

OPERA MINIMA: Performing success

1. Brief history
2. What did they need
3. The results
4. The feedback



Terry Saunders as Uberto & Mandy Watsham as Serpina
La serva padrona by Pergolesi

1. Opera Minima runs intensive training sessions, giving coaching in language and operatic technique, for young professional artists to gain the necessary and classic operas

Opera Minima approached the Social Capital Programme (*) through a word of mouth referral. There is a special uniqueness in the way Opera Minima works. The charity status of Opera Minima has ensured their activities remain charitable and benefit local communities. Their approach towards funding and financing themselves has been more entrepreneurial. The actions derived from this attitude have ensured a more sustainable, although not constant.

2. Opera Minima enjoys undoubted success, as illustrated by the photographs from their recent programme “Mainly Mozart”, but they needed support to improve and increase their expansion into other areas – new venues, more schools and a new approach to gaining sponsorship.

The Social Capital Programme provided one to one support on the potential strategic direction and funding direction to support a suggested improvement to their marketing strategy, including the recruitment of a new, voluntary marketing manager



Singers discussing music point with Music
Director Nicholas Bosworth

3. The result was a grant awarded of £1,750, free consultancy and grant support on strategic direction, worth £350. The grant will be spent on training courses to improve performance management, web-site re-design, marketing material materials and external signs for their venues, to attract passing trade



Melanie Lodge as Cecilio & Lisajane Ellis as Giunia
in *Lucio Silla* by Mozart

4. Experience:

- a. **Expectations before visit**
There were no expectations as did not know what to expect
- b. **Did the expectations fulfil?**
Therefore not applicable
- c. **Did you take any of the actions proposed by the Social Capital Development Officer? (see attached)**
1. **Abbey Trust: £2,500 for piano: Unsuccessful**
 2. **Community Champions: £1,000 towards piano: Unsuccessful**
 3. **Awards for all: £3,000 for extra performance of "Last rose of summer" in Harbro Theatre and community workshop & performance based on "Last rose": Successful**
- d. **Have you hear about this type of programme before?**
No
- e. **How do you think the service can be improved?**
Don't really know enough about it to offer comment.

(*) *The main function of the Social Capital Programme is to facilitate the transition of local voluntary organisations and social enterprises towards more steady income flows, based on a combination of trading and sustainable income sources. The grants provided by the SCP encourage this philosophy (considered as investment funds on a non returnable basis)*