

Performing Arts Panel 09/06/16 – Industry Professionals Meeting

1. What is the biggest issue you face as a performing arts professional?

Budgets/clients – people want services for free

Recruiting performers and involvement

Rehearsal space

Finding a mid-scale venue – (Silk Mill, studio S4)

CPD advice and support

Audience development – broadening appeal to all sectors and building connections with schools and encouraging involvement

Licensing and noise issues

Local organisations being suspicious of professionals

Working out of Frome but not in Frome – ‘can’t do’ attitude

Lack of planning – delivery of live events

Lack of tapping into resources – clashes, general apathy and unused expertise

Funding and support – Routes and open to grants i.e. Lottery/Arts Council, help from experienced ‘form fillers’

Utilising new and unused spaces and pop-up venues

Sales and marketing/grass roots promotion and education/workshops

Encouraging more local collaboration

Professional means ‘professional’ – ins and outs

Lack of understanding of ‘sense of unity’ – everyone can benefit, promoters take the risks and everyone can win through understanding and support

Competitive pricing for venues and promoters

Promoting is getting messy – lets tidy it up

Notice board

Train station

Getting paid – work is undervalued and people expect a professional service free or for a lower price as a form of ‘community support’. People don’t understand the cost, time or workload involved and there is always someone who will do it for free.

How to be/become better without investment

People must value the output – things that are free have no value/cost

Lack of financial security makes planning difficult, restricts access to equipment and limits ambition.

2. What to improve/see more of. How could the council help?

Collated diary of events

Register of available resources

Street festivals

'White Night' – Overnight openings of arts venues

Broadening appeal of events

Transport

Accommodation

Work with independent people

Work towards the positive tipping point

Get film-makers to create a community promo video

Camping – indoor camping, Air BnB, Frome Festival, Rodden Meadow, Vallis Vale?

Medium-sized venue

Night-life promotion

Rehearsal space – farm buildings, industrial units – what could be available?

Musicians collective

Notice boards in more logical places to build the audiences and work together

Collectively promote

Frome Hoard – what a loss, can we get it/adopt a coin?

Local performing arts union

Create a Kickstarter campaign or match funding initiative

Splinter group – (Boom-town promotional campaign – community passion)

Facilitating and proper exposé for Frome's scene – something big and explosive (look at Bristol WSM and Cardiff festival)

Embrace the underground

Council needs to be holistic and driving positive change – using channels and people to open everything up

Training – develop training and create a training platform so people become self-supporting

Promotion – more communal, understanding the costs of promotion, business vs. friendly

Diversity – managed process/resource can help to underwrite and reduce risk on new things; funds from business and a change of perception.

More opportunities for young people – link with Frome FM, ma/route for younger talent?

Funding – need **core** funding not project funding.