



Development Plan

written in 2007

Every so often, the committee gets together to create a 5 Year Plan for Starburst. In fact, we tend to do it every five years. Funny, that. And it's time for us to produce a new one.

The last plan was focused on financial stability. We've been building up a contingency fund, to allow us to fund each production (there are quite a lot of things which need to be paid for before we get any ticket money, like licenses for the show), and to protect Starburst in case anything went badly wrong (outbreak of bird flu amongst the Fleet pigeons/ cats/ traffic wardens, for example) which stopped us making as much money as we had planned to. We now have a good reserve, but as productions are becoming ever more expensive, we'll continue building it up.

The main aim of our next plan will be growth. To do this, we need to focus on membership. Not just more members, but improving the experience of being part of Starburst. We want to look at more socials (not just after show parties, although all members are always welcome to these parties, even if they weren't in the show!), and development workshops. But we need to hear from you. What would you like to learn? Would a workshop on character development techniques be of interest? Would you rather have some sessions to improve your singing skills, without the pressure of rehearsing for a show? Are we doing the sort of shows you want to be in? Tell us!

We want to increase the number of people involved with Starburst for several reasons. More acting members means we can put on more shows, which means we can put on a wider variety of shows – you get to pick roles that really interest you. We also need more people to help with our marketing effort. It takes a lot of time and effort to publicise our shows, so the more people we have ringing newspapers, doing leaflet drops and generally generating interest, the better.

Our news newsletter and the development of our website is our first steps to keeping everyone better informed about what Starburst is doing.

Business Development Manger