**HULL TAKEOVER: Hull Co’s Ask to 2017**

*Note: How does Curious Directive fit into these plans? Helen to speak with Jack.*

**SUPPORT WITH GRAPHIC DESIGN**

Can 2017 support through Graphic Design for all 4 company flyers and posters, so they have a uniform feel? Creating a template for the 4 shows.

ACTION POINTS:

* ALL companies to provide- Image, Copy, Logo’s/Venue Information etc.
* 2017 to provide-A graphic designer to organise this information.
* ALL companies to then order print

**HULL PASS: TICKET DEAL**

A three week deal, where if you buy tickets for all 4 shows (Middlechild, Bellow, Silent Uproar, Curious Directive) a 20% discount is applied at Box Office. ALL must be booked through Fringe Box office. Tickets can be booked for any time throughout the festival.

A deal for the last week of the festival where if you buy tickets for all 5 shows (now including Pub Corner Poets) a 20% discount is applied at Box Office. ALL must be booked through Fringe Box office. Tickets can be booked for any time in the last week of the festival

**HULL HANGOUT**

To assign a festival bar, to run throughout the festival and be a central point for all Hull companies and Industry/Audience to meet. To sell the Hull 2017 beer, and be a point where audiences can collect their free beer from their fully stamped card. To decorate with branded beer mats, with Hull 2017 logo on one side, and a different company on the other side of each one (five separate designs).

ACTION POINTS

* Tyler and Mungo are in discussion with Summerhall about a possible festival bar. They will also identify two other potential bars outside of venues, then one can be decided upon.
* 2017 to organise the design and printing of beer mats.
* 2017 and Tyler to facilitate the organisation of the bar stocking the 2017 beer.
* 2017 to organise a small tab for each company to facilitate meeting with industry, and enable them to buy one drink per meeting.

**2017 PARTY**

A party during British Council week? To celebrate the Takeover, be a meeting point for Industry, Press and programmers, to announce 2017 programme? To include music from each of the three shows which feature original music (Bellow, Middlechild, Silent Uproar), and poetry from Pub Corner Poets.

ACTION POINTS

* 2017 to invite, and organise party.
* Bellow/ Silent Uproar/ Middlechild to check their artists are able to perform.

**VOLUNTEERS ON THE MILE STUNT**

Bringing 100 Hull 2017 volunteers come to Hull for one day and flyer the 5 shows. See budget attached.

ACTION POINTS

* 2017 and Hull companies to co-ordinate on print runs/collections.

**PR/MARKETING CAMPAIGN**

Jamie to send ideas separately.

**VIDEO CONTENT AND EDITING SUPPORT**

Silent Uproar, Pub Corner Poets and Bellow don’t have any high quality video. Ideally this would be ready early July.

Can 2017 support by filming content and editing trailers, including:

**5 SECOND STING**

**HULL TAKEOVER 25 SEC TRAILER**

**INDIV. CO’S TRAILERS – HJG asking NDT**

**ACCESSIBILITY**

NDT/David Byrne has offered support with funding access options for all shows.