

The second meeting of the Bluecoat Friends Fundraising Committee was held on Thursday 31st May 1984 at 5.45p.m. in the Bluecoat Shop.

Present John Cook (Chair), Bryan Biggs, John Malthouse, Doris Mousdale, Robert Owen, David Robinson, Alan Swerdlow, Monica Wilson, Barbara Foran (secretary).

Apologies Alison Edis, Michael Dixon, John McFarland, Colin Voake, Steve Roberts.

Minutes The minutes of the previous meeting were approved

Date of next meeting The next meeting would be held on 18th June at 5.45p.m.

Matters Arising

Covenant Drive

John Malthouse requested details of specific items/schemes and their respective costs to include in the letter of appeal to potential covenanters which he proposed to draft. He also agreed to co-ordinate various lists obtained and to select 100 names. He proposed that the letter should suggest a £20 covenant and show how much that would be worth to the Society in relation to the cost to covenanters (100 x £20 covenant over 4 years would realise £12,000). All members of the Committee agreed that the procedure should be simplified as much as possible to encourage participation and it was agreed that a stamped reply envelope should be enclosed. John Malthouse further suggested monitoring response to first, second and third letters. He also requested a list of existing covenanters. Doris Mousdale suggested contacting Bill Jones for the Arts Council's N.W. mailing list which is subdivided into various categories. She also suggested contemplating a shared mailing to save expenses. The Committee agreed that John Cook should sign the letters in his capacity as Hon. Treasurer.

Sunday lunchtime/Art Auction.

Bryan Biggs requested that the date be put back one week from 15th to 22nd July to allow more time to collect works from artists. This was agreed. Alan Swerdlow read out his draft letter of invitation which was approved. There followed a general discussion about the timing and content of the event from which the following points emerged:-

- 1) Barbara Foran to investigate the possibility of Matthew Street Wind Ensemble providing music.
- 2) David Robinson suggested serving strawberries and cream
- 3) Doris Mousdale could assist in the provision of Strawberries
- 4) Alan Swerdlow could provide dishes, spoons and cream
- 5) Robert Owen suggested serving sparkling wine
- 6) John Cook to cost sparkling wine/champagne (glasses supplied with wine) to be purchased via Bluecoat Arts Ltd.
- 7) David Robinson suggested that the ticket price be dropped from £5.00 to £4.00 (to include 1st glass of wine)
- 8) John Malthouse suggested free orange juice and crisps for children
- 9) Schedule to run as follows:-
  - 11.30a.m. commence
  - 12.30p.m. auction
  - 2.30p.m. ends

Auction to be held in separate room from the gallery, either hall or Sandon - to be decided nearer date. Carl Hawkins to be asked to act as auctioneer.

Bryan Biggs to decide opening prices

- 10) Monica Wilson suggested posters advertising the event to be put in other arts organisations e.g. Philharmonic. She suggested Rayros in Wood Street to print.
- 11) David Robinson volunteered to find a sponsor for printing tickets. Barbara Foran to draft copy
- 12) Committee members to sell tickets in advance. Tickets also to be available at door.
- 13) Alison Edis to check about Sunday licencee.
- 14) Next meeting to discuss advance ticket sales and to discuss allocation of duties on 22nd July to be held on Monday 18th June at 5.45p.m.

#### Other activities

Barbara Foran reported that she had written to George Melly outlining the aims of the fund-raising Committee and suggesting ways in which he might be able to assist. She awaited a reply. Alan Swerdlow said he would telephone George Melly. Alan Swerdlow also reminded the Committee that other events involving Bluecoat Friends should be considered. Robert Owen suggested trips to exhibitions in London as an example. It was agreed to discuss this further and include details of this in the next Friends newsletter.

There being no other business the meeting closed.

The 4th meeting of the Friends Fund-raising Committee was held on Monday 16th July 1984 at 6.00p.m. in the Gallery.

Present John Cook in the Chair, Colin Voake, Alan Swerdlow, Monica Wilson, Steve Roberts, David Robinson, Alison Edis, Barbara Foran and Bryan Biggs.

Apologies Michael Dixon, John McFarland, John Malthouse, Doris Mousdale and Robert Owen.

Matters  
Arising Art Auction

Duties were allocated for the following Sunday.

George Melly

George Melly had offered a date for the lecture - 26th September. This would be on Max Ernst and Surrealism.

Date of next meeting

Monday 30th July at 5.45p.m. in the Shop.

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A short meeting to report on the progress of the auction was held on Monday 30th July at 5.45p.m. in the Annexe.

Present John Cook, Alan Swerdlow, Barbara Foran and Alison Edis.

Art Auction

This had been counted a great success by all concerned. Alison Edis reported that the profit to date on the event was £2158. However there were still some debtors and creditors to be pursued and she wished to remind all Committee members who had contributed towards the food to submit a sheet of their expenses so that this could be reimbursed. Bryan Biggs was collecting the outstanding money due on the picture sales.

George Melly lecture.

It was agreed that cheese and wine be served before the event which would start at 8 o'clock. Alan Swerdlow had obtained an offer of free cheese. The bar would be open afterwards. George Melly would circulate during the cheese and wine and would be present afterwards. It was possible that a book signing session could be arranged. Alison Edis would contact the publishers. The tickets would cost £5.00 each and there would be room for 200. The event had already be publicised in the Friends Newsletter.

Other events

Barbara Foran had already mentioned the weekend excursions etc. in the Friends Newsletter. Alan Swerdlow suggested obtaining prices on a painting weekend in the Lake District and a trip see the Burrell exhibition in Glasgow. Details of these would be included in the newsletter and he agreed to get a price on the former and Alison Edis a price for the latter.

Committee Membership

Colin Voake had kindly agreed to be the Chairman of the Friends Committee. It was suggested that at the next meeting a secretary and treasurer should be elected. Alan Swerdlow suggested writing a paragraph in the newsletter opening up membership of the Committee to any Bluecoat Friend who felt they could make a useful contribution.

Date of next meeting

10th September 1984 at 5.45p.m. in the Coffee Shop.

The 6th Meeting of the Friends Fund Raising Committee was held on Tuesday 11th September 1984 at 5.30p.m. in the Coffee Shop.

Present Colin Voake, Monica Wilson, Barbara Foran, John Cook, Bryan Biggs, Alison Edis.

Election of Officers

John Cook said that Colin Voake had kindly agreed to take over as Chairman of the Friends and Mr. Voake then took the chair. It was agreed that Alison Edis continue to act as Secretary to the meetings for the time being and John Cook was asked to continue as Treasurer of the Committee as part of his overall duties as Society Honorary Treasurer.

Minutes

The minutes of the last meeting were signed as a correct record of the proceedings.

Apologies

Doris Mousdale, Robert Owen, John Malthouse, Alan Swerdlow, John McFarland, Mike Dixon (who had moved to London and would be unable to attend further committee meetings), David Robinson.

The Chairman asked the Secretary in future to ring around members before a meeting, in order to remind them of the date, since he wished to impress upon members how important attendance was to the success of the meetings. The Secretary apologised for the late change of the date of the meeting and said that this might be the reason why some members had been unable to attend.

Matters Arising

George Melly 26th September

Food

It was agreed that cheese, wine, dips, biscuits, nuts, crisps and celery be served. Alan Swerdlow was obtaining cheese from Cearns & Brown. Colin Voake and Monica Wilson would arrange the rest of the food. John Cook would obtain the wine and it was felt that this should be of a better quality than private view wine. This would be served downstairs in the Gallery. There would be no set restriction on the amount of cheese and wine allowed since there would be only three quarters of an hour in which to consume it. It was thought that since George Melly wanted only his travelling expenses, and not a fee, that a reasonable wine could be offered as part of the £5.00 ticket.

Publicity and Tickets

Alison Edis outlined the publicity so far. 20 tickets had been sold to date mostly as a result of the Friends Newsletter. Barbara Foran would ask the Promotions Assistant to follow up the possibility of an interview on radio and television. Colin Voake said he would ring Roger Blythe, Presenter of "Exchange Flags", and also Radio Merseyside. Christopher Kerr could be telephoned, as would other Friends, who should be rung to ask to support the event and publicise it by telling their friends. A stall would be put up at Friday's private view and a member of staff would sell tickets there.

George Melly was performing at the Empire on the 24th and Alison Edis would contact Christopher Bullock and ask whether publicity could be put up in the foyer. The Promotions Assistant would enlarge the A4 poster and put a "flyer" over the corner.

Tickets would be issued to Committee members to sell and it was imperative that unsold tickets be returned the day before the event i.e. Tuesday 25th September, in order that the box office would know how many tickets were still available for sale at the door. Committee members would be responsible for bringing back stubs and money to the office. On the night the Gallery "counter" could be used in order to keep track of numbers.

There would be a student concessionary standby ticket available on the night. Ticket sales would be monitored and a further decision on concessions made the following week. It was agreed that numbers of concessions should be kept to a minimum since the event was a fund raising one. The Promotions Assistant would be asked to telephone schools art departments, and other galleries and institutions, in order to encourage staff members and pupils to attend. Bryan Biggs would draw up a suitable list of names.

#### Technical Requirements

Alison Edis would ask Jane Winter whether Elliott Clarke could provide a technician free of charge, perhaps an ex-student. Colin Voake suggested asking I. M. Marsh to lend some lights for the evening and thought that Merseyside Arts might have some advice.

Any other  
business

A "Friends" desk would be erected on the night in order to sign up new members.

The Theatre Bar would be open for drinks after the show.

Alison Edis had arranged for some of George Melly's books to be on sale.

Brendan McCormack had very kindly offered to play free of charge between 7.00p.m. and 8.00p.m. whilst the audience was arriving.

It was suggested that a questionnaire be sent to Bluecoat Friends asking them if there was any way they could help i.e. offering skills or materials, since this would be extremely useful for future events.

Date of next  
meeting

The date of the next Meeting was fixed for Monday 17th September at 5.45p.m. in the Coffee Shop.

Meeting of the Friends' Sub-Committee held on Wednesday, 16th January 1935, at 5.45p.m. in the Coffee Shop.

- Present Mr. Voake (in the Chair), Miss Foran, Mr. Owen, Mrs Wilson, Mr. Biggs, Mr. Beirne, Mr. Robinson, Mr. Swerdlow, Mrs Radley, Miss Edis (Secretary)
- The Chairman welcomed Mrs. Radley to her first meeting.
- Apologies Mr. Cook
- Minutes The minutes of the last meeting were signed as a correct record of the proceedings.
- 1st March Function
- It was agreed that Mr. Voake would introduce the show. Bryan Biggs would say a few words about the new lighting. About 200 people would be catered for. Mrs Wilson would co-ordinate the food and the Committee would assist in various ways. The helpers would aim to be at the Bluecoat by 5o'clock on the day. Some food would be kept back for late-comers. If possible Miss Edis would prepare mulled wine and ordinary wine would also be provided. £1 would be taken at the door from each guest by a member of the staff. The evening would start at 7.00p.m. and was expected to finish between 8.30p.m. - 9.00p.m.
- Mr. Biggs said there would be some musical tapes arriving with the show and Mr. Beirne said he could prepare some tapes of background music.
- A desk would be placed near the door where Mrs Radley would sign up new members. Badges would be provided for everyone and Barbara Foran would deal with this. Separate ones would be made for the Committee and officers. In order that guests could be approached for potential membership, different coloured badges would be available; One for members and one for their guests.
- The food would/served from the Shop and small shop tables in the Gallery.
- A cloakroom would be provided in the Annexe.
- Friends Newsletter
- Miss Edis reported that the staff had written and compiled the last newsletter and she had written a section about the work of the Committee and the new Chairman. Mr. Swerdlow suggested that contributions should be invited from tenants and a "profile" on tenants or events could be featured. The staff and new tenants could be listed. Miss Edis would write to the tenants requesting information and a pilot newsletter would be prepared. The Chairman would take an active part in this.
- Questionnaire
- The questionnaire had been sent out as requested by the Committee but since it had been sent out only the previous week, one reply had been received to date.
- Miss Edis reported on the results of a survey carried out earlier in the year which showed that out of 36 replies 8 Friends wished to go on weekend field trips, 23 Friends to Galleries outside Liverpool and 29 to have their names circulated to other Friends.
- Mr. Biggs reported that an artist who would be showing in the Summer would like to take a party of people to Bodnant Gardens and talk about his work. It was thought that this was an ideal event to offer Friends. The later items on the agenda were adjourned until the next meeting. The Secretary would send agendas to absent Committee members
- Date of next meeting
- This was fixed for Monday 11th February at 5.45p.m. in the Coffee Shop.

Meeting of the Friends Sub Committee held on Wednesday 13th March 1985 at 5.45 p.m. in the Coffee Shop.

Present: Colin Voake (chairman), David Robinson, Monica Wilson, Alison Edis, Alan Swerdlow, Bryan Biggs, Jim Beirne, Robert Owen, Barbara Foran, Joyce Radley (secretary).

Apologies: These were received from, John McFarland, John Cook, and Doris Mousdale.

Minutes: Previous meeting's minutes were accepted and signed.

Matters arising: It was reported with regret that the Friends evening of 1st March 1985 had made a loss of £4.57 to date with some outstanding bills still to be submitted.

1st March

Private View: There was some discussion about the future management of such an evening, perhaps to sell tickets in advance. Disappointment was expressed at the relatively few people who attended this function.

Membership: Alan Swerdlow reminded the meeting that an enquiry about life membership had been made. Barbara Foran was requested to research and suggest an appropriate membership fee. Also to be included in the next meeting agenda was a review of membership and fees in general. One suggestion made was that couples should be charged £3 for a second member at the same address. These points would be concluded in time for August 1985 renewal of membership. Alan Swerdlow suggested that circulation of an annual report might be one way of stimulating and maintaining interest of Friends.

Constitution: Alison Edis had drafted a constitution for the Bluecoat Friends setting out aims and objects. She would discuss with the Executive Committee:  
1. A constitution.  
2. Voting rights at A.G.M. of Society.  
These points would be included in the next meeting's agenda.

Future functions: Discussion followed about future functions. It was decided that private views would start at 6.00 p.m. as normal and we would concentrate on fundraising activities.

Proposed visit to Leeds: Alan Swerdlow reported that a meal would cost approximately £4 per head plus tickets and as this had been suggested as an evening function - and time was important - it might be more appropriate for the same price to make a "day trip" on a Saturday and include a visit to a nearby historic house, Colin Voake was therefore requested to liaise with Mr. Freidman about the possibility of including such a visit and to plan this day out for a Saturday in May.



Bryan Biggs suggested it might be good to have a Friend's notice board. Jim Beirne would organise this.

A sponsored concert organised by Radio Merseyside given by a sixteen - piece wind ensemble, possibly in July and in the garden, had been suggested and Jim Beirne was requested to liaise with Radio Merseyside about this function, preferably to be held on Sunday. Alan Swerdlow reported that Sue Hamilton Finlay was very grateful for her reception. He would make enquires about a possible weekend visit to Little Sparta and other galleries.

At the next meeting positive dates should be fixed for future functions. Suggestions included:

Leeds in May

Little Sparta June

Bodnant July/August

Radio Merseyside sponsored concert

Wine evening - David Robinson/Robert Owen/

Colin Voake to arrange

(Date to note - 1st November French Baroque Opera)

Vote of Thanks:

The meeting closed with a special note of thanks to Monica Wilson for her dedicated work and preparation of food for the 1st March Friends evening. Appreciation was expressed to all who had helped.

Next meeting:

Date of next meeting 9th April @ 5.45 p.m.  
in the Coffe Shop.

N.B. THIS MEETING HAS SINCE BEEN POSTPONED UNTIL FURTHER NOTICE.