**Land of Green Ginger project notes**

**Tuesday 14th February, Danish 3. Present: Maddie, Katy, Lou, Elizabeth**

Division of responsibilities:

* Lone Twin: Maddie
* Thor: Led by Lou, coordinated by Maddie
  + Producing Thor means anticipating his needs before he knows it!
  + Lou will be leading on this to begin with but then Maddie will pick up
* Davy: Led by Maddie, community input from Lou
* Macnas: Lou
* Periplum: Led by Lou, coordinated by Maddie
  + Event production = Maddie, Ideas and community = Lou, Format of show = Katy
* Joshua: Lou, coordinated by Elizabeth
  + Will review budget in April to see if Louise S will contribute extra funds, etc.
  + Liz D will speak to sponsors re: building materials and ginger biscuits. Will get back to us re: someone to pay for social side of Nobody Noes
    - Normal partnership acknowledgements
    - Can’t have overt sponsorship acknowledgements
    - MKM could do something within trade world. As long as whatever we do is in keeping with narrative.
  + \***Gareth** to cost up hot air balloon option
  + \***Elizabeth** to send KRM Joshua’s dates for going in and leaving

Chrissy will be the Marcomms coordinator

Digital: biggest stress. Katy’s meeting with David and Phil this PM to discuss

* David suggest they build the website and then get a freelancer in to create content
* Plan B: hold the Institute till after Periplum = terrible option. Narratively it’s not that bad but terrible for building audiences

Periplum ticketing

* 15th-16th April: convo with Laura from creative days
  + People don’t have enough time to book onto show which is why they thought of distributing scrolls a bit before the crates
  + Might not be such a bad thing in terms of spreading the word
* Mechanics:
  + Invitation comes from Institute (i.e. follows an instruction), drawing them to Institute website (where there will be film footage already found and uploaded of the found crates)
  + Crate appears at the same time as letters: 10-12 April first set of crates moved around city and one delivered to Freedom Centre
  + OR letters go out the following week to Preston Rd and Holderness Rd. 17th is a bank holiday so 18-19th instead
  + Volunteers appear at Freedom Centre from 20th 2-5pm every day except Sundays until 6th May
  + horse and carriage deliveries = visual impact. 21st or 23rd April PM
  + 24th Institute receives reports of weird on goings
  + Surprise: ash people appearances 28th-29th
* Box office debate
  + If people miss the mobile box office, then people could still book online. Freedom Centre staff to help people? Mixture of two…
  + Need to tell people where the remote box office is going to be
  + We need to simplify the show details and how to book
  + 2 options: online or mobile box office at Freedom Centre – we need to check what info they collect in their system. H17 volunteers in costume selling tickets at FC

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| **Mon** | **Tues** | **Weds** | **Thur** | **Fri** | **Sat** | **Sun** |
|  |  |  |  |  | **1**  *April Fools’Day* | **2** |
| **3**  Hull Daily Mail run exclusive story (page 1/3) about a vault being discovered under the city. Story includes interview with Eurovia (or HCC) spokesman who discovered the vault and grainy camera phone photo of vault.    Story gets picked up and shared on social media. | **4**  BBC Radio Humberside run story (in programming not news) after ‘reading it in HDM’. | **5**  Other local media start reporting the story about the crates after reading the HDM article/ hearing the BBC Radio Humberside piece and phoning HCC to find out more. | **6**  HDM print a follow-up story after the Institute is called in to investigate | **7**  Other local media run follow-up stories. | **8** | **9** |
| **10**  Reports of crates spotted moving around the city on social media.  Crates move around the city  Letters distributed to Holderness and Preston Road homes | **11**  Hull Daily Mail print a story about crates being spotted moving around the city after ‘seeing reports on social media’. Story includes voxpops from local witnesses, screengrabs of Tweets and images from social media.  Crate delivered to Freedom Centre  Letters distributed | **12**  Hull Daily Mail run follow-up story after a reporter witnesses crates moving with his own eyes and their snapper gets a photo.  Letters distributed | **12**  Other local media pick up on story about crates being spotted. | **14**  *Good Friday* | **15** | **16**  *Easter Sunday* |
| **17**  *Easter Monday* | **18**  Letters distributed | **19**  Letters distributed | **20**  Volunteers at Freedom Centre in costume selling tickets 2-5pm | **21**  Tickets on sale 2-5pm  Horse & carriage appearances | **22**  Hull Daily Mail report crates appearing  Tickets on sale 2-5pm | **23**  Horse & carriage appearances PM |
| **24**  Hull Daily Mail reports horses and ash people appearing.  Tickets on sale 2-5pm | **25**  Other local media run story.  Tickets on sale 2-5pm | **26**  Tickets on sale 2-5pm | **27**  Tickets on sale 2-5pm | **28**  Tickets on sale 2-5pm  Ash people appearances | **29**  Tickets on sale 2-5pm  Ash people appearances | **30** |
| **1**  Tickets on sale 2-5pm | **2**  Tickets on sale 2-5pm | **3**  Tickets on sale 2-5pm | **4**  Tickets on sale 2-5pm | **5**  Tickets on sale 2-5pm | **6**  Tickets on sale 2-5pm | **7** |