2017 team but just needs to be factored into a budget for time to build sections of the website, etc.

Hull2017 act as producers on the ground in Hull, to assist Substance with its delivery.

**Steering Group Meeting:**

**LB&MA: Work up and realise the events a little more for 19 & 20 May to present to them.**

**MA build in time line staged payments and marketing build.**