**Substance Meeting: 27 April 2016**

**Martin a, Sam Hunt, Luke B**

12:18pm: Martin A to collect Luke from Hull station.

12:30pm: Timeline: Drill down and confirm more precise dates.

**13:00: David (Head of Digital) and Phil Batty and Laura Smith (Marketing and Branding) join us.**

13:05: David briefly explains digital channels of operation for Hull2017

13:20: Brief run-down of things to touch on in terms of branding from Laura and/or Phil.

13:40: Any questions on digital, branding and marketing.

(All of the above are brief run downs as we will pick up again more comprehensively in the next couple of weeks – we only have a short window of time today).

Martin A, Luke, Sam Hunt remain in the room to discuss:

14:00: Look at a first pass of budget, bring in considerations discussed previously with the team.

14:15: Sam Hunt to head to other engagement.

14: 30: Martin A and Luke look at deal memo and talk through any concerns/questions to be resolved on contract aspects.

15:00: Revisit timeline after everything discussed in meeting and make sure we have that pinned down.

15:30: **Martin Green joins** and expands on what could be released in the run up to Project 22.

16:00: AOB. General catch up about useful next steps. Endish.