**Land of Green Ginger**

**Green Ginger Fellowship
Live Content Project Plan**

This plan sets out the requirements of the creative digital campaign that acts as the narrative link throughout the Land of Green Ginger project. This plan aims to confirm objectives, actions and roles and responsibilities in order that the beginning phases of the project are executed effectively and on time.

**Description of Green Ginger Fellowship**

The Green Ginger Fellowship are a team of local history enthusiasts; a mix of Archaeologists, Academics and Scientists. Originally the group started out meeting to look into and explore all aspects of local history, with a particular interest in local mythology, and had developed a specific interest in the unusual street name, Land of Green Ginger. Unfortunately, nobody paid much attention to them at the time, and, as nothing very profound or significant had occurred, they had disbanded.

However, with this recent discovery, somebody had remembered the group and got in touch with the founder members to see if they would be interested in taking the crates and investigating the contents.

Of course they were and so they’ve dug out the old “uniform”, set up a website/blog and social media presence (this being a thing now – unlike when they were first “operational”) and embarked again on their obsession, but this time with a proper purpose.

They talk, with some confidence and knowledge, of the probability of the cases containing artefacts that are of the utmost curiosity to students of the weird and wonderful. They talk about the kind of mythologies that have no physical evidence but still remain somewhere in the psyche and folklore of the communities. They are looking forward, with great confidence and excitement, to unearthing some hidden mythology -and who knows what this might unleash!

**Members**

The Green Ginger Fellowship is made up of seven members – three women, four men.

Five of these are only ever seen via the website in the biog section, which hosts a headshot alongside a name and biography about each person.

The other two feature in video content and images that are put out across the project life.

In addition, the GGF also have four local crew members, who they enlist to move the crates from the vault to their HQ, and around the city at various points during the project.

**Website**

The GGF’s website is in the process of being built, and content for each section is being written to include:

* Homepage
	+ GGF logo
	+ Short ‘About the GGF’ at top of page
	+ Featured blog posts/news. In the first instance this will be the GGF’s advert.
	+ Navigation to rest of site
* About Us
	+ Information about the GGF
	+ Member profiles (headshot, name and 2 line biog)
* Blog
	+ News updates on findings
	+ Reports on heralding moments and retrospective reports on projects
* Contact us
	+ Links to social media

Over the course of the year the GGF will post frequent updates to their website, enabling the public to follow the narrative via the GGF’s findings. All blog posts will also be shared via the GGF’s social media pages, in addition to more frequent and succinct updates, for example quick updates asking their followers if they have noticed the LOGG stamps in East Park, Facebook Live videos, and sharing of the public’s submitted content.

**Live Action**

Two members of the Green Ginger Fellowship will feature in video content and images, specifically showing the GGF’s investigatory work throughout the project life.

The GGF Crew will also feature in video content and images when the crates are being moved around the city.

Video content could include:

* CCTV footage of GGF crew:
	+ Reacting to:
		- Crates billowing smoke
		- Shocks from crates when lifted
		- Surprise at crates moving or making sound
	+ Carrying the crates into HQ by the GGF crew
	+ Attempting to open crates with a crow bar with no luck
	+ Attempting to lift a particular crate, which is too heavy for two people, so all four have to help
* CCTV footage of GGF members:
	+ Listening to crates using a stethoscope
	+ Using special equipment to Xray the crates
	+ Observing crate animation and writing notes on a clipboard
	+ Brushing crates with an archaeology brush
	+ Measuring crate angles
	+ Attempting to gather smoke into a beaker or plastic bag for testing
	+ Photographing crates
	+ Pinning notes/photographs to a notice board
* Phone camera video footage / Facebook Live videos from GGF members:
	+ Of crates moving, smoking, making noise, etc.
	+ 360° footage showing the markings on crates
	+ Accidental selfie video taken of GGF member’s face because they’d forgotten to turn the camera
	+ Show around of HQ
	+ To camera brief updates of findings to date (vague i.e. number of crates that smoke, number that make noise, number that do nothing)
* Facebook Live videos from GGF Crew showing:
	+ Sound coming from crates
	+ Crates being moved
	+ Any of the above suggestions
* Facebook Live videos from GGF members (without the members shown) of:
	+ Crate appearance at Freedom Centre
	+ Horse and Carriage around Preston and Holderness Roads
	+ Further ideas for all projects
* Images including:
	+ Old group image of GGF from 70’s (to be sourced)
	+ GGF member headshots
	+ Inside of crate lid – “Acts of Wanton Wonder are coming…”
	+ Map of Hull showing LOGG stamp sightings/crate appearances
	+ LOGG stamp sightings in different locations
	+ Various heralding moments, e.g.:
		- Crates at Freedom Centre inc. close up of LOGG/7Alley marks
		- Horse and carriages
		- Image of invitations if from 7th Alley
		- Stamps in East Park
		- Crates in East Park
		- Blue prints for Nobody Nose
		- Nobody Nose crates marked to Bransholme
		- Crates in Northpoint Shopping Centre
		- Etc.

**Set Required**

A set for the GGF’s headquarters, which will be based at Staples, is required for the above filming and photography to take place.

The GGF HQ should look as though it has been thrown together at the last minute with little to no expense spared using various bits of furniture that the team had lying around their houses.

This could include the following:

* Crates
* Desk/trestle tables cluttered with:
	+ Laptop(s)
	+ Printer
	+ Books on the history of Hull – including The Land of Green Ginger book
	+ Notebooks and pens
	+ Magnifying glass
	+ Archaeology brushes
	+ Clipboards
	+ Maps
	+ Hazard tape
	+ Gaffa tape
	+ Crowbar
	+ Safety wear – goggles, gloves, hats
* Filing cabinets
* Chairs
* Large notice board with various paraphernalia pinned to it, including a large copy of the LOGG stamp, pictures of the crates, map of Hull,
* Tea and coffee station
* Hat stand with other lab coats and some GGF Crew costume
* Lights

Lighting for filming and photography needs to be considered.

**Costume Required**

* Lab coats for two members, plus two or three others that are hung up at HQ. These are GGF branded
* Generic everyday-wear for underneath lab coats
* Safety goggles
* Safety gloves
* GGF branded hard hats

**Film and Photography Schedule**

Below is a suggestion for the schedule with areas of action:

28th March Filming of GGF Crew CCTV, Facebook Live, phone footage WTP/Filmmaker

Photograph of vault WTP/Photo

Eye witness / plant photography of crate movement Chrissie Lewis

Rehearsal for GGF member scenes Director

 GGF HQ Set Build ??

29 – 31 March CCTV footage filming of GGF members above scenes Director/

 Filmmaker

1 – 4 April Other footage and photography Director/

Filmmaker

3 April News story breaks in Hull Daily Mail with GGF mentioned

 Website live

6 April GGF news story in Hull Daily Mail

4 – 10 April Time for additional content creation

10 April Movement of crates across city WTP/ Photographer/Filmmaker

12 – 18 April Time for additional content creation

18 April Crates delivered overnight to Freedom Centre

**Actions**

In order for the above to take place on schedule the following actions are now urgent:

* Recruitment of a local director
* Recruitment of two local actors – one male, one female, ideally over 50
* Scene list to be developed by director ready to be set and rehearsed
* Set design and lighting for GGF HQ at Staples to be specked and contracted??
* Photographer and filmmaker to be confirmed in line with agreed schedule
* Schedule for film and photography to be agreed with director, actors, filmmaker, photographer and WTP
* Editing responsibility to be agreed
* Content schedule to be developed