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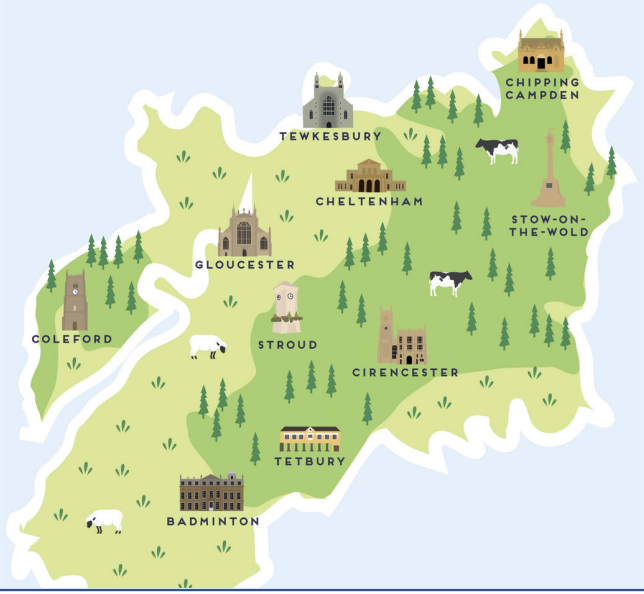
Seven tips in seven minutes from a regional economy around the River Severn



Andrew Lansley
Senior Lecturer
University of Gloucestershire

Regional review & network refinement

UNIVERSITY OF GLOUCESTERSHIRE
at Cheltenham and Gloucester

CHELTENHAM
Festivals

2000 TREES
EST. 2007

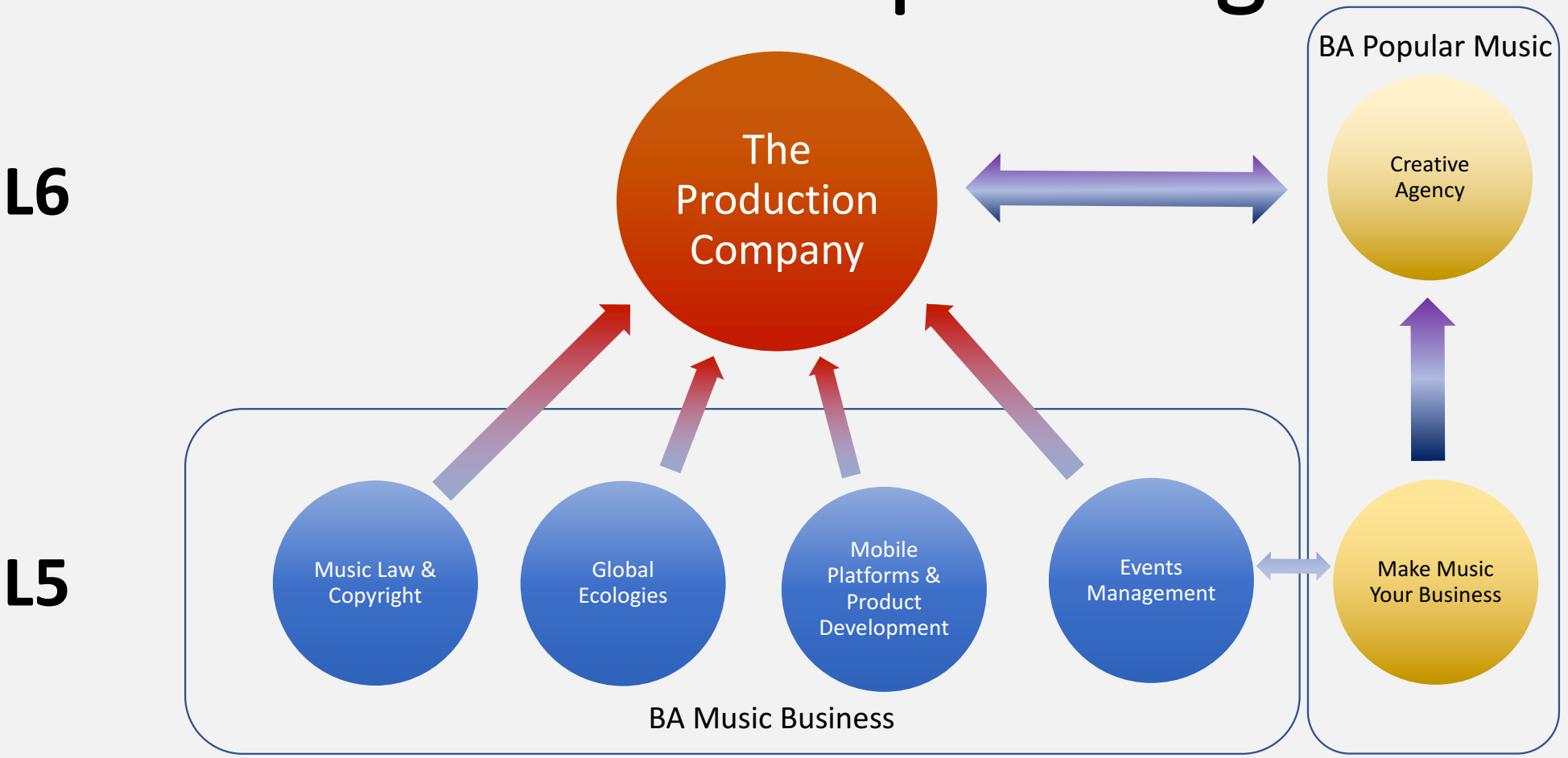
wychwood festival

THE LUCKY ONION

THE MUSIC WORKS

THE GROWTH HUB

Curriculum planning



Embedding Enterprise

Strategic Commercial Partners

Institutional Opportunities

UNIVERSITY OF GLOUCESTERSHIRE
at Cheltenham and Gloucester

Service Level Agreement

Events, course support, student activities, charitable concerns, modular support, content development etc.

Independent commercial activity

Civic Entrepreneurialism

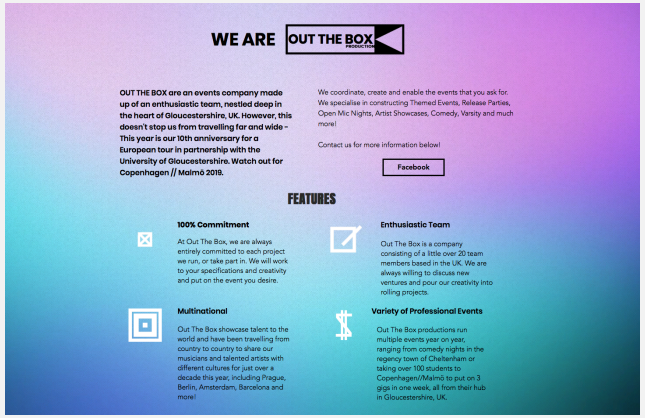
Student Activity

The Production Company

Portfolio Submission

- Events Management
- Label & Licensing
- Legal & Administrative
- Marketing & Promotion
- Creative project development
- Content development
- Technologies & Mobile platforms

In Class Management & Progression

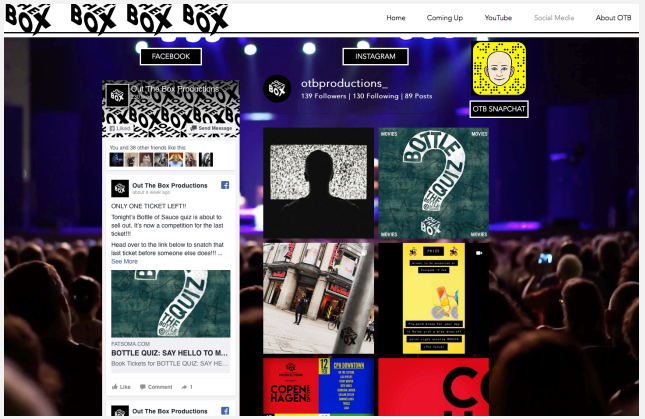


TPC Board Meeting – Week 17
08.03.19 – TC102

Attending: All board members unless named below
Apologies: AL, GT, ZA, ME, EP, AH
Not Present:

Number	Minutes/Notes	Who is responsible for action
18.1.1	Attending/Apologies	*CP*
18.2.1	Approve previous Board Meeting minutes	*ALL*

	Company Name/Branding	
	All board members to promote socials strategically alongside programming for 2019	*ALL – continuous*
	YouTube Channel	
	Chase up Christmas Videos for 8/03	*CF*
	YouTube presence to be integrated into website	*Complete*
	Forward content for OTB website	*Ongoing*
	Chase up video content (Copenhagen & Xmas)	*ZA*
	BOXED Records – 21st March Launch Party & Compilation	
	Confirm artists to sign contracts by 08/03/19	*Complete*
	CF to review funding marketing proposal by 08/03/19	*Complete*
	Identify a USP, Date: 08/03/19	*SA Ongoing*
	Cf to speak to course leaders about listening party: 01/03/19	*Complete*
	Fashion Show	
	Date & concept for May event with Fashion course Update: 22/03/19	*HM, ME, GT, EP Ongoing*
	Events Development	
	Varsity & Flashmob: concept, team and schedule: 8/3/19	*GT, HM, EP, NMc, JKe, ME*
	Marketing Projects	
	Podsquad™ to be delivered on 22/3/19	*ES, VN*
	CF to speak to Vlog Squad to be delivered 22/3/19	*SA, EW, JKu*
	CF to brief podcast & YouTube creators on sourcing work by 22/03/19	*CF*
	BOXED Records release Podcast: 22/03/19	*LM*



Output & Legacy

Home ST1 ST2 ST3 M2M Christmas Berlin Wychwood BBC Big Weekend Design forms Evaluation

Made to Measure

A page dedicated to the progress of the production company as a module, including personal roles and responsibilities

Wychwood

Sessions

After a number of meetings with Nick (coordinator of the Wychwood Festival) I chose the task of creating a Wychwood Sessions logo. The orange image and wooden image were both created prior to the new Wychwood Festival logo, with Charlie Smith's overseeing guidance throughout.

After I received the new Wychwood Festival logo, I created the Sessions logo below (with guitar outline) to match the style and aesthetic suitable to the Festival logo.

WS

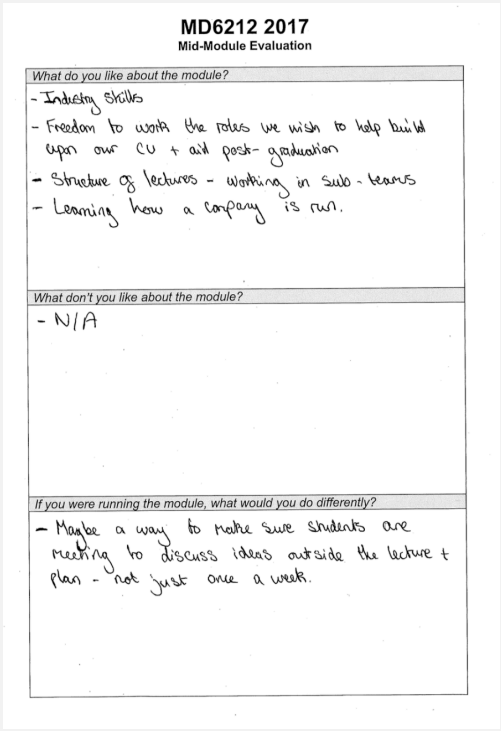
WYCHWOOD SESSIONS

wychwood Festival

wychwood sessions

After speaking with Nick, I learnt that the logos for the sessions would need to follow a similar style to that of the new festival logos/designs. Unfortunately, he couldn't supply me with the background designs at that point in time, but I managed to create a colourful background resembling the festival's aesthetic. Using Wychwood's font and adding an 'S' made it clear enough for a Wychwood Sessions logo.

Student experience

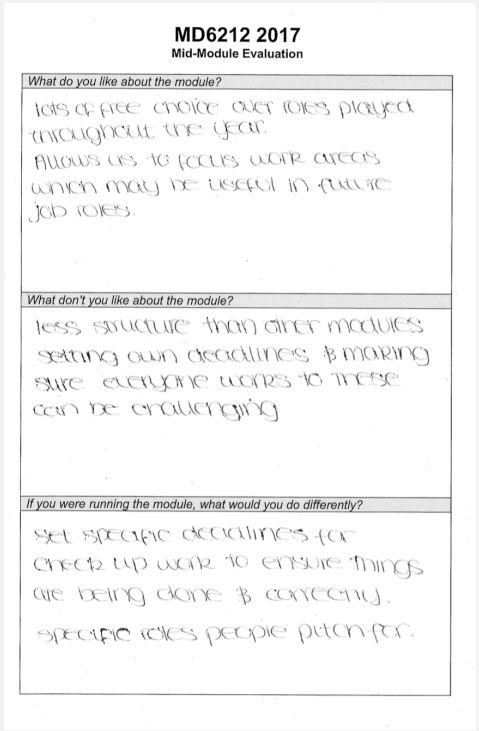


MD6212 2017
Mid-Module Evaluation

What do you like about the module?
- Industry skills
- Freedom to work the roles we wish to help build upon our CV + aid post-graduation
- Structure of lectures - working in sub-teams
- Learning how a company is run.

What don't you like about the module?
- N/A

If you were running the module, what would you do differently?
- Maybe a way to make sure students are meeting to discuss ideas outside the lecture + plan - not just once a week.

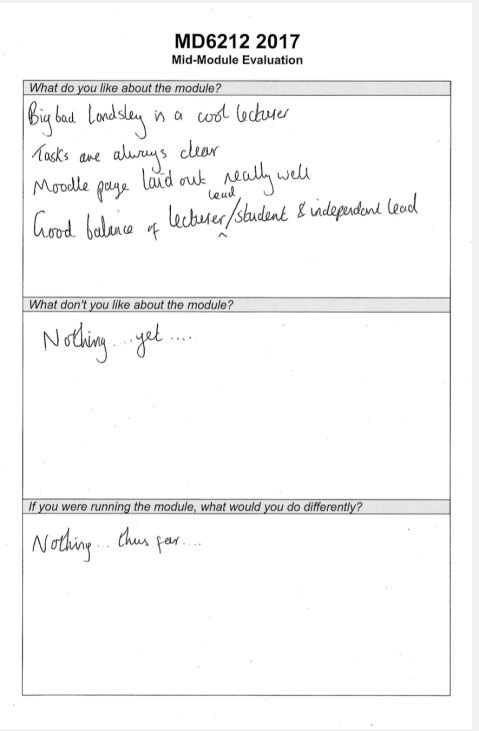


MD6212 2017
Mid-Module Evaluation

What do you like about the module?
lots of free choice over roles played throughout the year.
Allows us to focus our areas which may be useful in future job roles.

What don't you like about the module?
less structure than other modules setting own deadlines & making sure everyone works to these can be challenging

If you were running the module, what would you do differently?
set specific deadlines for check up work to ensure things are being done & correctly.
specific roles people pitch for.

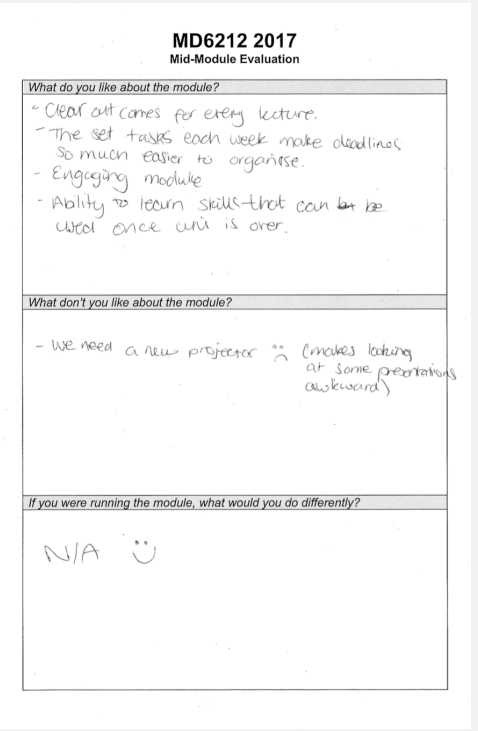


MD6212 2017
Mid-Module Evaluation

What do you like about the module?
Big bad Londsley is a cool lecturer
Tasks are always clear
Moodle page laid out really well
Good balance of lecturer/student & independent lead

What don't you like about the module?
Nothing...yet....

If you were running the module, what would you do differently?
Nothing... thus far....



MD6212 2017
Mid-Module Evaluation

What do you like about the module?
- Clear outcomes for every lecture.
- The set tasks each week make deadlines so much easier to organise.
- Engaging module
- Ability to learn skills that can be used once unit is over.

What don't you like about the module?
- We need a new projector ☹ (makes looking at some presentations awkward)

If you were running the module, what would you do differently?
N/A ☺

Next Steps

Sustainability

Festivals: A&R, programming, technical planning, marketing, stage management, broadcast, artist services
Commercial: Regular events programming, creative development opportunities,
Institutional: Embed creative practice with courses throughout the university, cross course & school working
Charity & Community : Partnerships, accessibility, regional creative and economic services, ’good humaning’

Scalability

New festivals & events, extending commercial partnerships, wider institutional support, increased regional profile

Boxed Records

Promote student output, improve creative profile of cohort, applied practice in managing artistic content, sync

Creative Agency

Cross subject group companion modules, new content generation, new clients, new business opportunities, legacy

Learning opportunities and program development

Share this work with fellow institutes and academics to develop a larger network of opportunities for students