

Draft Bishopwearmouth Choral Society

Medium/long term plan

Issue	Action	People	Success	Timescale
Increase membership, participation and recruitment broadening the profile of the society	Increase publicity in the local and regional media	Committee	Articles published in the Sunderland Echo and other regional media outlets	Ongoing
	Developing links with trained young singers to rehearse with us and receive incentives such as singing lessons or paid singing opportunities.	David Murray	Young singers enhancing the sound and scope of the choir and taking advantage of opportunities offered	
	Look for potential partnerships with other singing groups and beyond (ie Tanfield Railway Group) to explore performing activity	Committee	Society works with other groups extending opportunities for performance	
	Recruitment drive	Society members bring a friend or more to a singing day. Encouragement for younger members	Increased participation	

Issue	Action	Timescale	People	Success
Lack of public profile	• Perform at the Fire Station	Two performances planned for 2023	Everyone	<ul style="list-style-type: none"> • Improved audience numbers • Choral Society satisfaction with venue • Affordability
	• Record selections of our work	First recording planned Nov 16th 2022	DM	Build up over time of a bank of recordings to use for a variety of purposes
	• Enter recordings to Radio Newcastle and Classics FM	Planned for Dec 2022	MF, committee	Local and National radio exposure for the choir
	• Offer regular publicity to the Sunderland Echo and other media outlets (ie Sun FM)	Ongoing	Committee	People of Sunderland know we exist and what we can do
	• Potential collaboration with other choirs		Committee to instigate	<ul style="list-style-type: none"> • Possibility of shared concert performances. • Increased audiences
	• 75th Anniversary	Build up from Sept 2023	Committee	This should be as big as we can make it. I think we are the oldest continual Choral Society in the region. Aim for TV coverage
	• Develop links with Cultural Spring	Ongoing	MF plus Committee	Choral Society seen as a major part of the cultural offering of the city
	• Development of web site and social media	Ongoing	Committee	Modern media forms in use and effective