**Milestone 1 – On signature of the contract – September 2016 (£31,000)**

* Agreed budget update
* Initial marketing copy and image brief delivered to designers.
* Project Plan delivered
* Timeline document created
* Headline venue held
* Agreed budget
* Contributing artist update
* Ticket pricing structure agreed for pre activations and December weekend.
* On sale date agreed

**Milestone 2 – January 2017 (£31,000)**

* Agreed budget update
* Progress update against project plan
* At least two Tier 1 artists contracted for December.
* Headline Venue contracted.
* Defined plan presented to the steering group.
* Marketing and comms plan developed with Hull 2017 marketing team.
* Image and copy for confirmed Tier 1 artists.

**Milestone 3 – June 2017 (£31,000)**

* Agreed budget update
* Progress update against project plan
* All artists contracted
* Artist accommodation and travel booked.
* Initial tech and staffing scoped.
* Volunteer requirements confirmed.
* December weekend tickets on sale.
* Plan put forward for activity happening around December weekend with external promoters.

**Milestone 4 - January 2017 (£9000)**

* Evaluation
* Reconciled Budget, copies of contracts and proof of payments to artists, suppliers and any other contracted parties received by Hull2017.
* Successful delivery.

**Thursday, 19 May 2016**

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| 00:00 - 00:00 | Timeline (Steering Group Meeting in Hull.)Delegates: 0 Capacity: 0 | \*Timeline |

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**Friday, 27 May 2016**

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| 00:00 - 00:00 | Timeline (Receive a detailed project budget)Delegates: 0 Capacity: 0 | \*Timeline |

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**Monday, 15 August 2016**

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| 00:00 - 00:00 | Timeline (Full contract with timeline and budget attached)Delegates: 0 Capacity: 0 | \*Timeline |

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**Wednesday, 31 August 2016**

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| 00:00 - 00:00 | Timeline (Commission initial articles in reference to the north and confirm project outline.)Delegates: 0 Capacity: 0 | \*Timeline |

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**Thursday, 1 September 2016**

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| 00:00 - 00:00 | Timeline (Begin build of Discover section of 2017 website for Substance)Delegates: 0 Capacity: 0 | \*Timeline |

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| 00:00 - 00:00 | Timeline (First payment released to Substance. After contract signed and agreed.)Delegates: 0 Capacity: 0 | \*Timeline |

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| 00:00 - 00:00 | Timeline (Luke start contract contributors of online editorial, print editorial and editorial for other publications)Delegates: 0 Capacity: 0 | \*Timeline |

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**Monday, 5 September 2016**

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| 00:00 - 00:00 | Timeline (Revisit budget after contracting content and curating events pre-2017 December weekend)Delegates: 0 Capacity: 0 | \*Timeline |

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**Saturday, 1 October 2016**

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| 00:00 - 00:00 | Timeline (Pencil peripheral venues for December weekend)Delegates: 0 Capacity: 0 | \*Timeline |

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**Tuesday, 1 November 2016**

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| 00:00 - 00:00 | Timeline (Lead image and copy created)Delegates: 0 Capacity: 0 | \*Timeline |

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**Monday, 14 November 2016**

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| 00:00 - 00:00 | Event (Pre Activation Event: Hull)Delegates: 0 Capacity: 0 | Hull City Centre (HCC) |

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**Saturday, 21 January 2017**

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| 00:00 - 00:00 | Event (Pre Activation Event: Liverpool)Delegates: 0 Capacity: 0 | \*FYI |

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**Wednesday, 1 February 2017**

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| 00:00 - 00:00 | Timeline (Confirm Content Outline: with rough idea of content over weekend.)Delegates: 0 Capacity: 0 | \*Timeline |

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**Saturday, 1 April 2017**

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| 00:00 - 00:00 | Timeline (Contract all performers for the December weekend.)Delegates: 0 Capacity: 0 | \*Timeline |

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| 00:00 - 00:00 | Timeline (Have all marketing material ready for full programme announcement)Delegates: 0 Capacity: 0 | \*Timeline |

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**Saturday, 22 April 2017**

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| 00:00 - 00:00 | Event (Pre Activation Event: Manchester)Delegates: 0 Capacity: 0 | \*FYI |

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**Friday, 30 June 2017**

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| 00:00 - 00:00 | Timeline (Release booklet with articles by artists working in the north.)Delegates: 0 Capacity: 0 | \*Timeline |

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**Saturday, 22 July 2017**

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| 00:00 - 00:00 | Event (Pre Activation Event: Leeds)Delegates: 0 Capacity: 0 | \*FYI |

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**Saturday, 2 September 2017**

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| 00:00 - 00:00 | Event (Pre Activation Event: Newcastle)Delegates: 0 Capacity: 0 | \*FYI |

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**Saturday, 9 December 2017**

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| 00:00 - 00:00 | Timeline (Substance Festival Weekend: Hull (See Substance Festival Weekend arrangement for event detail))Delegates: 0 Capacity: 0 | \*Timeline |

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**Sunday, 10 December 2017**

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| 00:00 - 00:00 | Timeline (Substance Festival Weekend: Hull (See Substance Festival Weekend arrangement for event detail))Delegates: 0 Capacity: 0 | \*Timeline |

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