



Rising Voices Wessex Community Choir

A community choir for local people living with and beyond cancer in Dorset, Hampshire and Wiltshire

Strategy for 2014 to 2017

Trustees

Dr Alastair Smith

Dr Simon Pennell

Jean Querol

Noeline Young

Vee Cooper

Introduction

The increase in prevalence of the cancer and the success of treatments means that there will need to be a transformation in the way that the NHS cares for people affected by the disease, moving away from the emphasis on acute and episodic care towards a holistic personalised approach that is well co-ordinated and integrated. The aim is to transform care by offering people the opportunity for individualised support to enable supported self management.

There are established associations between music and health, physical and spiritual. Involvement with music making is recognized as having benefits for specific conditions, especially neurological disorders including forms of dementia. Participation in music making has been shown to improve well being and music has power to communicate with individuals at times of difficulty. This formed the background to the establishment of our survivors' choir, ***Rising Voices Wessex***.

Underpinning formation of the choir was the intention of using participation in singing as a choir to aid recovery following cancer treatment, to encourage confidence and social interaction, and also promote wellbeing. The focus of the choir is to support people affected by cancer and their carers to regain their confidence and directly stems from the key principles defined through the National Cancer Survivorship Initiative.

Strategy for 2014 - 2017

This Strategy outlines the aspirations of Rising Voices for the next 3 years identifying what the choir would like to achieve over the next three years.

Sections: (page per section)

- Rehearsals
- Membership
- Events
- Promotion and Marketing
- Administration
- Catering
- Resources
- Fundraising
- Rising Voices Network

Rehearsals

Where we would like to be in 2017?

- Musical Director with backup/support
- Musical accompanist
- Established venue
- Regular attendance of members
- Accessible to all people affected by cancer
- Have fun and enjoy to aid recovery
- Varied repertoire

Where we are now?

- Musical Director
- Musical accompanist leaving in the autumn
- Established venue at St John's Church Parkstone
- Regular attendance of members of about 30

What do we need to do to get there?

- Recruit support for the Musical Director to cover holidays and events as required
- Establish a new musical accompanist
- Continue to promote regular attendance of members
- Make rehearsals fun and interesting for members, new and old
- Continue to add to repertoire and explore new ideas

What will it cost?

- Funding a second musical director for some sessions.
- Further costs may be incurred for a musical accompanist.
- Promotion and marketing of the choir.

Membership

Where we would like to be in 2017?

- Strong membership of the choir
- Accessible to new members to join
- Core membership of 50
- Increase male membership
- 'Friends' or associates of Rising Voices established
- Regular attendance of members
- Robust data base to enable contact with members & 'Friends'
- Members involved in the running of the choir

Where we are now?

- Regular membership of the choir
- Slow trickle of new members to join
- No parallel support 'friends' to promote and fundraise for us
- Limited details about our members and none for 'Friends'.
- Members involved in running the choir
- Establishing operational and strategy groups to oversee the governance.

What do we need to do to get there?

- Receive support from local Hospitals and Health Care Providers.
- Promote the choir and spread the word.
- Continue to promote regular attendance of members.
- Develop and support a 'Friends of Rising Voices'.
- Continue to encourage members to be involved in all aspects of running the choir
- Develop and maintain a data base of members to improve access, ensure that we can keep in contact with everyone and know who to contact in an emergency.
- Members who regularly attend are able to vote at AGM
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What will it cost?

- Promotion and marketing of the choir

Events

Where we would like to be in 2017?

- Community recognition of rising voices
- Regional or national workshop or event
- Regular schedule of events.
- Taking part in organised events and organising our own.
- Accessible to all members to join in.
- 'Friends' involved in fundraising for and organising events.
- Performances with other choirs in the area.
- Events to generate income.

Where we are now?

- Sporadic engagements planned.
- We feel we are not getting the opportunities to showcase our work.
- Limited contact with other choirs in the area.
- Details of donations for performances on the website.

What do we need to do to get there?

- Receive support from local Hospitals and Health Care Providers.
- Promote the choir and spread the word that we are available for performances.
- Continue to encourage members to seek opportunities.
- Develop links with other organisations cancer and non cancer related.
- Develop our events management capabilities.
- Link with other choirs in the area – i.e. the Wessex choirs.
- Be able to cover the costs to get to performances.
- Set goals to work towards.

What will it cost?

- Promotion and marketing of the choir
- Costs to get to venues
- Restock of tee shirts and sweat shirts – Personalised Tee shirts from £10 Sweat shirts from £12 Costs come down the more you order.

Communications, Marketing and Promotion

Where we would like to be in 2017?

- Policy in place and reviewed regularly.
- Network of regular contacts and organisations that can promote the choir.
- Members involved in promoting the choir.
- 'Friends' of Rising Voices involved in promoting the choir.
- Portfolio of press releases and case studies.
- Website that is exciting, fun and informative.
- General awareness that music is good for your health and aids recovery
- Influential 'champions' and patrons
- Qualitative and quantitative survey of members to identify benefits of singing with a choir.

Where we are now?

- Policy developed (see separate document).
- Limited network of contacts with other organisations involved in supporting the recovery of people affected by cancer.
- No parallel support 'friends' to promote the choir.
- No portfolio or case studies collated.
- Website in place and needs further development and regular updates.
- Social Media in place needs further utilisation.
- Publication in Mac Voice and Ovacome newsletters.
- 1 Patron and 2 Clinical Champions.
- Previous survey three months after set up.

What do we need to do to get there?

- Review Policy annually.
- Receive support from local Hospitals and Health Care Providers.
- Promote the choir and spread the word.
- Further publications.
- Develop Video, youtube, and CD to show what Rising Voices can achieve.
- Develop and support a 'Friends of Rising Voices'.
- Develop a 'fan base' i.e. people who are interested in our work and can promote us.
- Ensure that people see us first and foremost as a choir.
- Link to other recovery projects such as support groups, dragon boat racing and nordic walking.
- Ensure local libraries and entertainment venues have posters and leaflets.
- Local media, newspapers, TV and Radio understand and support the choir.

What will it cost?

- Costs of developing video, youtube and CD
- Cost of publicity in the media
- Advertising materials, banners, posters, leaflets etc.
- Costs for developing and maintaining the website.
- PVC Banners from £45. A boards from £57 Roller banners from £184

Administration

Where we would like to be in 2017?

- Clear Suite of governance documents, including constitution and terms of reference.
- Appropriate Trustees structure in for strategic management.
- Steering group for operational management.
- Registered charity.
- Member of the National Council of Voluntary Organisations.
- Process in place for accounts to be audited annually.
- Clear audit trail, annual audit, reports and appraisals.
- AGM established.
- Membership data base compliant with data protection.
- Fraud policy and plan in place
- Protecting vulnerable adults policy in place
- Trustees have appropriate indemnity insurance

Where we are now?

- Five Trustees (three with sign off for accounts)
- Governance documents in place.
- Steering group in development.
- Community organisation.
- Process for funding and bookkeeping needs refining.
- Annual audit, reports and appraisals need to be developed.
- Draft Fraud policy developed, needs a plan and sign off.
- Need to have first AGM to establish process.

What do we need to do to get there?

- Ensure a quorum of five Trustees.
- Complete the development of appropriate documents to be a registered charity and review and them annually.
- Register as a charity once funding is secure, this will help us to develop further.
- Link to NCVO
- Establish regular Trustees and steering group meetings to ensure good communications and organisation of the choir.
- Establish a better process for bookkeeping as a priority
- Indemnity insurance for Trustees
- Public liability insurance
- Annual audit, reports and appraisals

What will it cost?

- Trustees expenses
- Steering group expenses
- Costs of registering as a charity and with NCVO?
- Indemnity and Public Liability Insurance.
- Auditor for the accounts.

Catering

Where we would like to be in 2017

- Offering regular catering at rehearsals and events.
- Income from weekly donations covering catering costs and contributing to the running costs of the choir.
- Clear process/rota for providing catering.
- 'Friends' involved in catering for events.
- Health & safety trained kitchen staff.

Where we are now?

- Teas and coffees at meetings and rehearsals.
- Homemade cakes rota.
- Donations £3 per person to cover catering and infrastructure.

What do we need to do to get there?

- Encourage members to take part and add names to the rota.
- Ensure that members are aware of the request for donations and what it is needed for.
- Seek support from 'Friends' and associates especially for events.
- Ensure health and safety in the preparation area.
- Provide training for health and safety for members working in the kitchen.

What will it cost?

- Cost of providing the dry ingredients for teas and coffees.
- Cost of cakes and biscuits.
- Cost of Health and Safety training.

Resources

Where we would like to be in 2017

- Resources available for fundraising e.g. CDs
- Resources such as badges/mugs available for sale to supporters.
- Tee shirts available for all members for events, as required.
- Sweat shirts available for all members, as required.
- Banners and balloons available for events.
- Lyric packs available to all new members well printed with logo.
- Lyrics available to send to members electronically and on the website.

Where we are now?

- No resources such as CD/video available.
- No resources for sale such as badges or mugs.
- Limited stock of tee shirts available no sweatshirts.
- Lyric packs photocopied without logo.
- No lyrics available electronically.

What do we need to do to get there?

- Organise/commission a studio event for CD/Video
- Purchase badges and other resources for sale.
- Seek support from 'Friends' and associates especially for events for selling items.
- Purchase more tee shirts and sweat shirts
- MD to load to memory stick or send electronic version of the lyrics so that they can have the logo added to and printed appropriately – better quality than photo copies.

What will it cost?

- Commissioning CD/Video.
- Design and purchase resources for resale.
- Purchase tee shirts and sweatshirts.
- Tote bags from 40p each to £3.40 each.
- Display folders for the lyrics from £8 for six
- Business cards 100 for £4.99
- Mobile phone

Fundraising

Where we would like to be in 2017

- Sufficient funding to be a registered charity.
- Sufficient funding to be self supporting.
- Able to attend events and cover our musical director and transport costs.

Where we are now?

- Start up funding received from Dorset Cancer Network and Macmillan Cancer Support.
- Received Macmillan Cancer Support development funding.
- Big lottery grant applied for.
- Funds coming in from weekly donations.
- Donations coming in from performances.
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What do we need to do to get there?

- Apply for further grants and sources of funding.
- Consider company sponsorship.
- Increase the number of events we attend to encourage more donations.
- Use local contacts from within the choir.
- Use local external contacts.

What will it cost?

- Marketing and promotion

Rising Voices Network

Where we would like to be in 2017

- A Network of choirs in Wessex developed on a similar model to Rising Voices offering the opportunity to people affected by cancer to enjoy music and singing.
- Performing in the Wessex area to showcase the work of the choir.
- Recognised for offering a great opportunity to aid recovery for people affected by cancer.

Where we are now?

- One choir in Dorchester with who we currently have little contact

What do we need to do to get there?

- Contact the Dorchester choir and see if they would like to join us for performance.
- Link with the Wessex Choirs in the area.
- Explore other areas/avenues that may be interested in developing a choir.

What will it cost?

- Donation to help them get started
- Support in helping them set up and with the information they need to get going.

