



Readipop AGM

30 November 2017

In attendance:

Angela Cadogan, Rose Williams, Chris Bloomfield, Howard Hazelton, Tim Greaves, Gavin Lombos, Anthony Cornfield, Dave Steward, Jess Tuthill, Ivor Edwards, Ed Howard, Leo Brown, Lizzy Bell

Agenda

1. Minutes of the AGM on 03 November 2016
2. Resignations and appointments - none
3. Annual Report Presentation and accounts
4. NPO programme and business plan.
5. Date of next meeting
6. AOB

Annual Report

General

This report covered a longer period than the previous year's, as a result participation numbers were higher.

Attendance Statistics

At the time of the meeting some register information was not complete. Lizzy explained which data was missing and data was absent and what trends the final numbers would reflect: Over the period of this report Readipop has increased primary engagement significantly through funded projects and ukulele teaching, there has also been an increase in the number of gigs performed by our community bands.

Chris wanted to know what sort of people we are working with. This kind of analysis is a future goal for Readipop and will be part of our NPO funding.

Chris raised the prospect of Readipop working with recent refugees to Reading.

Gavin noted that we are finding it challenging to reach secondary age young people.

Projects

Gavin explained many of the needs and the planning which went into our funded projects

Events

Changes to the local music scene have made it very challenging to put on events in town, especially for venues further away from the town centre

Future Projects

AAA club addressing the need for engagement with secondary school

Partnerships

GL highlighted the contribution of the purple turtle to the festival.

Marketing

Steve, Jess and Dave raised the effect that moving the 101 workshops from south street has been, they are keen to reach an untapped market.

Chris raised the idea of working with the university, historically the University has been very separate from the town but this appears to be changing.

Chris, Ed and Leo all suggested the need to raise our profile in the town centre, suggesting regular performances and outreach on Broad Street. Gavin shared his intention of working with the Reading Between the Lines marketing team to achieve the above goal.

Jess was keen for Readipop to utilise the community bands more as a means of marketing

Accounts

Things are looking up! projected NPO and Children in Need income, we began the year with a surplus in restricted income which cushioned our shortfall on unrestricted.

NPO Programme & Business Plan

As the majority of attendees were keen to use the remainder of the time for AOB it was agreed that the NPO and business plans would be agreed by the board over the email.

Date of Next Meeting

To be determined

AOB

Festival 2016

Jess had prepared a list of feedback for the 2016 festival, she proposed the following:

- Whole team meetings a month before and after the festival
- Removal of the fairground

- Moving the second stage further away from guest entrance/houses
- Ensure security allow people to bring chairs in
- Provide cover for Wolsey road at all times
- Provide greater incentive for volunteers
- Greater musical focus/curation for the festival
- Ensure radios signed in/out
- Earpieces for radios
- More clipboards with guest list on
- Vendor and music leader wrist bands
- Better fencing by guest entrance, a shed for Jess to sit in
- Better signage
- New system for guest age verification needed

Steve is keen to engage a more alternative crowd with the festival and suggested the prospect of having themed zones.

Leo suggested shortening the time the festival is on to 3-11pm

Attendees agreed there should be fewer paid bands playing during the day, replace them with local bands.

Several people wanted better production values on the third stage. Leo felt the main stage PA was too harsh and that there was some distortion. He preferred the sound at the 2015 festival.

Steve said there weren't many young people, Gavin explained that young people don't buy anything

Gavin agreed to have a meeting one month before and two weeks after. 23rd January was agreed as an initial date.

All attendees are invested in making the festival a success and would like to be more involved in next year's event.