

SWAN THEATRE PLAN 2021 – 2023 AGREED VERSION

OBJECTIVE	ACTIONS	RESPONSIBLE	RESOURCES	TIMESCALE	COMPL ETE
<u>Membership</u>					
1. Membermojo embedded into the administration of the Swan	<ul style="list-style-type: none"> • Use as prime source of communication • Develop plan to collect missing emails/consider how to communicate with non-IT literate • Ensure links on website/ membership publicity paperwork are up to date. Use of QR codes • Develop campaign to move away from standing orders • Consider rule change to move away from fixed subscription date 	GH, MP, AH	£400 subscription Committee time	July 2021 Sept 2021 Jan 2022	
2. Increase active membership	<ul style="list-style-type: none"> • Devote Committee time to considering how to increase active participation of existing members • Develop campaign to attract new members to the Swan • Review Youth participation and consider how to renew/rejuvenate 	Committee	Committee Time	Sept 2021 October 2021 February 2022	
3. Make new members welcome	<ul style="list-style-type: none"> • Develop first contact/mentor scheme 	AB		October 2021	

<p><u>Building/Facilities</u></p> <ol style="list-style-type: none"> 1. Completion of Summer 2021 works 2. New Stage Door 3. Planned minor works 4. Phase 2 of building development 5. Outside of the building redesign/renewal 	<ul style="list-style-type: none"> • Installation of auditorium ventilation • Redecoration of Foyer and Bar • New Carpet to foyer, bar and green room • Replace plasterboard above stage <ul style="list-style-type: none"> • Planning and Building Regs application • Costs obtained from builders • Work scheduled <ul style="list-style-type: none"> • Develop programme of planned minor works <ul style="list-style-type: none"> • Consider options for further development of the Swan <ul style="list-style-type: none"> • Consider how to refresh exterior of Swan 	<p>GH, JK, GK AB, DB AB JK</p> <p>MP, GH</p> <p>JK</p> <p>MP, Committee</p> <p>MP</p>	<p>£24,000 + VAT £5000 £5000 £3000</p> <p>Est £15,000</p> <p>?</p> <p>Committee time</p> <p>Committee time</p>	<p>July 2021 July 2021 July 2021 August 2021</p> <p>Summer 2022</p> <p>October 2021</p> <p>Summer 2022</p> <p>December 2022</p>	
<p><u>Finance/Admin</u></p> <ol style="list-style-type: none"> 1. Appropriate controls in place for management of finances 2. Plan future income and expenditure 3. Use Microsoft 365 	<ul style="list-style-type: none"> • Implement dual authorisation on expenditure over £1000 • Three officers given authorisation rights • Investigate options for banking/savings • Agree committee reporting/oversight <ul style="list-style-type: none"> • Review income/ticket prices • Budget expenditure <ul style="list-style-type: none"> • Review use of 365 • Train committee as necessary • Implement document storage/access 	<p>AMG</p> <p>AMG MP GH AMG Committee</p> <p>Committee AMG</p> <p>JK GH</p>	<p>Committee time</p> <p>Committee time</p>	<p>July 2021</p> <p>August 2021</p> <p>December 2021</p> <p>September 2021</p>	

<p><u>Artistic</u></p> <ol style="list-style-type: none"> 1. Complete programme for 21/22 (i.e. fill March 22 slot) 2. Future Programme (22/23) 3. Briefing Notes for Directors 4. Encourage / recruit younger members 5. Consider 'touring' production 	<ul style="list-style-type: none"> • Consider Agatha Christie production offered • Advertise for Director • Advertise for Directors • Re-establish regular playreadings / club nights • Consider re-introducing extended runs for selected productions • Produce a comprehensive guide • Consider establishing link with local youth drama group(s) • Include plays that require younger members • Approach Minack Theatre for inclusion in their programme. Village Halls? Outdoor production? 	<p>RG</p> <p>RG</p> <p>RG</p> <p>RG</p> <p>RG</p>	<p>Swan Directors Cue Lines</p> <p>Directors Artistic Team Cue Lines</p> <p>Whole Company (with enthusiastic Lead who has plenty of time!)</p>	<p>Immediate</p> <p>September 2021 October 2021 October 2021</p> <p>September 2021</p> <p>October 2021</p> <p>2023/2024</p>	
<p><u>Marketing</u></p> <ol style="list-style-type: none"> 1. Create new Website 2. Review marketing systems, processes and outcomes 	<ul style="list-style-type: none"> • New website operational • Website maintained and updated • What works, what doesn't • How do we market the Swan Theatre Company rather than our productions? • Promotional video? 	<p>AH</p> <p>Committee</p>	<p>£1500</p> <p>Committee Time</p>	<p>July 2021</p> <p>July 2022</p>	

