

General Council Minutes

20:00 11 November 2021, in Kit Room, South London Theatre

Present: Simon Gleisner (SG) Chair
Marissa Papas (MP)
Gareth Milton (GM) Minutes
Cal Beckett (CB)
Guy Jones (GJ)
Will Howells (WH)
Jo Boniface (JB)
Barry Heselden (BH)
Lisa Thomas (LT)
Chris Stooke (CS)

| | Item | Action |
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| 1. | Apologies Fiona Daffern (FD) | |
| 2. | Marketing & Publicity – Phil Ross SG explained that Phil Ross is keen to take a lead on the Marketing and Publicity side. PR - Set out his background in the letter (see pre-meeting reading) Encouraged to step forward by Simon and Charlotte Headlines from the letter. Overlap in roles, his view is that there should be one role with a team working with the appointed person. Promotions team would need to have ongoing discussions with various groups. It was agreed that the split was a bit arbitrary and not worth worrying about the structure at the moment. PR stated that his view is that should probably work to a magazine method, planning the activities well in advance. Additional marketing tools could be used going forward, such as ticket discounts and drink and ticket deals. SG Keen on getting the basics in place CB Examples such as programmes, flyers etc. The current new marketing team is 5 including Phil and Roisin SG Key task is the getting of volunteers PR - Mailchimp functionality does include some functionality to monitor how successful the mailing is. How do we tap into the non-responding people on the current lists? What can be done to engage these people. WH - Worth focusing on the local community. | PR |

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| | <p>SG - We need to recognise that people need to enjoy the things they are doing e.g. promotional videos.</p> <p>ACTION Check whether the rights people have concerns if we include a few lines in video</p> <p>PR - Felt that there was a lack of mission statement. SG - Confirmed that some work had been done, but it had not progressed. There was a comment that the theatre needs to focus on more diversity. This may be broader than the Promotions side. Brixton Buzz may be a good way to broaden interest.</p> <p>Youth Group has historically been more diverse than the adult theatre.</p> <p>LT - Questioned how the involvement in play choices would work. PR - Keen on getting new plays in the seasons CB - Explained how the current process works. MP - It is worth keeping plays as current as possible SG - The bias towards older established plays is not just a SLT problem</p> <p>PR - We could use the mission statement to help steer towards diversity. PR - confirmed he has contacts in the Brixton Buzz, that he could call on.</p> <p>CB - What is the process to appoint PR? SG - confirmed that we would need to co-opt PR There are currently two roles, if we wanted to change back into one role we would need an EGM to change the roles before the next AGM is in May.</p> <p>LT - We do need to set limits about what we want someone to do. SG - PR wants to work with a team which is good. JB - He is working with some strong people.</p> <p>It was agreed that we should be clear about the role, and make sure that focus is on the basics.</p> <p>DECISION : AGREED TO CO-OPT ACTION: Review the job description and distribute</p> | <p>LT</p> <p>SG</p> |
| 3. | <p>Minutes of GC 11 October 2021 Approved</p> | |
| 4. | <p>Matters Arising Completed: *New Group and Drive set up for Marketing team (marketing@southlondontheatre.co.uk) *Publicity for Complaints and feedback policy written</p> | <p>GM</p> <p>FD</p> |

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| | <p>* Bex/Barry agreed that fridge and freezer can be placed backstage to tidy the foyer and free up watch room</p> <p>To Do: *SG to contact LTG re EDI policies / actions BEFORE NEXT GC *Members' Survey précis (Connected to members update) PLANNED FOR THIS WEEK.</p> | <p>SG GJ</p> |
| 5. | <p>Website Update Summary of current situation:</p> <ul style="list-style-type: none"> • An agreed plan between Chaptr and SLT now exists. • We have a go live date of Saturday 26th March 2022 (this is the final day of Do Not Disturb) • The following show Iron, will be the first show that is on both websites. • Development has started on the Chaptr side • Chaptr are now in a 'dark side of the moon' period where they build to the agreed specifications • We have requested a demo of the progress to date on the 17th December. • We are due to get weekly confirmation that they are still on track. • We are due to get access to the site 14 February 2022 to start loading content • We plan to get all the content ready to drag and drop into the new site by the 14 February 2022 <p>AGREEMENT - Dates Baseline as above COMMUNICATION - Agreed that we would build momentum next year, rather than updating now.</p> <p>Are there things we can change on the existing website as there is a delay. Can we tag things to make them appear at the top. What's On has been updated. We might be able to do something with a search and the home page. WH is tweaking as he is going along. We still have 5 months to put up with the old website. WH will focus on pushing the current shows.</p> | <p>GM</p> <p>WH/CB</p> |
| 6 | <p>Volunteering sub-group update Delay the update until next month.</p> | <p>GM/MP</p> |
| 7. | <p>Adult Learning provision Background was that approval had been given last time to funding for youth training, but the challenge was that there was no adult training.</p> <p>CB: confirmed that there will be theatre-based workshops next year, for free.</p> <p>SG: Asked if we could keep it under one person to keep it co-ordinated.</p> | <p>MP</p> |

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| | <p>People who aren't going out due to COVID Members who have moved away.</p> <p>There have been technical difficulties.</p> <p>ACTION Cal to draft something for the members update to say we are phasing out</p> <p>ACTION Consider an occasional streaming show</p> <p>ACTION Put the Thursday Christmas show on as a live performance</p> | <p>CB</p> <p>SG</p> <p>GM</p> |
| 10 | <p>Communication to and from BPT/BarCom</p> <p>Rusty Beam has a quote for £37,000 (+) for the fixing of the beam. Tower is leaking Security shutters Barden Wall</p> <p>BPT will try and get some further funding</p> <p>Is there any money in SLT that could be filtered back?</p> <p>Only known cost is the banner for SLT.</p> <p>CS Confirmed that the budgets will need to be looked at this year</p> <p>ACTION Combined Finance Meeting to be set up</p> <p>ACTION Send the contract for the theatre hire to CS</p> <p>BarCom are looking to improve the feel of the bar. Non-show nights are now having an open bar.</p> | <p>CS</p> <p>CS</p> <p>GM</p> |
| 11 | <p>General Updates (standing items)</p> <p>Finance Report</p> <p>LT Paying for rights, this is normally delayed until it is fully cast. Some agents insist on payment before releasing the rights. Agents are shifting to asking for payment when we do it.</p> <p>CB We don't really have an alternative if that is what the agents are insisting on it.</p> <p>CS Doesn't think it would be a problem, we did have return of money in a case where we couldn't do a show. We might be able to get value for rights in the event of problems with casting</p> <p>DECISION Agreed on the new payment basis.</p> <p>CS We need to ensure that everything is cost justified. We will start paying rent again next year. There are also discussions on overhead hire.</p> | <p>CS</p> |

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| | <p>Youth and Volunteering Classes going well, good feedback from parents, now booking for the spring term. Plans for the community performance on the 12th December. Planning Youth production of Frankenstein next year. Projectionist training November 20th. Teresa is now working Wednesdays and Saturdays.</p> <p>Theatre Committee & GTM Season announcement went down well. Only a couple of rights left to obtain. Planning another Directors meeting for the new group.</p> <p>ACTION: Include Fest in the agenda for next time</p> <p>GTM: Focus will be essential only.</p> <p>Membership Awaiting a date for migration of LoveAdmin. Hopefully behind the scenes for us. Logon view for members will change. Open evenings are going well. Volunteers are also coming forward as a result.</p> <p>Publicity & Marketing</p> <p>House</p> <ul style="list-style-type: none"> - Laptop - Leaving the auditorium mid show <p>Remind people</p> <ul style="list-style-type: none"> - GM Hols | <p>MP</p> <hr/> <p>CB; JB; WH; BH</p> <p>FD</p> <hr/> <p>GJ</p> <hr/> <p>GM</p> |
| 10. | <p>AOB</p> <p>Website ownership ACTION Think about website ownership and where it sits, how is it going to work over the next few months and how it will work in the future,</p> <p>Event booking ACTION Show the event booking process to Adam, and then report back if things are not working</p> <p>ACTION Review the booking process document and ensure that it is working as it should be</p> | <p>SG</p> <p>WH</p> <p>GJ</p> <p>TC</p> |