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.

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.

Possibly 3 venues in the city hall but the bar at the front is the bar.

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 5 400. 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.

Thinking about doing something every 2 months from September. Hull and another city.

Substance is an independent voice that is complimentary.

Online Presence:

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 appoint for it 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.

Strong image and relevant type. By when?

Trying not to do microsites.

Hull2017.co.uk/substance

Marrying up the debate and events.

Is it better for the article to appear on the website first and then elsewhere? But there are things that we don’t want branded.

Shouldn’t be trying to explode across the year, but certainly explode before the December.

Events elsewhere.

Manchester: Home

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.

Where does the extra money come from? At the moment no ticket income in there.

ACE:

Strategic Touring. Or G4A.

Mid 2017: A booklet of the leading artists across the north. Placed in each of the cities. Outlets for this.

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.

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? **Eleanor, ask for more detail on organisation looking for interaction.**

Some of the speakers potentially going to sixth form colleges on Friday, or something along tose lines. Or the university, look at groups to target who will be vital to the conversation.

Send a first pass of deal memo to Luke from this.

**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. How can we be more like Mnahcester. Don’t, be more like yourself.

In 2017, cities like us gather. Not Manchester, Sheffield, Liverpool and Leeds. But places that don’t feel included in the north.

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).

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).

Big lottery underspends in this area (Hull).

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

Arts Council doing more with their money than others.

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 national theatre is coming to the show, what are the regional police force doing culturally.

**Who speaks about this?**

For Project 22: Cities like this: 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.

Contract:

One contract for staged payments.

Payments come from Substance.

Hull act as producers on the ground.

Martin starts on a contract for the whole thing. If this takes too long, start one for R&D and then looks at contract and how it can be broken up.

Look at smaller cities and town in the north for the pre-activation event.

Victoria Wood: Desert island discs.

Steering Group Meeting: Work up and realise the events a little more for 19&20 May to present to them.

Build in time line staged payments and marketing build.

Ask sam where the marketing budget comes from. An element will have to be within the budget. Also the same with engagement.