Live from Worktown - Business Plan Overview

**Executive Summary**

Core Activity: we provide an annual (bi-annual?) Bolton Arts Festival based primarily around the spoken word including poetry, flash fiction, story telling, lectures and music, featuring international, national, regional and locally recognised performers. From an audience of 500 in 2014 we aim to have an audience of 8,000 by 2018.

All other activity we undertake should be demonstrably designed to provide support for this core activity and should aim (where possible) to make a profit to help it or, at the least, be a minimal drain on reserve funds. So, all non-festival activity should be used for audience building, marketing and/or fund raising for the festival and/or could be activity designed to tap into specific funding streams (e.g. outreach events) where we can get funding from other sources, e.g. CVS, big lottery.

What do we do/sell?

Core Activity: we provide an annual (bi-annual?) Bolton Arts Festival based primarily around the spoken word including poetry, flash fiction, story telling, lectures and music, featuring international, national, regional and locally recognised performers. In between festivals: workshops, regular events, one off events (e.g. NPD), contribute to other organisations, festivals and events?

Who do we sell it to?

Bolton public. Greater Manchester public? NW Region public? International?

Our partners, sponsors, Arts council and other funding bodies.

How do we Sell it?

Marketing/Sales. Advertising/Media Relationships. Web site/Social media.

Audience Growth Target

We aim to at least double the audience every year. Five year plan minimum audience target levels:

2014: 500 2015: 1,000 2016: 2,000 2017: 4,000 2018: 8,000

How do we get Funding?

Sponsorship. Arts Council. Sales – Tickets for events. Publishing (Anthologies, other?). CVS. Big Lottery? Bolton Arts Forum? Co-hosting events? Crowd Funding? Donations? Fund Raising Events? Other funding organisations? Services (workshops, event management et al)?

Infrastructure/Back Office

Finance Administartion

Web site/Social media maintenance

Policies and Procedures

Personnel Management

Event Administration

VolunteerTraining

Inter-Festival Activity Administration

Partners - Relationship Liaison

Premises?

Venue booking/liaison

Evaluation and Feedback