



## **Strategy implementation: 2021-22 priorities**

The Board has identified the following actions in our strategy for 2019-23 for implementation this season. Progress on these actions will be reported as part of the annual report submitted to the next AGM in October 2022.

### **Personality and Ethos**

- C1 Produce free name badges for members.
- C4 Review our concert dress and, in consultation with members, choose a style that better reflects our personality and ethos.

### **Musical Standards**

- A1 Develop and implement a plan to recruit more tenors.
- E1 Introduce an internal concert review process, including invited professional reviewers and opportunities for member and audience feedback.

### **Choir and Community**

- H2 Explore the potential of links to the Milton Keynes Creative and Cultural Strategy and with Milton Keynes Arts and Heritage Alliance, Milton Keynes Music Hub, Arts Central, Milton Keynes Community Foundation and other relevant local coordinating bodies.
- H3 At least once a year, open one rehearsal to families, friends, and the general public.

### **Funding**

- K3 Continue to improve and invest in event marketing and brand awareness.
- K7 Identify and approach potential sponsors amongst local businesses, in return for programme and banner advertising at events.