**NSDF/University/Hull 2017**

**15/07/16 – Room 004, Derwent Building (The University of Hull)**

Present:

For NSDF: Michael Brazier – Director (MB)

For Boom Ents: Dawn Farrow (DF)

For The University of Hull: Christian Billing – Head of Drama (CB), Tim Skelly – Technical Manager of the Gulbenkian Centre (TS), Marianne Lewsley-Stier - Programme & Partnership Manager (MLS), Helen Taylor/Elaine Warren - UoH Access Unit (HT/EW)

For Hull 2017: Lindsey Alvis – Producer (LA), Phil Batty – Director of Marketing, Communications & Legacy (PB), Ian Read - Head of Education & Participation (IR), Siana-Mae Heppell-Secker – Producing Team Assistant (SMHS) – minutes

For Hull Truck: Tom Bellerby (TB)

Apologies: For Hull 2017 Ben McKnight – Communications Director (BM), David Watson – Head of Digital (DW)

**9am – 11:30am – Mar/Comms Meeting:**

Marketing & Press campaign overview & main principles

* NSDF are using the marketing company ‘Boom Ents’. DF presented NSDF Marketing Campaign.
* LA updated on New Diorama showcase of Hull work in 2017 including Pub Corner Poets who are NSDF alumni. LA to introduce MB to David Byrne, Artistic & Executive Director.
* LA to introduce MB to Hull based companies during next visit in Sept.
* Marketing within the UoH discussed. Shauna McClean & Kate Beardsworth to advise.
* Discussion about how we can advertise the festival to the public as well as students. There may be the opportunity to link NSDF with H2017 Network Neighbourhood Touring & Women of the World projects. Potentially touring a previous NSDF piece (I Can’t Breathe) in advance of the festival in 2017 to reach out to communities and raise awareness. LA to explore with H2017 team (LA)
* SMHS to check NSDF dates against the rest of the H2017 programme. (SMHS)
* NSDF & Times partnership discussed. MB, DF & BM to explore whether we can do a piece in the Times for H2017 launch & NSDF launch of programme.
* MB is also interested in engagement in the local community – how do we get local residents involved, as well as students.

Deadlines

* Final deadline for H2017 brochure is 12th Aug.
* SMHS to send H2017 Event form to NSDF & UoH
* NSDF Show selection day is Sun 19 Feb 17. This was discussed in relation to marketing deadlines for theSeason 2 H2017 brochure & UoH brochure. It was decided that NSDF will be included in the first H2017 brochure as a partner with an overview of the festival and specific shows will be included in the season 2 brochure. PB noted that local audiences book late so we can use late announcement of the show titles to our advantage. Potentially we could sell a secret theatre type ticket in advance of announcement.

Image generation

* Use previous production images as lead image for all Mar/Comms.

Brand licencing & contracting

* Discussion about contracting. NSDF & UoH to have a full agreement for 2017 and future festivals. MLS to chase this with legal office & Pavel Drabek. To be signed by Glenn Burgess. MB to provide a rundown of deal and terms for host venue based on previous relationships to inform the Agreement.
* LA to explore contractual relationship for 2017 and whether this is covered by existing UoH Agreement or needs a second version with NSDF.
* LA to send Brand Licence Agreement to MB.
* Crediting to be agreed.

Ticketing:

* Tickets to go on-sale in Sept 16. Shows announced in Feb 17.
* PB advised that NSDF should consider using one of the city’s independent ticket providers. UoH currently links with Hull Box Office. Question raised whether the UoH will be upgrading its ticketing system to the same platform as H2017 (Spectrix). TS & CB to chase this up internally.
* Discussed ticketing options including festival day or season tickets. Opportunity for NSDF to curate the audience journey through the programme including conversation above about secret theatre option as above. NSDF/UoH can work together on a basic outline for a festival ticket that includes workshops/masterclasses on the same day. Again, this could be announced and on-sale before show titles are announced, adding the content later. MB to explore these ideas further.
* From a schedule point of view, CB noted that we need to be sensitive to fact that Good Friday is a religious holiday.

Freshers’ week opportunities

* Fresher’s Week: 28th Sept 16. H2017 Cube will be on campus during that week. MB will attend. MLS & MB to explore presence for NSDF. MB will combine visit with a venue recce.
* Potential for the Gulbenkian Centre be used by NSDF for more project specific activity including workshops, tech tasters etc.? TS, CB & MB to explore this.
* MLS to introduce Megan, who also works with H2017, to MB & DF.

School’s engagement

* Question raised asking how NSDF can connect with the local schools. DF is interested in the community engagement programmes in the city. IR made suggestions of schools to target including St Mary’s & Longcroft School. Sirius & Hull College attending afternoon focus groups.
* TS asked MLS to hold space in the Faculty of Arts/Culture & Education Brochure.

Volunteers

* NSDF will be able to use H2017 volunteers for enrichment roles such as welcoming people, directing to performance areas etc. NSDF will also be able to work with student ambassadors. MB to put an ask in to H2017 & UoH
* Question raised about how to let people know about the Management Team/Tech Team opportunities with NSDF. Normally 60 tech team plus pros & 30+ management. PB to communicate this with current H2017 volunteers as well as connecting with digital team for web/social media coverage (PB)

**11:30am – 12:30pm – Access (including Uni Access team)**

Overview & Hull 2017 approach

* LA explained H2017 approach to access. LA to share H2017 Access Guide.
* Hull Truck & others have required a captioning box for the city. MB to contact Hull Truck through TB.
* Crucial to widen participation to the widest audience.
* TS/CB to introduce MB to Colette Conway.

UoH access unit

* Overview provided by HT & EW including focus on encouraging HE and areas such as performance in education, care-leavers, student journey, finance, outreach, school’s engagement, progress routes through education etc. EW to share Access Agreement.
* NNCO funding is for community outreach to get students progressing to HE. NCORP is funding for students who have the skills and ability to progress to HE, but do not engage.
* Applications for the Access Fund go to the Strategy Group (Next: 8/08 then every 6 weeks)
* Applications can be made to deliver workshops/masterclasses and/or present shows in schools before the festival as well as bringing school groups onto campus to attend the festival.
* UoH to put in a bid for NNCO & NCORP funds, working closely with Lee Tsang (School’s Liaison Officer). CB & TS to submit before October.
* CB/TS to speak to Sarah-Jane Dickenson about how she funded ‘the not-knowns’ and feedback to MB.
* NSDF & UoH to submit an application to the fund. MB to explore this further.
* LA to introduce Stewart Baxter (Arts Development Manager at the Warren) to MB.

**1:30pm – 2:30pm – Honorary Guests**

Overview of honorary guests

* 15 artists needed for wrap-around discussions in a Hay Festival model.
* Screen interviews with high profile figures unable to attend in person although want to encourage people to attend

Shortlisted guests (who is making the ask)

* UoH, NSDF & H2017 to share list of 20 best known alumni/contacts and review together before deciding who is best placed to make the ask.

Selectors & judges – local connections to be made

* 15 panel selectors & 2 – 3 judges
* Erica Wyman (RSC Director) approached but NA. Hannah Miller (RSC Casting Director) to be approached by MB.
* Indhu Rubasingham (Tricycle Artistic Director & UoH Alumni) to be approached by MB.

Other names discussed:

1. Tim Wheeler (WY Playhouse)
2. Peter Hall – Someone of the same calibre.
3. Sarah Brigham (Derby Theatre)
4. Sir Lenny Henry
5. Tonic Theatre (Liz/Lucy)
6. Anna Maxwell-Martin
7. Johnathon Riley
8. Tom Wells
9. Lucy Beaumont
10. Sheridan Smith (Went to NAPA)
11. Reece Shearsmith
12. Judy Dench (Links to Hymers College)
13. John Hurt (Actor)
14. Spy Monkey (Touring Company)
15. Malcolm Sinclair (Actor)
16. Marianne Elliot (Director)
17. Stuart Cosgrove
18. Paul Arditti (Sound Designer)
19. Tamara Harvey (Director)
20. David Byrne (Artistic & Executive Director)
21. Hannah Bentley (ACE)
22. Toby Parkin
23. ROH Tech Director
24. Gareth RSC
25. Anna Maxwell Martin (Actress)
26. Jonathan Harvey (Writer)
27. Tom Wells (Writer & Hull Truck Associate)
28. James Brining (Artistic Director)

Connections with WYP, Sheffield Theatres, Liverpool Everyman & Playhouse, MRE, Bolton Octagon & local Hull Based companies making work such as The Roaring Girls & Middle Child as well as mid-career artists. LA to link Hull emerging theatre companies & MB.

**2:30pm – 3:30pm – Festival Delivery**

Accommodation

* UoH accommodation has been quoted at £50 a night which will stretch NSDF budget.
* MB asked for recommendations of any accommodation off campus. LA updated briefly on homestay campaign and digs lists but these are better for a few people over a few nights.
* MB to share numbers & budget with MLS to see if a deal can be done to bring costs down.

Delivery Updates – including technical, security, logistics, accreditation

* Main Venues: Middleton Hall, Gulbenkian Centre, Staff House, HUU. MB to explore using external venues in the city. TS to book the spaces for 2017 & 2018. MB to share dates for 2018 with TS.
* Festival uses accreditation for participants in the form of wristbands. These are colour coded to identify those under and over 18. UoH will share their Safeguarding Policy, Child Protection Policy & Campus Code of Conduct. Clear guidelines re no unaccompanied under 18s and under 16s will apply. NSDF will share their policies. All NSDF staff & selectors are DBS checked. Where workshop leaders are not DBS checked they are accompanied at all times.
* MB to speak to UoH Andy about security requirements on campus.
* Health & Safety is monitored by all NSDF staff during the festival. UoH will assign an H&S lead to the festival. Training day to include campus specific information and tour including no access/restricted access areas. TS confirmed that no access/restricted access technical areas in the theatres are locked.
* First Aid to be decided who is best to provide first aid cover between NSDF & UoH. CB, TS & MB to discuss.

3:30pm – 5pm Learning Focus Groups with Julia Quillin (Sirius Acadamy) & (Wyke Sixth Form College).

* Drama education includes modules on devising so work of this nature is of particular interest to JQ.
* Timing of festival is suitable for years 7 – 9 due to exams for years 10 & 11.
* Wyke noted that employment is essential within extra-curricular activity so a good approach for NSDF re careers focus.
* LA to introduce MB to Ruth Drake, re Youth Arts at Hull City Council. Also introduce JQ to City Arts team.
* IR noted that where volunteers are DBS checked they could accompany school trips. IR to explore with Head of Volunteering.
* Important to clearly communicate the benefits of engaging with NSDF to teachers who are often inundated with requests & invites.
* IR – What are we offering the schools? We need to make it more exciting for them. Looking at Post-16 upwards. MB to explore this.