

## Sheffield Philharmonic Chorus Vision

**Bigger, better, popular and secure.**

South Yorkshire's foremost large mixed voice chorus, with a reputation for quality, reliability and professionalism, performing a wide repertoire of classical music with professional orchestras and conductors

Aims	Objectives	Possible actions
<b>Bigger:</b> Continue to grow into a large, diverse and friendly chorus, equally strong in each voice part	<ul style="list-style-type: none"> <li>• Increase membership numbers (to 200?)</li> <li>• Increase the proportion of tenors</li> <li>• Increase choir diversity</li> </ul>	<ul style="list-style-type: none"> <li>• Be friendly, welcoming and professional</li> <li>• Hold events such as open rehearsals, bring and sings in a range of communities</li> <li>• Expand and develop the Voice Exchange</li> </ul>
<b>Better:</b> Build on our reputation as a high-quality chorus that sings a wide repertoire to a professional standard and responds to a range of projects with enthusiasm and reliability	<ul style="list-style-type: none"> <li>• Maintain very high standards</li> <li>• Retain high quality music professionals</li> <li>• Ensure repertoire includes works that are new, challenging, by female composers and those from under-represented groups</li> </ul>	<ul style="list-style-type: none"> <li>• Develop hire agreements for music professionals and maintain fees at industry-standard levels</li> <li>• Set up an effective Event Planning Group</li> <li>• Increase percentage concert participation</li> <li>• Maintain audition and rehearsal requirements</li> <li>• Nurture and maintain good working relationships with Sheffield City Hall and the Halle Concert Society</li> </ul>
<b>Popular:</b> Increase the numbers and diversity of our audience	<ul style="list-style-type: none"> <li>• Increase audience numbers year-on-year</li> <li>• Increase audience diversity</li> </ul>	<ul style="list-style-type: none"> <li>• Hire a high-quality marketing professional</li> <li>• Organise one event per year designed to appeal to a more diverse audience, eg in an area of diverse population</li> </ul>
<b>Secure:</b> Develop sustainability, agility and resilience	<ul style="list-style-type: none"> <li>• Maintain prudent financial procedures</li> <li>• Reduce year-on-year financial losses</li> <li>• Maintain effective risk management</li> <li>• Further develop capacity to respond to emergencies and challenges effectively</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure committee posts are filled and trustees meet their responsibilities</li> <li>• Keep governance policies up to date and in line with Charity Commission requirements</li> </ul>