

**The Mix Steering Group Meeting**  
**21<sup>st</sup> April 2010**  
**Bellenden Old School**  
**6.30pm to 8.30pm**

**Attendees:** (sheet attached)

No	Description	Action
1,	<p><b>Introductions/Brief</b></p> <p>JN got everyone to introduce themselves. T J from Fashion Workforce UK gave a brief outline of his company and what he would like to offer this years Mix event. He has 12 years in the fashion industry his company works with young people aged between 11 to 20 years. The course covers: -</p> <ul style="list-style-type: none"> <li>• Text tiles</li> <li>• Cutting</li> <li>• Fabric shopping</li> <li>• Sowing classes</li> </ul> <p>The course is to establish young people in the fashion industry looking at creating designs from scratch and compare high street designs against designer. TJ then went through slide show of his previous fashions shows of what the project does and showing designs of what the young people have created. Alternative fashion week happens once a year for a whole week. He went on to discuss what young people can get out of this: -</p> <ul style="list-style-type: none"> <li>• Organise models mixture of professional/amateur</li> <li>• Run way</li> </ul> <p>If young people wish to design clothes, Fashion Workforce UK will set up a project create photo shoot. The company can also offer work experience within the fashion industry also looking at best colleges.</p> <p>Young who wish to be involved in the within the fashion project: -</p> <ul style="list-style-type: none"> <li>• Robyn</li> <li>• Patrice</li> <li>• Savannah</li> <li>• Ming</li> <li>• Reyss</li> <li>• Jade</li> <li>• Sarah</li> <li>• Lisa</li> </ul>	
2,	<p><b>The young people split into 2 groups: -</b></p> <p><u>Group 1</u>  Gave their feedback on Sponsorship</p> <p><u>Big sponsorship for The Mix – Q1</u>  <b>Audience experience</b></p> <ul style="list-style-type: none"> <li>• Disabled access – area next to stage – TV screen?</li> </ul>	

- A host that can interact more with crowd, and present from within the park (Kajo, Jazzy, \*Eddie Kadi, Not Kat Slim?)
- Youth host pioneer Damien, Jade & Robyn
- Better signposting
- Mix flags, little ones for the crowd
- Zoning flags for key areas of the park
- DJ's
- Breaks in the main stage
- Better information stands
- Create crowd interaction
- Better uplifting atmosphere for all areas. Represents was viewed as being very good, (better promotion from main stage) Live n'up)-Tent too dark, poorly thought out

Discuss ideas to date: Part 2 What are workable? What is not?

Can we attract big sponsors

- Nike – community games
- JD Sports
- Top shop
- River Island
- Adidas – definite yes
- HMV
- Coca Cola
- Innocent smoothies
- Sub Way
- Apple Mac
- Orange

Group 2 – Q2

Gave their feedback on Branding

Branding for The Mix

Is it needed? And what do you think should be “freebies” for this year’s Mix, and why?

- Logo – colourful
- Ads – radio, buses, billboards, banners and leaflets
- Freebies!
- Ipods
- oyster cards holders
- rubber wristbands
- t-shirts hoodies good quality/professional
- Bags – rucksacks & shoulder bags
- The Mix – mix tapes
- Horns/whistles

Taglines: -

- Mix it up! – darling
- I’m in the Mix
- It’s all in the Mix

	<p><u>How to make the Mix bigger: -</u></p> <ul style="list-style-type: none"> <li>• Road show – bus – week before (visit areas all over South London not just Southwark)</li> <li>• Give out incentives to come – goodies and stuff</li> <li>• Bigger screens</li> </ul> <p><u>What ideas do you think will raise the profile of The Mix 2010? – Q2</u></p> <ul style="list-style-type: none"> <li>• Prizes awarded at Festival</li> <li>• Branding and Merchandising – like T-shirts</li> <li>• Associated activities with existing projects such as Art camp- Peckham Space</li> <li>• Free giveaways with incentives-T's, Oyster holders</li> <li>• Giving young people the opportunity to star in The Mix commercials to go out on radio</li> <li>• Big screens – texting interactivity</li> <li>• EA –games road show</li> </ul>	
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**Date and time of next meeting to be confirmed**