



TOWARDS A BUSINESS PLAN FOR PERFORMERS TOGETHER CIC

STATEMENT OF PURPOSE

The objects of the Company are to carry on activities which benefit the community and in particular ... to obtain provision of funding to improve performing arts facilities, thereby benefiting individuals who wish to improve their lives through the provision of such facilities by use of recreation or education; and create activities to raise money for the performing arts (Mem&Arts).

These objects include, but are not limited to:

- the facilitation of co-operation between performers and performing arts groups for their mutual benefit and to increase audience participation;
- the identification or establishment and development of a Performing Arts Centre(s) to meet the expressed needs of the local community¹ and its unmet needs (CiC Declarations);

DESCRIPTION OF BUSINESS

Performers Together is run by a Board of Directors.

Membership can be held by performing arts groups, or by individual performers.

Friend status is available to supportive non-performers.

Representatives of Member Groups are invited to attend Board Meetings to assist in planning, to ensure relevance and to increase participation.

The Board seeks to inform itself of current developments in local government policy which are likely to affect the provision and or support of arts facilities available to Members.

Communication and co-operation between the Board, Members and Friends is facilitated by means of a regular newsletter.

Communication and co-operation between Members is furthered by regular networking meetings to share information regarding performances, resources and needs.

¹ Canvased constituency includes some 80 organisations with audiences estimated at around 45,000 per annum (Blue Skies Report referenced in CiC Declarations)

PLANNING

Membership needs to be expanded. This will be aided by the provision of clearer membership benefits.

A centrally-available database will be developed with and for Members to provide information about resources, including those held by Members, including such elements as:

- available performance and rehearsal spaces
- costumes
- props
- manpower (facilitating the exchange of services and expertise between Members)
- transport
- technical equipment, e.g.
 - sound systems
 - lighting
 - electrical equipment/cabling
- publicity and marketing opportunities

PT to work to facilitate rental or exchange of various services eg costumes, costume alterations, scene shifters etc.

Attempts will be made to negotiate preferential terms with suppliers for member groups or individual performers (Apr.15Board). These might typically include:

- Van rental
- Equipment hire
- Publicity and marketing opportunities

The Friends group will be developed: benefits improved and clarified.

Facilities for common use will be established where possible. These might include:

- online ticketing
- loyalty cards for audience use across Performers Together Members' performances

Assistance will be sought from Friends and volunteers from Member Groups with managing the provision of services to Members.

Networking meetings will be established on a regular basis to facilitate communication and community.