

ShaLT Team Meeting February 14th 2013

Present: GE, AG, MH, PS, MT

The Guide

MH reported that he has viewed the final proofs from the printer. He reported the problem about the colour on the Southampton image and this is being corrected now.

It was highlighted that the printer needs to be paid next week (w/c 18th Feb.)

Action Point: MH to continue to tackle issues relating to warehousing and distribution. Geoff Barlow will get 6K copies to the warehouse. 90 percent of copies need to be distributed in London. When printed, warehousing 'further costs' would apply. Options to pursue for distribution include the hiring of a freelancer or sales agency, Heritage Books (MH awaiting a response re advice), Nick Hearn, Independent Publishers Association, Samuel French Publishing, Oberon Books. MH to pursue these options. Also, MH to check if we should put the price on the inside cover or not.

Printing to be complete by late March or early April. Arrangements will have to be made for distribution through the Amazon store/s, but whatever distributor we get should handle that for us.

The Map

MH reported that all is still going ahead as planned with the distribution of the map.

Trifold

MH reported that all goes well with this. 10K to be printed. But, there is the issue of storage.

Action Point: MH to contact Geoff Marsh about SCUD / help with map distribution.

Action Point: PS to ask Anna Landreth Strong the following: who was the designer? Should it be glossy? White paper or off-white?

Films

GE reported that John Wyver has not been paid the second installment. The interviews with Stern and Sanders are complete with two more interviews to be filmed. Hopefully, filming at Hampton Court is forthcoming.

Action Point: GE to check with JW in terms of the Hampton Court filming and also the non-appearance of the rough cuts.

Website

PS reported on the content – currently being finished, then checked by AG. It was agreed that all content is to be complete by 7 March. RKH to deliver completed website in time for 23rd April launch. It was agreed that legal documentation would only appear for the Red Lion and the Theatre, with references to Wickham's book appearing elsewhere.

Action Point: MT to crop images and return them to PS for installation on the database before 6th March.

Action Point: PS to type and send acknowledgements info. and send to RKH.

Action Point: PS to type up and send the project outline from the Guide to RKH in order to replace the information they have used from the AHRC application for the homepage, and to proof the homepage and locations page and send a list of corrections to RKH.

Action Point: PS to obtain last set of coordinates for Revels sites (four), or else just place the database 'pushpin' in the approximate spot.

Action Point: MH to source and send to PS photographs for the following sites – Newington Butts, Westminster Abbey, BF Gatehouse, all four Revels sites. PS will need these by 6 March in order to load on to the database in time for the 7th March deadline.

Action Point: MH and PS to meet after 3 pm on 7th March (after the meeting) in order to finalise directions for 14 locations. [MH to confirm this?]

'Phone App

GE reported that as soon as the website content is fully uploaded RKH will produce the App. At least a rough demo to be available for the launch.

PR and Social Media

MT reported on her current activities and suggested numerous future plans for her time (all agreed and authorized by GE and the ShaLT team).

Action Point: GE to contact RKH requesting a link for a 'Calendar of Events / Latest News' entry for the website from the homepage, as well as a section entitled 'Press'.

Action Point: PS to send MT contact details for Rebecca White at London Calling re social media package.

Action Point: MT to continue with PR activities and to prepare a Press Release (send to PS for checking before distribution). MT to start to use social media 2-3

times a week (tweets, postings) but to check the content once a week with PS via email).

AOB

Action Point: GE to set up a meeting with GM in terms of possibilities beyond 31st August for the venture. PS and MH to pursue further funding if possible.