



## **NorVolJazz A G M 2015**

**Held at Lancaster Jazz festival 19 Sept 2015(10:30 - 11:00am) - Minutes**

### **Norvol members in attendance**

Chris de Saram- Wakefield Jazz chair  
Paul Bream Norvol - Jazz North East (NE rep on Norvol admin group)  
Geoff Matthews -Norvol Treasurer and Southport Melodic Jazz  
Steve Crocker- Norvol Secretary and Seven Jazz Leeds  
Matt Robinson/Leo Burton – Lancaster Jazz Festival  
Jez Matthews - Sheffield Jazz/Jazz at the Lescar  
Peter Woodman– Marsden Jazz Festival  
Gill and Mike Wilde -Grimsby Jazz/Cleethorpes Jazz Festival  
Felicity Barton - Huddersfield Jazz  
Neil Hughes – Cinnamon Club Altringham  
Barry Kesterton – Dove Jazz Club

### **Apologies**

Paul Thomas – Sheffield Jazz  
John Marley – Jazz in York  
Mike Gordon - Scarborough Jazz/Scarborough Jazz Festival  
Jean Watson - Seven Jazz Leeds  
Michael Swerdlow and Victor Greenberg Liverpool Jazz  
Tony Leigh – Boston Spa Jazz at the Spa  
Kim Macari – HEART Leeds/Appollo

### **Items**

#### **1 Election of Officers.**

All positions on the Admin. Group (Officers) were re elected unanimously

**Chair** - Chris de Saram, **Secretary** - Steve Crocker, **Treasurer** - Geoff Matthews, **North East Representative** - Paul Bream.

**2 Chairs Report 2014/15** – Chris DeSaram - received by meeting

**3 Treasurers report** Geoff Matthews - Norvol Treasurer - 19 September 2015  
Bank Balance September - £5402; Norvol discretionary funds at 30 September 2015

Membership was now 30 clubs and festivals

Agreed to keep fees at £25 pa – the same level

**4. AOB** none

**Meeting closed 9.50am**



### **NorVol Quarterly Autumn Meeting**

**Held at Lancaster Jazz festival 19 Sept 2015 (11:00am - 1:00pm)**

### **Minutes**

Chris de Saram- Wakefield Jazz chair  
Paul Bream Norvol - Jazz North East (NE rep on Norvol admin group)  
Geoff Matthews -Norvol Treasurer and Southport Melodic Jazz  
Steve Crocker- Norvol Secretary and Seven Jazz Leeds  
Matt Robinson/Leo Burton – Lancaster Jazz Festival  
Jez Matthews - Sheffield Jazz/Jazz at the Lescar  
Peter Woodman– Marsden Jazz Festival  
Gill and Mike Wilde -Grimsby Jazz/Cleethorpes Jazz Festival  
Felicity Barton - Huddersfield Jazz  
Neil Hughes – Cinnamon Club Altringham  
Barry Kesterton – Dove Jazz Club

### **In attendance**

Lesley Jackson – Jazz North  
Heulwen Phillips - Jazz UK

### **Apologies**

Paul Thomas – Sheffield Jazz  
John Marley – Jazz in York (attended seminar in afternoon)  
Mike Gordon - Scarborough Jazz/Scarborough Jazz Festival  
Jean Watson - Seven Jazz Leeds  
Michael Swerdlow and Victor Greenberg Liverpool Jazz  
Tony Leigh – Boston Spa Jazz at the Spa  
Kim Macari – HEART Leeds/Appollo

### **Items**

1. **Minutes** of April Sage meeting and July Leeds Admin Group - agreed.
2. **Matters arising – NorvolJazz website** had nearly achieved 1m visits! Some concern expressed by Dove Jazz that few people had heard of the network – the traditional and mainstream clubs had few links with us. **NorVol Seminar "How can I run a successful jazz venue?"** had been arranged and would follow the network meeting (2:30pm - 5:00pm)  
<http://www.norvoljazz.org/jazz-promoter-seminar>
3. Chair welcomed people to meeting and thanked colleagues from Lancaster Jazz Festival for hosting us. Lancaster was a good example of a new artist led festival which had successfully attracted public funding from a number of sources.
4. **New Executive Director of Jazz North Lesley Jackson** attended the meeting having been in post only a very short time. She welcomed the opportunity to work with the clubs and promoters from

the North. There had been some successes- projects such as Northern Line had supported both Northern bands and northern promoters. There was a wish to carry on this good work.

5. **Heulwen Phillips from Jazz UK** (ex Jazz Services) talked about their progress in raising funding. There was a new name, a new website, and a number of projects - **Community JazzLabs** is a new JazzUK concept of developing community-based jazz and improvised music hubs over two years, in Northumberland, The Marches, Coventry & Warwickshire and South Cornwall,. **Dissolve JazzLab** is a new initiative of JazzUK's learning and participation programme, which aims to reach out to young people from diverse cultures and backgrounds, particularly those who are disadvantaged, and bring enjoyment and well-being through the disciplines and freedoms jazz improvisation can provide. Working with Coventry Performing Arts Service and SoundStorm in Bournemouth **#4 Jazz Festival in Coventry** - a new jazz festival held on Friday and Saturday, 27 and 28 November, at the Belgrade Theatre, Coventry. Arun Ghosh is delighted to be returning to The Belgrade with his Sextet to perform along with Coventry Performing Arts Service's new Asian and world music

6. **NorVol Club round up** – all clubs discussed current issues in the jazz promotion business - including welcome success of Jazz NE in Arts Council Funding enabling them to put on a much enhanced programme post January 2016

7. **"The Jazz Business in the North"** SC/GM circulated key points from the report they had prepared – The Norvoljazz promoter network is the largest and most active in the UK. The region had 35 regular contemporary jazz venues with over 800 concerts per year. The North had 18 festivals with 340 music groups performing per year. There were 2 music conservatoires (Leeds and Manchester) and jazz degrees at The Sage Newcastle and at York University. There were 6 jazz summer school and at least 15 jazz workshops held in the area. The Northern Jazz club scene at a conservative estimate is worth £1.2 million per annum to the Northern economy. The volunteer run part of the jazz sector was approx 70% of this total -other promoters being commercial, RFO's, musician led and education related. **Conclusions** – the North had a healthy jazz scene but with some key challenges –

- Need to increase the number of performance spaces
- Examine cold spots where there was little or no live jazz
- Increase media coverage
- Encourage new audiences for jazz
- Work hand in hand with education music providers
- Access more funding to support jazz promotion

**Agreed** – the Norvol Sub group to examine these conclusions and see what was feasible for our network to take forward

8. **Marketing Jazz Promotion in the North - leaflets**

SC/GM circulated two draft marketing leaflets for NorvolJazz clubs and for Northern Jazz Festivals. We needed to seek sponsorship eg from the major festivals – these needed to be cost neutral

**Agreed** – use up to £1000 of the NorvolJazz funds to design and produce final versions of the leaflets for circulation at northern and UK jazz events. SC/PB and JM to take forward to the next "cost and design" stage

9. **NorVol International Touring Programme bid**

Kim Macari (NorvolJazz/Apollo) was unable to attend but send a detailed report on progress of the bid. We were unsuccessful in our GftA bid for the international touring scheme. We were provided with detailed feedback on their decision and encouraged to resubmit. (which we have). The rewrite and resubmission has information from NORVOL members to get a representative sample of **audience figures** concentrating on the effects of strong promotional campaigns of touring artists of audience figures, age range of audiences for club gigs and festivals and differences in audiences for

certain genres. Our plan for **addressing diversity** needed to highlight in the prominent positions of women in the project (Ingrid Jensen as featured artist and Kim as project leader) The gender balance at jazz gigs is often improved by the presence of women as promoter or artist. **Marketing Strategy** – Kim has approached a company called Pomona UK, a PR firm which specialises in regional press for music events to help us really push these tours in each of the many varying locations we have. The price quote is in the region of £1000 for all three ours. This won't be changing the budget at all because I will effectively be outsourcing the work to Pomona and the funds will come out of the management section of the budget. It will allow us to make more links with journalists and local media that we can go back to again. **Reports** – there is a UK gap in the information available about the jazz sector. Kim believes that the information we could already amass from our individual clubs and the amount of information we'll generate throughout the project, we are in a very strong position to make a significant contribution by producing an in-depth report on Jazz in the North – adding to what we have already produced. Our organisation gives us great strength in terms of building a big picture. **Partnership Working** - Some of you may know that a group of musicians in Leeds have take over the rental of Savile and Chrome studios in Chapeltown. Led by James Hamilton, the group hope to offer the space to jazz musicians in Leeds at a reduced rate, offer early career musicians the opportunity to record an album which is mixed, mastered and released by James' label New Jazz Records and host streamed gigs and workshops. James is keen to attend a NORVOL meeting soon and be involved in the organisation. We are awaiting a **ACE decision in November**. The only thing that may have to change are Ingrid Jensen's dates. Ellery Eskerlin and Seamus Blake would remain as organised

Members thanked Kim for all her hard work so far on the project. **Agreed to invite James Hamilton to the December meeting in Newcastle to talk about the live streaming of concerts**

**10 Other Jazz organisations** - Steve Crocker updated the network on the current series of Jazz Promotion Network meeting in Scotland, Manchester and Bristol looking at priorities for the National Network. Agreed we could help with some of the ideas (including taking bands from Conservatoires on tour of the North). Paul Bream discussed the benefit of working with European musicians and music organisations.

#### **11 Next NoVoljazz network meetings.**

- **Saturday 10.30 am 5th December Newcastle Jazz Café** followed by a gig at lunchtime- PB to organise
- **Saturday 6th February 2016 Southport Winter Weekend.** to include a second "How to be a Jazz Promoter" seminar

Meeting Closed 1.05pm