**Land of Green Ginger Book**

**Distribution Options**

**Option 1 – Royal Mail**

Royal Mail deliver one book to every household in Hull after The Big Malarkey Festival.

Due to budget no crates could be made, but a mass storytelling moment could still be created for schools around the book itself.

**Distribution**

118,500 copies for one per household.

1,500 spares.

**Total – 120,000**

**Timeline**

W/C 12 March Draft manuscript to illustrator.

W/C 26 March Draft illustrations submitted, feedback given.

Friday 30 March Final manuscript to illustrator.

Friday 27 April Final manuscript, illustrations and brief sent to designer.

Friday 4 May Design and artworking complete. Book sent to print.

Friday 1 June Printing complete and delivered to Royal Mail ready for distribution.

Friday 15 June Book delivered.

**Budget**

Attached.

**Option 2 – Every school child**

On Thursday 14 June in every school across Hull children are told a story about a crate appearing at the school that morning packed full of books titled Land of Green Ginger.

One small crate is delivered to each school, along with enough books for one per school child.

There is also door to door distribution in all of the areas that Land of Green Ginger took place.

**Distribution**

45,000 for one per school child (secondary and primary).

35,000 for door to door distribution (as per Unleashed marketing).

**Total - 80,000**

**Timeline**

W/C 12 March Draft manuscript to illustrator.

W/C 26 March Draft illustrations submitted, feedback given.

Friday 30 March Final draft manuscript to illustrator.

Monday 7 May Final manuscript, illustrations and brief sent to designer.

Monday 14 May Design and artworking complete. Book sent to print.

Monday 11 June Printing complete ready for distribution.

Friday 15 - Friday 19 June Door to door distribution.

**Budget**

Attached.

**Option 3 – Every school class and d2d**

On Thursday 14 June in every school across Hull children are told a story about a crate appearing at the school that morning packed full of books titled Land of Green Ginger.

One small crate is delivered to each school.

In areas where Land of Green Ginger took place the crate is delivered with enough books for one per class. Door to door distribution takes place in those same areas in the week following (as per Unleashed marketing). This would capture adults that potentially experienced the project.

In areas where Land of Green Ginger did not take place, the crate is delivered along with enough books for one per school child. This way the book reaches adults through school children.

**Distribution**

35,000 for one per school child (secondary and primary).

35,000 for door to door distribution (as per Unleashed marketing).

**Total - 70,000**

**Timeline**

W/C 12 March Draft manuscript to illustrator.

W/C 26 March Draft illustrations submitted, feedback given.

Friday 30 March Final manuscript to illustrator.

Monday 7 May Final manuscript, illustrations and brief sent to designer.

Monday 14 May Design and art working complete. Book sent to print.

Monday 11 June Printing complete ready for distribution.

Friday 15 - Friday 19 June Door to door distribution.

**Budget**

Attached.

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For all options books will also be delivered to volunteers, libraries across the city and groups and key partners that were part of Land of Green Ginger.