

EMBARGOED UNTIL TUESDAY 21 MAY 2024 00:01 BST

New Survey from the Association of British Orchestras Reveals Majority of Britons Turn to Classical Music for Life's Big Moments

- The ABO and its 200 member organisations, alongside Classic FM, Classical Music Magazine, LIVE, UK Music, the Musicians' Union and the Independent Society of Musicians, today launch a major three-year campaign to celebrate the power and value of classical music and the UK's orchestras
- New survey reveals that 71% of people believe that classical music amplifies the big moments in life
- 74% say that orchestras are a vital part of the country's cultural heritage and 65% of people believe that classical music is under-appreciated today

Press Images [HERE](#)

21 May 2024: A new survey conducted by [The Association of British Orchestras \(ABO\)](#) has shown that people believe that orchestras have an important role to play in the nation's cultural life, with **74% saying that orchestras are a vital part of the UK's cultural heritage**. The results are revealed as orchestras across the country, together with their supporters, today join forces to launch a bold nationwide campaign to celebrate the value and power of connection that classical music brings to the UK.

Along with campaign partners [Classic FM](#), [Classical Music Magazine](#), [LIVE](#), [UK Music](#), [the Musicians' Union \(MU\)](#) and [the Independent Society of Musicians \(ISM\)](#), the ABO and its member orchestras will share – and celebrate – the special connection that classical music can evoke.

The campaign's purpose is to inspire the British public to celebrate and share what classical music means to them. Through the hashtag **#MusicThatMovesYou**, people are invited to show their love of classical music and support for UK orchestras by sharing a piece of classical music on social media that has moved them and what the music has meant to them in their life.

British orchestras are some of the UK's most globally admired and influential cultural organisations and a pillar of the country's creative economy, and the new survey has shown that it is at the heart of some of our most important personal and national moments. According to a new survey of 2,000 UK adults released today by the ABO, conducted by Opinium, **four in five of UK adults** suggest that music has reminded them of important moments in their life. **71%** of people believe that classical music amplifies the big moments in life such as weddings, funerals, sporting events and national ceremonies, with **nearly three quarters (73%) of 18-34 year olds** agreeing with this. Moreover, **65% of the ABO's survey** felt that classical music is under-appreciated by today's society.

Classical music is listened to in a variety of settings: concert halls, on the radio, streaming, and the survey recognises a multitude of emotional responses that respondents felt whilst listening to the music. The most common words were relaxing (37%), timeless (36%), powerful (36%) and emotional (33%). Furthermore, the survey found that younger generations - **73% of 18-34 year olds** - want to be completely immersed when listening to their music, contrasting with 59% of 35-54 year olds, and 43% of 55+ year olds.

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Seven in ten of UK adults from the ABO's survey believe music is an important part of their wellbeing. With many orchestras and ensembles carrying out performances in health and social care settings, not only do they contribute to the cultural life in local communities across the country, they make a vital contribution to the nation's wellbeing, by enabling anyone to connect with the arts and to experience live music performances.

The Association of British Orchestras' Chair, Sophie Lewis, said: *"It is truly heartening to see how much classical music matters to the British public. Our survey showed how people turn to classical music in so many different settings, not only for pure enjoyment, but for reflection, mindfulness and to feel a powerful sense of connection – whether that's a highly personal sense of emotion, or to share life's special moments with those around them. Everyone has their favourite music that transports them to a landmark moment in their life. We want to start a conversation open to everyone - both enthusiasts and casual listeners of classical music - to introduce one another to the music that moves them. We want to spark engagement and excitement for us all to celebrate the music that we can be proud of in Britain as a part of our cultural heritage, showcased by our members on a world class level."*

Philip Noyce, Managing Editor of Classic FM, said: *"Classic FM has always supported orchestras in the UK and we know how much their incredible passion, skill and dedication means to our audience – which is why we are delighted to be supporting the ABO's campaign. Classic FM listeners love orchestral music for so many reasons: it has such a rich history, with centuries-worth of material, and yet it still has so much resonance today, with the power to bring calm, comfort and focus, and to energise, inspire and motivate in equal measure. We are thrilled to support this campaign that will help people connect with our nation's amazing orchestras in new and powerful ways."*

Florence Lockheart, Editor of Classical Music Magazine, added: *"The immense value of the creative sector that Classical Music strives to serve is continuously underestimated. Partnering with this campaign we hope to raise the profile of classical music across society and to make the case that the industry deserves recognition and support which is reflective of the enduring impact of this artform and the enormous amount of effort and passion which members of the sector bring to their work every day."*

Steve Lamacq, Chair of LIVE, said: *"The UK's orchestras are some of the most admired in the world and are a key building block of the UK's creative economy. LIVE is proud to support this campaign celebrating our incredible classical musicians, who have the ability to move audiences in so many ways through their joyful and powerful performances whether that's at concert halls or at festivals all over the country. Their ability to bring audiences together across the spectrum - from traditional classical concerts to innovative collaborations with rock and pop artists – should never be undervalued."*

Tom Kiehl, Interim Chief Executive of UK Music, said: *"It has been wonderful to see my young son recently connect with Holst's The Planets, play with musical instruments and discover what an orchestra is. I hope that this is the beginning of a lifetime of love for classical music and an experience that will continue to inspire him. We all have our own personal soundtrack to the big moments in our lives. We need to value orchestras, musicians and composers more. Without them it would not be possible to create memories through harnessing the sheer power of music."*

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Naomi Pohl, General Secretary of the Musicians' Union, added: *"The MU is delighted to support the ABO's campaign, which will shine a light on the exciting and evolving work of orchestras and orchestral musicians across the UK. We know the vital role that our musicians play in the nation's cultural landscape and how they also feature in our most precious personal moments. Audiences and music fans of all ages engage with classical music in diverse and surprising ways, and we look forward to supporting the ABO in showcasing this through their campaign."*

Deborah Annetts, Chief Executive of the Independent Society of Musicians, commented: *"Classical music is a cornerstone of our country's cultural offer. Musicians are the very essence of our orchestras and the heartbeat of this cherished art form. It is wonderful to see how much the British public appreciate their talent and dedication, and the passion that they bring to performing the music that accompanies some of the most important moments in our personal and national life. The ISM looks forward to supporting the ABO's new campaign, which promises to bring classical music closer to audiences and inspire more people to discover the huge diversity of all that our talented musicians do to bring this magnificent music to life."*

Today marks the launch of the three-year-long campaign led by the Association of British Orchestras to celebrate the power and value of classical music across the UK. Further key moments, conversation starters and events will be announced in due course.

For more information on the Association of British Orchestras' campaign, please contact Midas: Amelia.Knight@midaspr.co.uk | Henrietta.Richardson@midaspr.co.uk | (0)20 7361 7860

Follow the latest developments from the ABO via social media: abo.org.uk | [Instagram](#) | [X](#) | [Facebook](#) | [#MusicThatMovesYou](#)

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Association of British Orchestras

The Association of British Orchestras is the national body representing the collective interest of professional orchestras, youth ensembles and the wider classical music industry throughout the UK. Their mission is to enable and support an innovative, collaborative and sustainable orchestral sector by providing advice, support, intelligence and information to the people who make British orchestras a global success.



Classic FM

Classic FM is the UK's most popular classical music brand, reaching 4.7 million listeners every week. Classic FM's programmes are hosted by a mix of classical music experts and household names including Dan Walker, Alexander Armstrong, Jonathan Ross, Margherita Taylor, Myleene Klass, Aled Jones, Stephen Mangan, Alan Titchmarsh, Charlotte Hawkins, John Humphrys, Moira Stuart, Ritula Shah and Zeb Soanes. Since its launch in 1992, Classic FM has aimed to make classical music accessible and relevant to everyone and in doing so, introduce an entirely new audience to the genre.

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ClassicFM.com is the UK's biggest classical music website and has 2.5 million unique monthly web and app users. Classic FM has 7.5 million combined social media followers. Classic FM is owned by Global. It is available across the UK on 100-102 FM, DAB+ digital radio and TV, on [Global Player](#) on your smart speaker, iOS or Android device and at ClassicFM.com. Source: RAJAR / Ipsos-MORI / RSMB Q4 2023.

Classical MUSIC

Classical Music Magazine

Classical Music is the only dedicated magazine and website for the classical music industry in the UK, with features, news and reviews for performers, agents, managers, promoters along with anyone with an interest in the music world. We provide unique insight into what's going on in the sector, with regular coverage of festivals, competitions, courses and concerts, as well as key career information for musicians and details of new appointments. You'll also find the latest job vacancies on our recruitment platform RhinegoldJobs.co.uk, from performing and administration roles, to teaching positions and conducting vacancies.

Classical Music has remained at the heart of the profession since its foundation in 1976 and continues to keep readers at the forefront of the latest developments in the industry.



LIVE

LIVE (Live music Industry Venues & Entertainment) is the voice of the UK's live music and entertainment business. LIVE members are a federation of 16 live music industry associations representing 3,159 businesses, over 34,000 British artists and 2,000 backstage workers. LIVE works to ensure that the interests of live music in the UK are understood and communicated to Government, policymakers, regulators, the public and the wider music and entertainment industries.

LIVE was initially formed in response to the unprecedented pressure and devastation faced by the industry due to COVID-19 and is structured around four pillars: lobbying, economic analysis, messaging, and skills & diversity. Its work is driven by a series of sub committees on topics including festivals & outdoor events, venues, touring, people and sustainability.



UK Music

UK Music is the collective voice of the UK's world-leading music industry. We represent all sectors of our industry – bringing them together to collaborate, campaign, and champion music.

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**Musicians'
Union**



Musicians' Union

The MU is the trade union for UK musicians and represents over 34,000 musicians working in all sectors and genres of music. As well as negotiating on behalf of its members with all the major employers in the industry, the MU offers a range of services tailored for the self-employed by providing assistance for professional and student musicians of all ages.



Independent Society of Musicians

The Independent Society of Musicians (ISM) is the UK's professional body for musicians and a nationally recognised subject association for music education. Since 1882, we have been dedicated to promoting the importance of music and protecting the rights of those working in the music profession. We support over 11,000 members who work across all genres and disciplines with legal advice, comprehensive insurance, professional development and specialist services. The ISM is a wholly independent, non-profit making organisation.