

Open Rehearsal Partner Meeting - 22nd April 2008

Cultural campaigns – objectives

- Supporting cultural organisations across London
- Engaging audiences, both Londoners and visitors to London
- Encouraging collaborative working between cultural organisations

Previous cultural campaigns activity

- India Now: a 3 month season celebrating India in London
- Lates: a season promoting the late night cultural offer in London
- East: a six day festival taking place in March across East London
- Open Rehearsal: a September season giving the public unique behind-the-scenes access and insight into London's cultural organisations and institutions

Open Rehearsal

The Open Rehearsal season will take place from Friday 26 till Sunday 28th September 2008. Open Rehearsal engages audiences with the cultural process and gives organisations new ways of engaging with both first timers and regulars, offering new experiences and a chance to see how the work is made.

For the last three years Open Rehearsal has featured over 150 organisations from the performing arts sector – this year it will broaden to include organisations from all creative industries i.e. visual arts, heritage, film and fashion. This forms a natural extension of the successes of previous years.

As this fits with naturally with the Cultural Olympiad and LOCOG Open Rehearsal will form a key project for the launch of the Cultural Olympiad giving cultural organisations a unique opportunity to open up and promote London's unique offer across London, nationally and internationally.

The GLA will organise and resource all of the press and marketing activities surrounding the Open Rehearsal season. Open Rehearsal will benefit from two marketing campaigns – it will form the finale of a large Visit London campaign and it will have its own stand alone campaign.

Benefits for Open Rehearsal partners

- Increased profile
- Networking and collaboration opportunities with other cultural organisations
- Audience development opportunities
- Opportunity to further promote the activities your organisation is already undertaking
- Part of the Cultural Olympiad

Marketing Campaign

- Open Rehearsal content forms (available from <http://www.london.gov.uk/mayor/culture/open-rehearsal.jsp>) should be sent in **as quickly as possible** to: openrehearsal@london.gov.uk

- There will be an Open Rehearsal website hosted by Visit London going live from 24th August at www.openrehearsal.co.uk
- From 1st September the promotional campaign will begin and will include: tube posters; street banners; leaflet racking across London and London Underground and 500,000 Open Rehearsal guides.

Press campaign

- Will profile London's Open Rehearsal season internationally
- Will profile London's Open Rehearsal season in the London and UK press

Submitting Open Rehearsal content forms

- Partners can download the Open Rehearsal content form from <http://www.london.gov.uk/mayor/culture/open-rehearsal.jsp> and should return it to openrehearsal@london.gov.uk
- Organisations are encouraged to talk to each other and the Cultural Campaigns team regarding ideas and proposals – if you have a proposal please email it to openrehearsal@london.gov.uk including your contact details and someone will contact you for further discussion.

Questions from cultural organisations:

1) Open Rehearsal promotional activity in South London

It was suggested that as south London has fewer Underground stations and so will benefit less from the promotional activity on the Underground that further press and promotional activity is focussed on South London Press with briefing, editorial and advertising and also that promotional work includes South London railway operators, the DLR and buses.

2) Website updating process

It was asked whether the Open Rehearsal website could be adapted so that cultural organisations could log in and update their own listings. Unfortunately as the website is hosted by Visit London as an additional mini site on their own website this function is not possible, however updates submitted will be done by the Visit London webteam in scheduled batches so that event details are correct and updated with any changes.

3) Involvement from the museums and heritage sector

It was asked how exactly the heritage sector could offer events that would fit in with Open Rehearsal's programme. Mark Prescott explained that Open Rehearsal was all about offering the public behind-the-scenes access and showing how organisations create the work for example a museum could put on a curator's talk explaining how exhibitions are put together and built and how pieces are acquired for collections.

4) Charging for entry to Open Rehearsal activities

It was asked whether organisations could charge for events that formed part of the Open Rehearsal programme. Mark Prescott replied that Open Rehearsal has included and will include a mix of both free and charging events – he added that in the past it had been clear that placing even a small charge on events meant that those booking the event valued it more and were more likely to attend.

5) Activity of Trafalgar Square

It was asked whether Open Rehearsal would be holding any events on Trafalgar Square. There are currently discussions exploring the idea of an event in the Square on Friday 26th September but no firm plans as yet.

6) Linking with Open House activity

It was asked whether Open Rehearsal had links with the Open House programme taking place the week before. It was clarified that the programmes were not connected but would run on consecutive weekends in September.

7) Selection process for inclusion in the Open Rehearsal programme

It was asked whether there were criteria for inclusion in the Open Rehearsal programme. It was explained that as Open Rehearsal is concerned with opening up access to the creative industries it naturally has a wide reach in terms of its content and so welcomes many different organisations to showcase themselves and their work to the public.

8) Differing levels of promotion for cultural partners

It was asked whether some organisations would receive greater promotion during the press and marketing activities than others. It was reiterated that all partners submitting their events before the deadline and fitting the Open Rehearsal programme would be included in the leaflet and website. It was confirmed that certain events that captured the essence of Open Rehearsal would be picked up as highlights in the leaflet, website and in press activities in order to clearly demonstrate to audiences what the season is about.

9) Nehru Centre involvement

It was asked whether the Nehru centre could be involved in the Open Rehearsal programme. Mark Prescott confirmed that they were welcome to be included as long as they had an event relevant to Open Rehearsal.

10) Geographic spread of Open Rehearsal

It was confirmed that Open Rehearsal would take place across the 33 boroughs encompassed by the GLA.

11) List of cultural organisations involved in Open Rehearsal

It was asked whether a list of organisations could be made available to facilitate organisations discussing possible collaborations. It was agreed that a list of organisations attending the meeting and the Open Rehearsal leaflet from 2007 would be made available on the Open Rehearsal webpage:

<http://www.london.gov.uk/mayor/culture/open-rehearsal.jsp>

12) Open Rehearsal dates

It was asked whether only activities on 26, 27 and 28th September could be included in the Open Rehearsal programme. It was confirmed that yes, only events on these days would be included.

13) Bookings process

It was asked how bookings for events in Open Rehearsal would be handled, via a central system or by the cultural organisations themselves. It was confirmed that the leaflet and website would put the booking details for each event so that organisations could handle bookings themselves and benefit from any data capture.