**Land of Green Ginger Project Meeting Minutes**

**19 January 2017 Lowgate Project Room I Present: Katy, Lou, Elizabeth, Chris, Alix**

**Apologies: Laura, Gareth**

Joshua

* We wanted him to make a saving in being in the unit for less time so that he could put more resource into the parade aspect so that could attract higher footfall.
* We want North Point to delay refurb of larger unit because that’s the ideal venue for Joshua’s project
* Joshua due to come back to us by Monday on what he’s thinking since going on a site visit with Lou and Gareth
* Hot air balloon ritual of handing over nose in North Point car park may be preferable to a procession to Noddle Hill.
* We need to keep balance on reach and visibility with beautiful and exquisite spaces because this is such a huge budget

Script

* Not a final version; artists still need to feed back
* Hopefully this gives a clearer idea re: ‘Institute’
* Not sure about the ending
* Rediffusion: logistic arm of Institute
* Useful to talk through beginning and prologue because this will help to clarify **comms** around project
  + Kofi does weekly radio shows and produces lots of online content, but he's not often on Look North, which may be our core audience
  + HDM: Ian's not been replaced yet but they are advertising his job. Alix images it might be Hannah Robinson who is replacing him, which will be good for us as she already knows about LOGG from last year and is already covering Hull 2017
  + HDM would be fine with spreading rumours but BBC won't go with that, though Kofi might be into the more tongue & cheek aspect of this project.
  + Mike Covell: very active on One Hull of a City, writes for HDM occasionally. Our thinking at the moment is that it's better to engage with people like him than not. He could potentially be the face of this rather than us.
  + There's also the History Centre, though relationships have deteriorated with HCL since Katy last spoke to them!
  + Are we overthinking this?? In the end it's just another show that just has a pretty complicated storyline.
  + In terms of national press, this is something we don't need to push at least until near the end or the end itself to be used as a nice story to do on what we've managed to achieve during City of Culture
* Actor to play representative of Institute.
  + Katy doesn't want them physically seen by public; we could have photo and radio interviews and an online presence though.
  + Should be an average Joe type actor who wouldn't milk it too much
  + However, if we want Look North, then we need to be able to put someone in front of a camera... could be Martin from HHC or Mike Covell...? An actor could deal with all the false bits of the story whereas MT or MC could give a local context and add legitimacy to project
* We need to give press a line so they can easily admit that it's a hoax, without actually giving it away, in other words 'winky face'
* By the time we get to Macnas we need to have quite a marketing heft by that point to be able to draw a big enough audience.

Timeline

1. Brochure out on 28th Feb
2. First newspaper article needs to be mapped out: discovery been found under city (note: this is solely a press story, so there is nothing physical to see yet). Are experts already recruited at this point?
3. Physical movement of green smoking crates by Rediffusion in order to get media coverage. Maybe have them come out of Exchange Building
4. Turnaround between Institute being revealed and having its own identity; that's where people go to find more information
5. Build up to Periplum's crates appearing. Could generate a couple more stories between #3 and #4 if it's a couple of weeks in between enough time for it not to feel trite. Is this enough time to gather an audience for Periplum?

Scope of work for Institute:

* website with a lot of content to convey a tone of voice
* Editorial, films, what's on bit of their website/active blog, brand, social media, at least one person to be spokesperson on social media
* We have deliverables, but everything else will need to be done by a digital producer basically

Website

* It was discussed as to whether we could do a mysterious editorial piece with artwork, or create an event page type layout, but it was decided that it would be better not to do anything until something actually happens. However we do need to think about how we represent LOGG on the website, especially because it's been represented in both brochures and there's nothing on the website yet.
* Tech question: how do we ticket these? How do we get people to these events?
  + Too tricky to make it all a make believe world throughout
  + Instead parallel fantasy world alongside practical
  + Will be much easier on multiple levels, esp. M&E
  + Will need to question whether to have tickets for Periplum and the McGuires shows

More fleshed out version of comms:

1. Media interview with Mike or HHC
2. Media moment re: moving crates stunt
   1. PR explanation of Institute
   2. Launch their website and start sharing on social media. Could rename Tiny People Instagram and Twitter account??
3. Not sure what's next, but could include: films, CCTV clips overnight, callout to people, connected to crates and Periplum which would direct people to a place and time
   1. Want people to understand that this is a creative project
   2. Could make connections with local people and orgs and their online accounts
4. Periplum will include, of which all count as reporting moments in between, especially focusing local activity around East Park and Preston Road:
   1. Horse and carriage
   2. Crates
   3. Ash people
   4. Previews

What do the Institute think of these events?? We still need to use them as a marketing tool. The Institute could interview Joshua, chase down Ash People, etc.

Actions

**Gareth** to cost up hot air balloons

**Chris** to sketch out all the aspects of how the web of projects will interconnect I.e. the Institute, website, logo, etc.

**Chris** to speak with David and also get a budget on how much this will cost

**Lou** to set up a meeting with Mike Covell with me, Chris and Alix

**Chris** to speak with **Laura** re: brand for Institute, design for LOGG logo, or is this more of an arty, designy, theatre-y thing?? Also the design of plaques!

**Elizabeth** to share Periplum's proposal with everyone