



## The Network of Northern Jazz Promoters



## Working to help each other

### WHAT IS NORVOL JAZZ?

NorVol Jazz is a network of jazz clubs, promoters, and festivals, across the North, working together and exchanging ideas to help sustain a vibrant live scene. Membership is open to any organisation, big or small, bringing jazz to audiences across the region.

### WHAT HAS NORVOL JAZZ DONE?

Since its creation in 2012, and guided by its quarterly network meetings, NorVol has launched some significant initiatives:

- \* A website and blog providing listings and information about members' concert programmes and other activities;
- \* A series of workshops and seminars providing advice on programming, marketing, fund raising, and all aspects of jazz promotion;
- \* A widely distributed leaflet promoting jazz festivals in the North;
- \* The 'Orpheus' project, teaming top international soloists with international musicians, and making them available to Northern promoters at a discounted fee.

## WHAT IS NORVOL JAZZ PLANNING?

In the coming year, NorVol Jazz network has plans for a major re-launch to become a network for all jazz promoters in the North of England, whether voluntary, public funded, or commercial. We want to help all members develop their activities and reach out to potential audiences, by providing:

- \* A Social Media network group to be a forum for members to interact;

- \* Funding to employ paid interns as a means of training the next generation of jazz promoters, and also sparking new programming and marketing ideas that can be shared with all NorVol Jazz members;

- \* Peer reviews, with promoters visiting each other's concerts to provide support and constructive suggestions;

- \* Support for emerging artists, with clubs assisted in the selection and booking of young bands coming out of our Colleges and Conservatoires;



## HOW ELSE CAN NORVOL JAZZ HELP YOU?

The plans we have in hand have evolved from discussions at the quarterly meetings of NorVol Jazz members. But we know that there is no 'one size fits all' model for clubs and promoters – everybody has different levels of activity, different requirements, different problems, and different aspirations (although the desire to build new audiences is surely something we all share).

So as a NorVol Jazz member you would have the chance to express your needs and to suggest ways in which we could all help each other. Even if you were unable to attend the regular network meetings, you could ask for your concerns and proposals to be considered, and so benefit from other members' experiences – or you could start a discussion on the members' online forum.

Just tell us what you need – and between us we can try, collectively, to help.

## SO . . . WHY NOT JOIN US?

NorVol Jazz can only be as strong as its members, and as effective as members' subscriptions allow.

If your organisation is already part of the network, then we hope that this brief explanation of our work will encourage you to renew your membership. If you used to be a member, but have dropped out, we'd love to have you return.

And if you've never been a member, maybe thinking that your organisation is too small to benefit, we urge you to think again – your contribution is important to us, and we want to make our contribution helpful to you.