

Witney Corn Exchange – Action Plan

Year 1 - 2020

| <u>ACTION</u> | <u>ACHIEVE BY</u> |
|--------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| <ul style="list-style-type: none"> Organisational Infrastructure / Building / Administration | |
| Design & install café counter, tables & chairs, (toddler activity area?) | June |
| Research and install retractable seating | August |
| Research and install lighting & sound system/equipment, drapes & dance floor | August |
| Address the storage issue – make a new door in store room | August |
| Establish procedures - contracts for hire, record-keeping & ticket-selling | April |
| Draw up tech pack as equipment is installed | August |
| Train staff in café and front of house skills | June |
| <ul style="list-style-type: none"> Marketing & P.R. | |
| Create visual identity: mission & branding, design logo | April |
| Website – design and develop | May |
| Design, print & distribute flyers, e-promotions, posters – info on hire of venue & What's On | June |
| Establish and develop e-mailing list and social media following | Ongoing |
| Public-facing information events | October |
| Make use of oxonarts.info and Oxford Daily Info for sourcing talent and promotion | Ongoing |
| Build relationships with local press, Radio & TV | Ongoing |
| <ul style="list-style-type: none"> Develop Relationships | |
| Local, county and national arts/cultural officers & Experience Oxfordshire | March - July |
| Witney community drama, dance, art/craft, book clubs, Music/Beer/Food Festivals, Oxfordshire Festivals (Artweeks, Heritage Open Days etc.) | March - July |
| Local businesses, schools & colleges (& Cultural Education Partnership) | March - July |
| Funding bodies e.g. WODC, ACE, NLHF, Big Lottery, Esme Fairbairn, Wren etc. | March - Nov |

| <u>ACTION</u> | <u>ACHIEVE BY</u> |
|------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| <ul style="list-style-type: none"> • Progammimg / Activity | |
| Research the competition (especially Langdale Hall) and agree artistic aims | March |
| Research potential touring companies/bands/comedy/pop-up cinema/film options | May |
| Research potential clubs/family activities/half-term & holiday events/festivals | May |
| Start 'Shop window' events – (in café area: e.g. local comedy nights, open mic) | July |
| Wedding Fairs & Corporate sponsored events (established local businesses e.g. Margaret Johnson, Wychwood Brewery, Hacketts) | October |
| Host Music/Comedy Festivals – link with Wychwood Festival, Witney Music Festival | May? |
| Host Artweeks & Film Festivals e.g. Witney Film Festival? | May |
| Take part in Heritage Open Days with Cogges, Blanket Hall, Witney Museum | September |
| Research co-producing Xmas show with small professional drama company e.g. Human Story Theatre/Flintlock/Mandala/Oxford Playmaker? | April |
| Research co-producing summer show with an Oxford Castle Shakespeare company e.g. Tomahawk? | March |
| Consider starting a small genre-targeted Literary Festival with a bookshop? | November? |
| <ul style="list-style-type: none"> • Establish revenue streams | |
| Agree Witney Town Council funding and pursue WODC funding contribution | March |
| Project income and expenditure budget for café operation & launch cafe | March/June |
| Develop hire of spaces – promote to local groups, schools, businesses and increase activity | May |
| Develop wedding hire business – photograph May wedding & host Wedding Fair | May + Oct |
| Research and apply for additional core funding e.g. Community Facilities grant (with WTC match as partner funding?) | June |
| ACE funded project with minority or disadvantaged youth group – link with OYAP? | July |
| Pursue additional sources of funding (e.g. 'Friends' & sponsorship) | Ongoing |
| Write business plan and set incremental revenue goals across 3 years | May |

Year 2

- **Organisational Infrastructure / Building**
 - Commission architect drawing for re-development back stage area
 - Fundraise for re-development back stage area
 - Develop and improve technical facilities/sound-proofing
 - Develop and improve flexible staging & storage
 - Appoint additional skeleton staff (freelance marketing, technical staff?)
- **Revenue**
 - Continued review and development in all areas in line with established goals
 - Fundraise for re-development of backstage area
- **Marketing**
 - Continue to develop website content & ticketing system
 - Social Media campaigns
 - Distribution (flyers, posters etc)
 - Continue to develop e-mailing list
- **Programming / Activity**
 - Keep main hall & upper room busy in winter, freer for weddings in summer
 - Develop and strengthen 'Shop window' events
 - Introduce occasional programming of professional touring work
 - Offer Flintlock/Creation opportunity to make and launch a new show at Corn Exchange, to develop awareness wider through touring network – ACE funded?
- **Develop Relationships**
 - Continue to develop relationships in all areas above
 - Strengthen sponsorship
 - Strengthen and build 'friends' & volunteer team
 - Funded arts/heritage/health activity in community

Year 3

- **Organisational Infrastructure / Building**
 - Commission backstage re-development work, improve facilities to enable the receiving of well-established touring work and large cast community/school shows.
- **Revenue**
 - Continued review and development in all areas in line with established goals
 - Develop box office income as a revenue stream to balance hire of spaces
- **Marketing**
 - Continued development in all areas
 - Increase presence and familiarity, broadening reach
- **Programming / Activity**
 - Continue established events
 - Regular programming of professional touring work
 - First in-house Christmas show?
- **Develop Relationships**
 - Continue to develop relationships in all areas above
 - Funded arts/heritage/health activity in community

