

Minutes for ShaLT Team Meeting 28th November

Present: GE, MH, AG, PS:

- **Database:** PS reported on the progress of the database – a first working draft is complete. Regarding image rights, GE pointed out that it might be US rather than UK law we have to think about, if RKH host our website on a US server.
- PS to add legal material once RKH produce a first mock up of the web. GE pointed out this should be due in 1 or 2 weeks.
- **Lecture PR:** PS to check that the weekly flyers can be colour [they can be].
- **Trifold Brochure:** About to be completed by MH and PS for 30th November handout over to V&A/Geoff Marsh [done]. AG asks that if needed we cut back on the lecture descriptions/outlines, not the information about each lecturer. Solo Press can print the brochure. GE: Can the designer hired by GM work with this printer, in terms of weight/quality of paper and inks used?

[Note: MH and PS have asked about the hiring of a designer many times since this meeting, with nothing confirmed from the museum. To pursue in January asap. Once we know of a designer, PS to update V&A about the need for the designer to be able to work with the printer, plus what can and can't be cut in terms of content].

- **Lectures:** To be charged at £5 and £1 for concessions [now changed to £5 and £3].
- **MH and the Map:** All in hand and to be printed soon, then stored in Cambridge until 11th Jan. Then to London Calling warehouse.
- **Map Distribution:** Agreed to use London Calling after MH explained their benefit for the project. They will also distribute the trifold leaflet. MH has asked that no materials (ie the map) are to be destroyed – we will want them back if unclaimed. Idea of 8 weeks of exposure over a 10 week period. GE and AG raised the problem that the maps could be distributed much earlier than June. [Note MH has now dealt with this by speaking to London Calling]. Also, special runs 2-3 weeks will take place. Brochure goes out 2 weeks before the first lecture. MH to sign deal next day in order to obtain online deal. London Calling proposal was then officially accepted by all. GE and MH checked costs - £8,000 left for printing Guide at this point.
- **The Guide:** MH to obtain cost of printing from Geoff Barlow asap. £1,100 left for London planner? At this point the estimated cost was c. £3000 for

Soper's fee, inclusive of VAT for 80 pp [now 48 pp]. MH to ask Geoff Barlow about possible distributors for the Guide.

- GE to chase the Restoration Whitehall / Cockpit image for the Guide.
- **John Wyver and the ShaLT Films:** JW arrived for the afternoon session and went through an excellent schedule for filming. Interviews with GE and AG arranged. JW suggests the idea of ShaLT having the filmed scenes in an edited format – effectively an additional output for the project. AG stresses the importance of the speed of delivery for the actors. Pre-cuts to be sent before Christmas with the final ones in January 2013.

Action Point: JW will need the Lyly TP from Oxford in the New Year.

- **Geoff Barlow arrived for a separate session on the Guide:** He would take on the role of Book Production Manager - liaising with the designer, author, editor, etc. He takes over when designer is finished and sees the product through until the date of delivery at the warehouse. GB doesn't work on the 'tricky' matter of book distribution. Suggests we need a London-based Freelance Sales Rep. MH to ask Mark Eastment for possible suggestions. Also, we will require some kind of link with Amazon. Either use their sales portal or give them stock as a supplier?

GB to have map before the holidays [this is now done through MH]. Possibility of shrink wrapping the Guide/map. But then the Guide cannot be browsed in a store. Idea of a store having X no. of open copies for browsing? Or, a flap or clear plastic wallet? Suggestion of ShaLT asking Independent Publishers Guild for advice. GE asked if we could hire a company to do distribution and marketing. GB: a very expensive way of working, requiring a large company. MH: Idea of using Heritage Books?

Decision: MH to get new costing from NS for 48 pp. version [all now done]. Will have contents page and acknowledgements but no index. NS to start w/c 3 December. Our deadline – mid-Jan for April launch. After mid-Jan ShaLT to proof the Guide. GB to get quotes for the various options for the securing of the map and to email quote. [Note – now hired by MH].