

# ABO

ASSOCIATION OF BRITISH ORCHESTRAS



REVIEW  
OF THE  
YEAR  
**2014/15**

# PREFACE

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2014/15 once again saw the ABO at the top of its game as a champion for professional orchestras across the UK.



In a pre-election year it was important to highlight the wider public value that orchestras across the UK offer to society as a whole, as well as the economic impact of our work. We will work closely with the new government to ensure that the orchestras' voice continues to be heard at the highest level.

The breadth and the value of British orchestras' work was clearly articulated in the Orchestras Everywhere campaign, and by sharpening up the economic arguments, the ABO was well placed to lobby for the tax relief scheme for the film and theatre sectors to be extended to orchestras. The agreement to introduce tax relief for the orchestral sector from April 2016 is a huge achievement and congratulations must go to our staff team.

The Family Arts Festival took place in the Autumn for the second time. Thank you to every ABO member who has participated in the campaign to develop and promote Family Friendly programming, events and facilities. As we look towards the third Festival in October and the future of the campaign, we hope you will increase your engagement in this work, especially through Family Friendly concerts and events; the awards; the standards; and the local networks.

At the AGM in November Michael Eakin stepped down as Chairman, following a highly successful three year term, and I am delighted that he remains on the board. Looking ahead we hope to build on the success of this year's conference in Gateshead, ensure that we bring orchestras to the heart of the new government's agenda, and work with the membership to ensure we are all equipped to meet the changing demands of the digital age.

Sincere thanks to Mark Pemberton, and the staff team for their committed and dedicated work on the ABO's behalf. Special thanks to Keith Motson who left the ABO in July 2015 after 7 years to pursue his career in the construction sector.

**Kathryn McDowell**

Chair

# INTRODUCTION

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2014/15 once again saw the ABO working to ensure it delivered on its key objectives of connecting, championing and developing professional orchestras across the UK.

In last year's Annual Review I talked about the challenge from the then Secretary of State for Culture, Media and Sport to provide better evidence of our economic impact, a point she reinforced at a dinner organised by the ABO at the end of March 2014. Her successor then shifted the rhetoric at a much reported speech in June 2014 towards access and engagement.



So the ABO took both of them at their word, and launched a two pronged campaign under the banner of Orchestras Everywhere to illustrate the public value of British orchestras. Focusing firstly on our members' contribution to the creative industries, a short comic film was released in October on social media, backed up by case studies, and then in January, in the week after the ABO Conference, we released a story a day highlighting how our members impact on real people's lives, shifting the focus on to, in the lexicon of the charity sector, the 'beneficiaries' of our work. Well received on social media and by politicians, the campaign served to illustrate that orchestras provide the soundtrack to our lives, and our thanks go to DHA Communications for working with us on the campaign.

And it is arguable that the first phase of the campaign reaped a specific reward. Prompted by the government's announcement of a consultation on theatre tax relief in March 2014, for implementation in September 2014, the ABO took the evidence of our value to the creative industries to the Treasury to argue the case that creative tax relief should be extended to orchestras, to ensure we were not disadvantaged by the specific exclusion of concerts from theatre tax relief and to round out the application of creative tax relief to cover all of the 'performing arts'. Our arguments rang home, and the Chancellor duly announced

a consultation on Orchestra Tax Relief in the Autumn Statement in December 2014. The ABO was then involved in detailed discussions with Treasury officials and helped influence the consultation outcome in March 2015, which confirmed its implementation from April 2016.

Orchestra Tax Relief will undoubtedly provide a welcome income stream for many of our members. We await news of the draft legislation in the Autumn and then aim to hold training sessions with HMRC officials in the Winter. And following so soon from our successful lobbying to repeal the Entertainer Regulations for Class I National Insurance, this goes to show just what a valuable resource we are for our members.

Against this good news, we continue to monitor the impact of cuts in public investment and the shift in policy priorities, which continue to pose difficulties for our members.

The year culminated in a very successful and well-attended conference, with delegates drawn from across the globe. We are hugely grateful to our hosts, Sage Gateshead and the Royal Northern Sinfonia, and our gratitude as ever goes to our principal media partner Classic FM, and to the many other sponsors and partners who helped make the conference such a success, in particular the British Council for supporting the costs for delegates from Brazil, as part of the UK-Brazil Transform Orchestra Leadership programme.

We continued to be the accountable body for the Family Arts Campaign, and were delighted that the second Family Arts Festival in October 2014 continued to exceed its targets. ABO members were well represented, with 31% of eligible members taking part in the Festival.

There were significant changes to the Board during the year. Michael Elliott of the Royal Scottish National Orchestra resigned, having taken up the position of Chief Executive of the ABRSM, and Peter Harrap of Welsh National Opera retired at the AGM in November having served a full six year term. There was an additional vacancy caused by the resignation of Simon Funnell of the London Mozart Players in February 2014. Roy McEwan OBE of Scottish Chamber Orchestra, John Summers of The Hallé and Matthew Swann of City of London Sinfonia were elected by the membership at the AGM to serve on the board. Two co-opted directors retired at the AGM, having served a full six year term, Andrew Jowett of Town Hall Symphony Hall Birmingham and Leonora Thomson of the Barbican Centre, and the board were delighted to appoint Ginny Macbeth of Macbeth Media Relations and Louise Mitchell of Bristol Music

Trust in their stead. The board remains representative of the wider membership, including the BBC, national, regional and London symphony orchestras, funded and unfunded chamber orchestras, along with concert halls, musicians and youth ensembles, across England, Scotland and Wales.

As ever, we remain committed to the highest quality level of service to our members, and look forward to continuing to deliver on our mission of connecting, championing and developing professional orchestras and youth ensembles across the UK.



**Mark Pemberton**  
Director

Ed Vaizey MP, Minister for Culture and the Digital Economy, at the ABO Conference 2015 Photograph © David Tiernan



# REVIEW OF THE YEAR 2014/15

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To be presented at the Annual General Meeting of the Association of British Orchestras on 17 November 2015.

## VISION, MISSION AND OBJECTIVES

The ABO board agreed the following vision and mission statement on 3 July 2012.

### **Our vision is of a society where orchestral music is valued as a core component of contemporary life and culture**

The ABO's mission is to enable and support a vibrant, innovative, collaborative and sustainable orchestral sector. It exists to support and champion professional orchestras in the UK in their ambition to perform music to the highest artistic standards for the widest possible audience.

The key objectives of the Association cover three areas of activity:

- **Connecting**
- **Championing**
- **Developing**

Using the framework of the mission statement, our key **aspirations** for 2012-2015 will be to deliver on these key objectives through:

- **Connecting** members to other members and the wider industry through networking opportunities, keeping our members well-informed and up-to-date with best practice to help build resilience and financial sustainability.
- **Championing** British orchestras and the wider membership, raising their profile and influence with key stakeholders and the British public, through political engagement, the media, social media and stakeholder bulletins. We will track and influence the development of cultural policy from the European Union, UK government, local government and devolved administrations, and advocate the value of public and private investment in the orchestral sector.
- **Developing** the skills and knowledge of our members' staff, including providing and signposting to high quality professional development opportunities for all tiers of management and musicians.

We will apply the same key objectives to our **youth ensemble** membership:

- **Connecting** the youth ensemble membership with each other and with the professional sector, keeping them well-informed and up-to-date with best practice to help build resilience and sustainability.
- **Championing** youth ensembles, raising their profile and influence with key stakeholders and the British public, through political engagement, the media, social media and stakeholder bulletins. We will track and influence the development of cultural policy and advocate the value of support for youth ensembles through local music education bodies and private investment.
- **Developing** the skills and knowledge of those who work for or volunteer their time to support their local youth ensemble.

The board has also discussed what it means to be a member of the ABO, as a result of which it has developed a set of **shared values** across the full membership as follows:

- Our shared mission is to perform live music to the highest artistic standards for the widest possible audience.
- We believe in the need to innovate, explore new repertoire, extend our reach, and nurture new audiences.
- We believe that participation in music-making, music education and working in the community are intrinsic to our organisation.
- We put professionalism at the heart of our organisation, and ensure that our musicians receive a professional rate of pay.
- The investment in our organisation from public and private sources will be looked after responsibly, with integrity and transparency.
- We invest in the skills, health and well-being of our staff, including our musicians, and believe in the benefits of peer networking.
- We understand our responsibility to ensuring our work is sustainable and environmentally friendly.
- We believe in the need to invest in a collective voice and a strong association that works in all our best interests.

## 2014/15: THE YEAR IN HIGHLIGHTS

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**APRIL:** Marketing Managers Meeting. ABO Board meeting. Freelance Orchestral Agreement negotiation meeting with the Musicians' Union. Membership & Communications Manager attends IAMA Conference in London. Director and Education & Youth Ensembles Consultant attend British Council Transform Orchestra Leadership conference in Belo Horizonte, Brazil.

**MAY:** Chamber Orchestras, Concert & Orchestra, Education, Finance and Fundraising Managers Meetings. Director attends Pearle\* Conference in Helsinki and chairs a session at Classical:Next in Vienna. Education & Youth Ensembles Consultant attends National Youth Orchestras meeting.

**JUNE:** Introduction to Marketing and Essentials of Fundraising courses take place at 32 Rose Street. Director attends League of American Orchestras Conference in Seattle. Live Performance Social Dialogue meeting in Brussels.

**JULY:** ABO Board meeting. ABO News sent to key stakeholders. Director attends roundtable on Diversity in Orchestras with the Culture Minister, Ed Vaizey MP. Director gives keynote speech at the conference of the China Symphony Development Foundation in Hangzhou.

**AUGUST:** Annual Kubb challenge match with IAMA. Education & Youth Ensembles Consultant attends PRS for Music Foundation New Music Biennial in Glasgow.

**SEPTEMBER:** Scottish Members meeting. ABO Board meeting. ABO fringe event at the Conservative Party Conference, chaired by Chris Giles, Economics Editor of the Financial Times.

**OCTOBER:** Family Arts Festival. Chamber Orchestras, Digital, Finance, Fundraising Managers, and Welsh Members meetings. Negotiation meeting with Musicians' Union. All Party Parliamentary Classical Music Group meeting with Arts Council England. Live Performance Social Dialogue meeting in Brussels.

**NOVEMBER:** ABO board meeting and AGM. Concert & Orchestra and Education Managers meetings. Managing Creative People course at 32 Rose Street. ABO/Creu Cymru meeting in Aberystwyth.

**DECEMBER:** Essentials of Fundraising and Introduction to Marketing courses at 32 Rose Street. All Party Parliamentary Classical Music Group AGM. ABO News sent to Key Stakeholders.

**JANUARY:** ABO Conference at Sage Gateshead. Presentation of ABO Award to Sir Mark Elder and ABO/Rhinegold Awards for Orchestra Manager, Concert Hall Manager and Artist Manager of the Year. Live Performance Social Dialogue meeting in Brussels. Meeting at HM Treasury to discuss Orchestra Tax Relief.

**FEBRUARY:** ABO Board meeting. Director presents the ABO/RPS Salomon Award to John Cushing at RSNO concert in Usher Hall, Edinburgh, broadcast live on BBC Radio 3. Meeting at HM Treasury to discuss Orchestra Tax Relief. All Party Parliamentary Classical Music Group joint meeting with Opera and BBC groups. Scottish members meeting and launch of Scotland Youth Ensembles report.

**MARCH:** Opera & Ballet meeting. Family Arts Conference. Director and Education & Youth Ensembles Consultant attend European Orchestras Forum at the Philharmonie de Paris. Meeting at HM Treasury to discuss Orchestra Tax Relief. Joint All Party Parliamentary Groups on Classical Music and Music Education with James Rhodes.

Mark Pemberton with delegates at the conference of the China Symphony Development Foundation in Hangzhou



# CONNECTING

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## ABO Conference

This year's Conference, in association with our Principal Media Partner **Classic FM**, was hosted by the **Royal Northern Sinfonia** and **Sage Gateshead**, and took place from 28-30 January 2015.

The Conference, the theme of which was **People Power**, was opened by the Minister for Culture, **Ed Vaizey MP**, followed by a keynote speech by **Helen Boaden**, Director of BBC Radio.

The main topics explored during the conference included learning from sport, leadership and change, new music and music education. Sessions were co-curated by the British Council, UK Music and the Royal Philharmonic Society. We were also delighted that Classic FM curated three well-received debates on the globalisation of orchestras, music for computer games, and concert presentation.

Speakers included Anthony Sargent CBE, Sage Gateshead; David Baile, ISPA; Matthias Naske, Wiener Konzerthaus; Paul Callaghan CBE, The Leighton Group; Sue Hoyle, Clore Leadership Foundation; Paul Blake, Newcastle Eagles; Geoff Cook and David Harker, Durham County Cricket Club; Harry Pearson, Writer and Journalist; Sara Mohr-Pietsch, BBC Radio 3; Ken Teears, Sunderland AFC; Cathy Graham, British Council; Emma Birchall, Future of Work; Godfrey Worsdale, Baltic; Iain Watson, Tyne & Wear Archives & Museums; Ruth Mackenzie CBE, The Space; Helen Gammons, Henley Business School; Clarence Adoo MBE, Sage Gateshead; Richard Morrison, The Times; Costa Pilavachi, Universal Music; Jim Beirne, Live Theatre; Alastair Lindsay, Sony Computer Entertainment; Tansy Davies, Composer; Vanessa Reed, PRS for Music Foundation; Tom Morris, Bristol Old Vic; Rosie Luff, Hanover Communications; Alan Davey CBE, BBC Radio 3.

We were also delighted that the first ever musician-led session was such a success and our thanks go to Catherine Arlidge of the CBSO, Tom Redmond of The Hallé, Bill Chandler of the RSNO, and via video link, Sarah Willis of the Berliner Philharmoniker.

Helen Boaden, Director of BBC Radio at the ABO Conference 2015 Photograph © David Tiernan





Sara Mohr-Pietsch and Kathryn McDowell CBE with ABO Award winner Sir Mark Elder and winners of the ABO/Rhinegold Awards Photograph © David Tiernan

Our hosts the Royal Northern Sinfonia presented a concert which was broadcast live on BBC Radio3. The programme included one of the BBC Ten Pieces, Beethoven's Fifth Symphony, as well as works by Prokofiev and Sibelius.

Sponsors of the conference included Rhinegold Publishing, British Association of Concert Halls, Tessitura Networks, Sinfini Music, 2434.com and the ISM, and we are grateful to the Musicians' Union for providing financial support for attendance by musicians. We are especially grateful to the British Council for supporting the attendance of delegates from Brazil, as part of the UK-Brazil Transform Orchestra Leadership Programme.

Headline numbers for the conference are that in 3 days we:

- Put on 24 different sessions
- With 87 speakers / panellists
- To 323 total unique delegates
- A seated awards dinner for 182
- A concert performance to 112 delegates

## Specialist Managers Meetings

Specialist Managers Meetings continued to form the backbone of the ABO's events programme. Meetings for Chamber Orchestras, Concert & Orchestra, Digital, Education, Development, Finance, Marketing and Opera & Ballet Managers, along with Scottish and Welsh members took place during the year, with 400 attendees in total. We are hugely grateful to the chairs of the respective specialist manager groups for helping develop agendas and source external speakers.

The Specialist Managers Meetings provide opportunities for colleagues from different organisations to meet and discuss subjects of mutual interest and benefit from the latest developments in their field through talks and surgeries given by experts. Reports of the meetings are available to download from the members' area of the ABO website.

During the year, members heard from a range of external speakers including Guildhall School of Music and Drama; Sinfini Music; Southbank Centre; The Audience Agency; BBC Ten Pieces; Monks Abbey Primary School, Lincoln; Pikes Lane Primary School, Bolton; Orchestras Live; Professor Alastair Pearce; Rock-It Cargo; Musicians' Union; Withers LLP;



Tommy Pearson; Chris Unitt; Dr Charlie Inskip; Ashworth Hospital; AESOP; Harbottle & Lewis; Smith & Williamson; TSG; Royal Opera House; La Playa; Kingston Smith LLP; Arts Fundraising and Philanthropy; Institute of Fundraising; Greater London Authority; Showcase; Arts Council England; Arts Marketing Association; Arts Council of Wales; Creu Cymru; Creative Scotland.

We are hugely grateful to the following, who donated their time to chair their respective Specialist Managers group:

- Chamber Orchestras – Matthew Swann, City of London Sinfonia, Andrew Burke, Chief Executive, London Sinfonietta, and Sophie Lewis, Sinfonia Cymru
- Development – Will Harriss, Britten Sinfonia
- Digital – Jo Johnson, London Symphony Orchestra
- Education – Steve Pickett, Hallé Orchestra and Peter Helps, Sinfonia Viva
- Finance – Rikesh Shah, London Symphony Orchestra and Carol Main, Live Music Now Scotland
- Marketing – William Norris, Orchestra of the Age of Enlightenment and Sarah Horner, BBC National Orchestra of Wales
- Opera & Ballet - Peter Harrap, Welsh National Opera
- Scottish members – Gavin Reid, BBC Scottish Symphony Orchestra and Roy McEwan, Scottish Chamber Orchestra
- Welsh members – Peter Harrap, Welsh National Opera and Sophie Lewis, Sinfonia Cymru

## Website, Social Media and Update

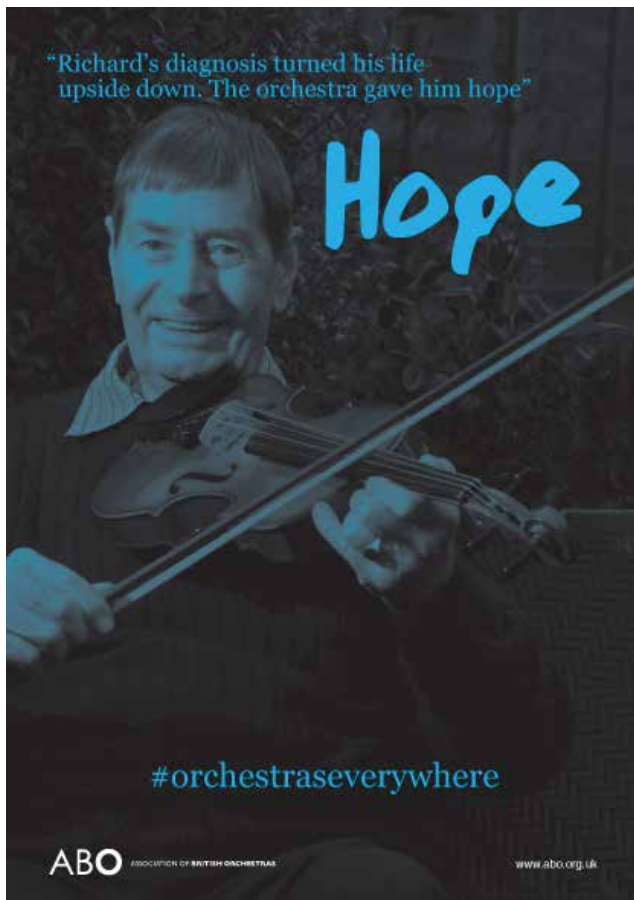
The ABO's website continued to be an invaluable source of communication and information for members and the general public.

A new website was launched in September 2013 with enhanced functionality for booking on to events and integrated social media feeds. We are missing analytics for the first three months of the year but the figures from July 2014 to the end of March 2015 show that there were 56,118 visits from 19,703 unique visitors generating over 150,000 page views. These figures are testament to the resources the ABO offers its members and an excellent measurement of how valuable its website has become in communicating its message to them and the wider world. The ABO has continued to "tweet" relevant news via Twitter to over 5300 followers and the hashtag for the ABO Conference was widely used by delegates as well as observers away from the conference. Indeed Twitter provides us with a much wider and diverse audience and is valuable in pushing the ABO message beyond the industry. The ABO has its own YouTube channel in addition to maintaining activity on its Facebook page with over 1750 "likes" achieved. This year the #orchestraseverywhere film has so far had almost 3000 YouTube views.

The ABO continued to distribute its much-valued monthly e-bulletin to members.

Presentation of ABO/RPS Salomon Award to John Cushing of the RSNO Photograph © Tom Hutchinson



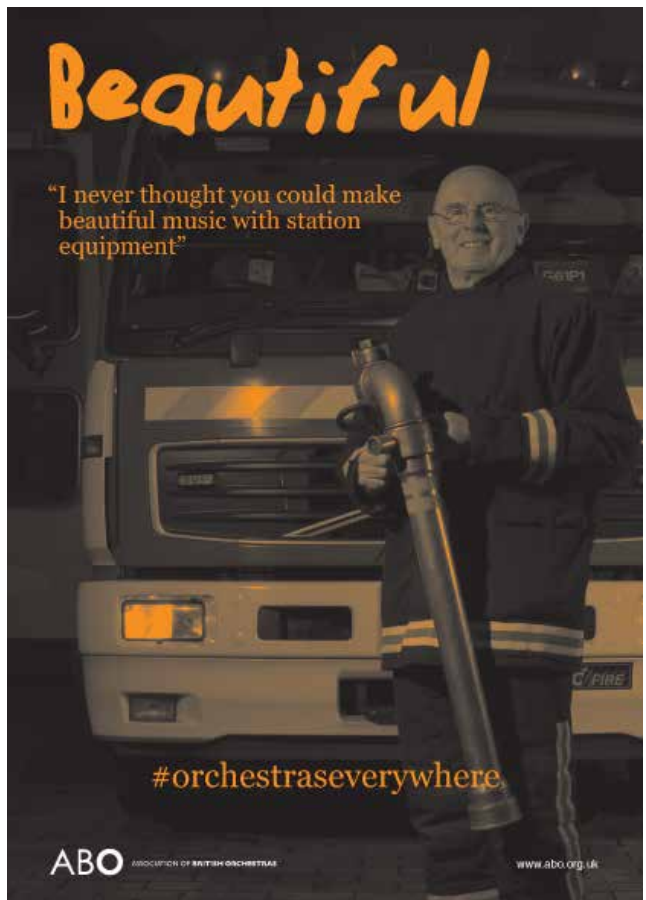


"Richard's diagnosis turned his life upside down. The orchestra gave him hope"

# Hope

#orchestraseverywhere

**ABO** ASSOCIATION OF BRITISH ORCHESTRAS [www.abo.org.uk](http://www.abo.org.uk)

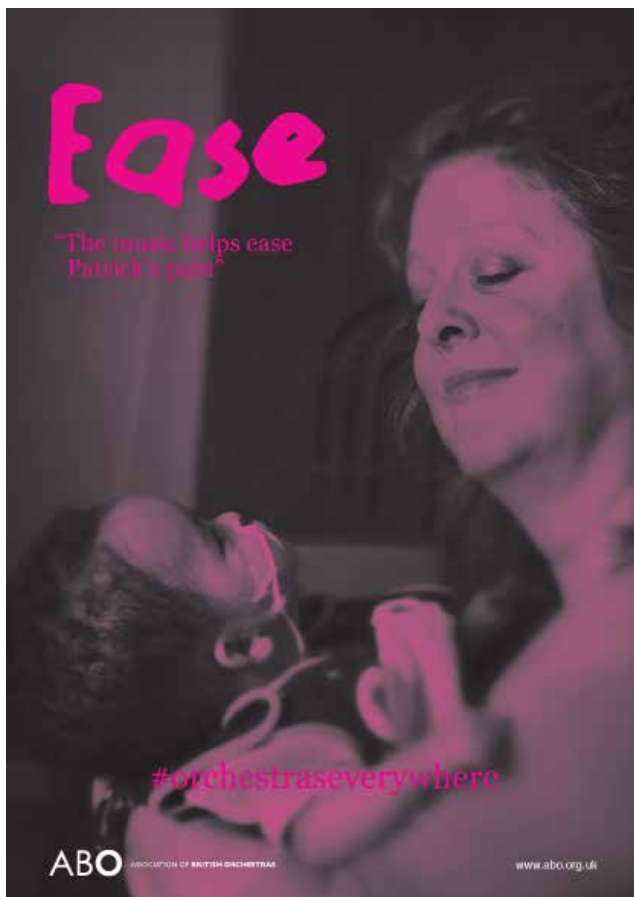


# Beautiful

"I never thought you could make beautiful music with station equipment"

#orchestraseverywhere

**ABO** ASSOCIATION OF BRITISH ORCHESTRAS [www.abo.org.uk](http://www.abo.org.uk)



# Ease

"The music helps ease Patrick's pain"

#orchestraseverywhere

**ABO** ASSOCIATION OF BRITISH ORCHESTRAS [www.abo.org.uk](http://www.abo.org.uk)



# Perform

"Being deaf, I never thought I'd enjoy music. Now I'm performing for my school"

#orchestraseverywhere

**ABO** ASSOCIATION OF BRITISH ORCHESTRAS [www.abo.org.uk](http://www.abo.org.uk)

# CHAMPIONING

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The ABO team met regularly during the year with representatives from the government and opposition, DCMS, Mayor of London, Arts Council England, Creative Scotland and Arts Council of Wales, and holds regular meetings with the UK's arts associations and entertainment unions to discuss common strategy on arts policy and funding. Direct meetings were held during the year with the Minister for Culture and officials at HM Treasury and DCMS.

Following the ABO's robust submission to the Treasury's consultation on theatre tax relief, we were delighted that the Chancellor announced that creative tax relief would be extended to orchestras from April 2016. Following our success in securing the repeal of the Social Security Entertainer Regulations the previous year, this is testimony to the ABO's effectiveness as an advocate for the sector.

The ABO held a well-received fringe event at the Conservative Party Conference, chaired by Chris Giles, Economics Editor of the Financial Times and featuring the former Culture Secretary Maria Miller MP.

Our e-bulletin, ABO News, with news and information on the activity of ABO members, was sent to key stakeholders at regular points during the year.

## ABO/MU Casual Concert/Freelance Orchestral Agreement

It was with disappointment that the ABO was unable to reach agreement with the Musicians' Union this year. The ABO continued to meet regularly with the MU through its working party comprised of Mark Pemberton and Keith Motson of the ABO, John Harte of Aurora Orchestra, Elaine Baines of City of London Sinfonia, Timothy Walker of the London Philharmonic Orchestra, James Williams of the Philharmonia, and Peter Helps of Sinfonia Viva, with a view to getting an agreement in place for 2015/16.



## All-Party Parliamentary Classical Music Group

The Group's purpose is to bring together parliamentarians who have an interest in and wish to further the appreciation of classical music; to act as an interface between British orchestras' on and off-stage activities, the wider classical music industry, including broadcasters and the recording industry, and key decision makers and opinion formers; and to look at the potential for establishing parliamentary classical music awards and promoting and supporting young musicians. The ABO serves as the Group's secretariat, and advised parliamentarians during year on various issues.

Meetings took place in October 2014 with Alan Davey and Sir Peter Bazalgette of Arts Council England; the AGM in December 2014 was followed by a lunchtime concert at St John's Smith Square given by the London Mozart Players; a joint meeting with the Opera APPG and BBCR3 APPG took place with Alan Davey once he had taken up his position as Controller of BBC Radio 3; and in March 2015 there was a joint meeting with the Music Education APPG with the pianist James Rhodes, who talked about the "Don't Stop the Music" campaign.

## Awards

The **ABO Award** was presented during the ABO conference dinner to conductor and Music Director of the Hallé Orchestra, **Sir Mark Elder**.



ABO fringe event at the Conservative Party Conference (Samuel West, Maria Miller MP, Chris Giles, Stephen Maddock, Catherine Mallyon)

**ABO/Rhinegold Awards** were presented by **Sara Mohr-Pietsch** of BBC Radio 3 at the conference dinner to the Orchestra Manager of the Year (John Harte, Aurora Orchestra), Concert Hall Manager of the Year (Michael Eakin, Liverpool Philharmonic) and Artist Manager of the Year (Jasper Parrott, HarrisonParrott).

The **ABO/RPS Salomon Award** was presented to John Cushing, former Principal Clarinet of the Royal Scottish National Orchestra at the Usher Hall, Edinburgh on 27 February. The presentation by the Director of the ABO and the Executive Director of the Royal Philharmonic Society took place during a live broadcast of the concert on BBC Radio 3.

## Creative Coalition

The ABO is a member of the Creative Coalition, to support the campaign for implementation of the Digital Economy Act. Various meetings and lobbying activity took place during the year.

## National Music Council

The ABO is a member of the National Music Council, which exists to promote the interests of the music sector. The Director was re-elected as its Chairman in November 2014.

## Pearle\* and International conferences

The ABO and its members benefit hugely from membership of Pearle\* (Live Performance Europe), the European league of performing arts associations, which helps the ABO keep track of and influence legislative and regulatory developments within the EU and which holds twice-yearly conferences of its members. The Director attended the conference in Helsinki in May. He also attended meetings of the Live Performance Sector Social Dialogue Committee, which bring together employers' associations and trade unions from across the EU.

The Director also chaired a session at Classical:Next in Vienna in May, attended the League of American Orchestras conference in Seattle in June, and gave the keynote speech at the conference of the China Symphony Development Foundation in Hangzhou in July.

The Director and Education & Youth Ensembles Consultant attended the first ever conference of Brazilian orchestras, held at the Palacio des Artes in Belo Horizonte, as part of the UK-Brazil Transform Orchestra Leadership programme, funded by the British Council and Arts Council England. The ABO organised a delegation of speakers from the Aurora Orchestra, Barbican Centre, BBC Scottish Symphony Orchestra, The Hallé, London Philharmonic Orchestra, London Symphony Orchestra, Orchestra of the Age of Enlightenment and Trinity Laban. The conference also featured a concert by musicians of the Aurora Orchestra.

## Visas for Visiting Artists

The ABO continues to advise its members on and monitor the implementation of the Points Based System for Migrant Workers. Following negotiations between the ABO, MU and the Migration Advisory Committee, the Home Office has implemented a specially extended term to the Resident Labour Market Test to facilitate the removal of Tutti musicians from the Shortage Occupation List. We continue to monitor all routes for visiting artists including Permitted Paid Engagements. We, along with colleagues across the sector continue to push the Home Office to re-engage with the Arts and Entertainment Task Force.

# DEVELOPING

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The ABO continues to provide access to a range of briefing sheets on topics of relevance and concern to the membership, and provides up-to-date information on events and information via its monthly email Update for members. The ABO continued to offer advice for the benefit of its members, and we are hugely grateful for the pro-bono advice on contracts and VAT provided by Trevor Ford and Graham Elliott respectively. The ABO also has an agreement with Smith & Williamson for the provision of tax advice.



## Family Arts Campaign

2014/15 was another busy and successful year for the Family Arts Campaign, with over 900 organisations participating in October's Family Arts Festival reaching 600,000 family members, 300 organisations signing up to the Family Arts Standards, and 21 Local Family Arts Networks supported by the Campaign to focus on family engagement in their localities. 500 arts professionals attended training events held across the UK, culminating in the second major Family Arts Conference in London in

March, at which two pieces of research and guidance commissioned by the Campaign were launched: Pricing for Family Arts Events by Baker Richards and Content Guidance for Family Arts Events by Staffordshire University.

Following confirmation from Arts Council England of further funding for 2015/16 an extension of the original project was planned, including a third Family Arts Festival, development of the Family Arts Standards, further support of the Family Arts Networks and promotion of resources. Alongside planning for this UK-wide activity, early development of a funding application to Creative Europe in October 2015 was undertaken which, with match funding, would enable a "Family Arts Campaign Europe" to take place 2016-2020.

Following Alastair Tallon's departure from the Campaign in Spring 2014, Mari O'Neill was promoted to Campaign Manager and Clair Donnelly joined the team as Family Arts Campaign Communications & Administration Officer. David Brownlee, Executive Director of UK Theatre, continued as part-time Campaign Director.

## Professional Development

The ABO continued to work with UK Theatre to combine courses into a single offer to their respective memberships. There were 91 attendees for our range of training courses, with attendees very positive about the content and insight gained. Courses were provided during the year in Finance, Fundraising and Marketing, while ABO members also attended a range of UK Theatre courses. A new course in Managing Creative People was successfully piloted and will now be held annually.

## Healthy Orchestra Charter

The Healthy Orchestra Charter was a joint initiative by the ABO and Help Musicians UK (formerly the Musicians Benevolent Fund). Launched at the 2006 ABO Conference in Newcastle/Gateshead, the Charter aimed to set an industry-wide standard of care and award charter marks to orchestras that display good practice towards the physical, mental and emotional health of employees - both orchestral musicians and their management. The ABO and Help Musicians UK continued to review the aims and operation of the Charter during the year. The ABO is delighted to be a partner in Conservatoires UK's Musical Impact project, which over four years will work to enhance the health and wellbeing of musicians studying and working in Britain.

## Green Charter

The ABO continued to work with industry body Julie's Bicycle on building environmentally friendly working practice across the sector. A Green Charter, developed in association with Orchestras Live with financial support from the British Council, was launched in November 2012, and continues to be promoted to the membership.

# EDUCATION & YOUTH ENSEMBLES

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Over the year the ABO worked hard to ensure that orchestras were kept up to date on developments in music education, including Music Education Hubs, safeguarding, and Government consultations. The ABO supported the Protect Music Education campaign and celebrated its success when the Department for Education announced an additional £18m of funding for music education in July 2014. The Campaign also succeeded in changing the Government's stance on local authority funding of music services with the announcement by the Minister of State for Schools, David Laws, that: "Local authorities will continue to have total discretion about whether to spend any of the ESG they receive on providing music services."

The ABO contributed a collective response to the Government's consultation on GCSE and A Level music content in September 2014, and also submitted it to the Music Education Council to add to its sector wide response.

**The ABO's Annual Conference in January 2015** included an Education strand within the overall theme of 'People Power'. The first session looked at the Sistema experience in Scotland and England, and what the learning is for the wider orchestral sector and the implications for youth orchestral playing in the future. The next session focussed on what we can learn from Sport, particularly in the area of talent development, with particularly interesting presentations from Sunderland AFC Foundation and Durham County Cricket Club. The next generation was the focus of the third session of the day, with the BBC's Ten Pieces and Orchestras Live's 'First Time Live - Youth' initiatives as case studies. The final session of the day was 'The Inclusive Orchestra'. Technology has enabled the invention of new instruments and assisted technology to facilitate the participation of musicians with disabilities. This was a thought-provoking discussion on how orchestras could change their practice to be more inclusive.

The bi-annual **Specialist Manager Meetings** of education managers continue to enable members to share their work, including guest speakers who represent participants in orchestral education projects, or those who work with the participants such as teachers. In May 2014 the meeting was held at Hallé St Peter's and focused on work with underachieving children, looking at the Hallé's SHINE project presented by Steve Pickett, Hallé, with Vicki Singleton, *Extended Services and Welfare Manager* at Pikes Lane Primary School, Bolton. We also heard from two other education managers: (i) Jenn Adams, RSNQ, about their work with Baldragon Academy, a school with a catchment area from one of the most deprived areas of Scotland; and (ii) Marianne Barraclough, Sinfonia Viva with Simon Clark, *Deputy Head, Monks Abbey Primary School, Lincoln*. This school is situated in an area that has the highest area of deprivation and crime in Lincolnshire, 440 pupils, and 24 languages spoken within the school. All three presentations included information about the achievements and challenges of each project as well as the impact of this work. In November 2014 we focused on health and wellbeing with presentations by Tim Joss, AESOP (Arts enterprise with a social purpose), Peter Garden and Judith Agnew, Royal Liverpool Philharmonic with Anne Lofthouse, *Head of Occupational Therapy, Ashworth Hospital*.

The meetings also heard presentations from the Musicians' Union, and BBC 'Ten Pieces'. Regular agenda items include Music Services/Music Education Hubs, the Family Arts Festival, and safeguarding issues.

During the year, the ABO was invited to become a Stakeholder of the BBC's Ten Pieces, a UK-wide celebration of creative music-making and performance for Primary school children. Many independent orchestras participated in the project and the subject became a standing agenda item at the education managers meetings. We noted with sadness the death of Katy Jones in April 2015, who was the Executive Producer and driving force behind Ten Pieces.

## YOUTH ENSEMBLES

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The ABO's offer to its youth ensemble membership includes opportunities to meet during the Annual Conference and a tailored E-Bulletin.

### Professional Partnerships

During the summer of 2014 the ABO's 'Professional Partnerships' steering group and delivery partners met with the ABO team to explore the way forward beyond the end of the Professional Partnerships Project. It was agreed that the ABO could not address all the challenges faced by Youth Ensembles on its own and that it was important to work across the sector with other organisations such as Music Mark, Musicians' Union, Incorporated Society of Musicians, and the Music Education Council.

The final regional meeting of the 'Professional Partnerships' project was held at Sage Gateshead in October, attended by representatives of Hubs, a Secondary School, Young Sinfonia and the National Youth Orchestra of GB.

The ABO was successful in securing funding from the Youth Music Initiative - Strengthening Youth Music route through Creative Scotland to carry out a survey of youth ensembles in Scotland. This survey was launched at an ABO Scottish Members meeting hosted by Creative Scotland in February 2015 and can be downloaded from the ABO website.

During the year Fiona Harvey attended meetings on behalf of the ABO with Music Mark, Youth Music, British Council Music Department and Cultural Skills Unit, National Youth Orchestra of Great Britain, National Children's Orchestras, National Youth Orchestras of Scotland, and Sound Connections. She also attended seminars and conferences: the Musical Progressions Roundtables hosted by Awards for Young Musicians; Music Education Expo, and Teach Through Music. She joined the BBC's Ten Pieces Stakeholder Group and continued to represent the ABO on Sound Connections' Advisory Group.

## FINANCE

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The surplus for the year ended 31 March 2015 was £6,804. This resulted in the reserves increasing to £178,837.

The ABO is the accountable body for a consortium of visual and performing arts associations, and is the recipient of £1.1 million of lottery funding from Arts Council England's Audience Focus Fund for the Family Arts Campaign from 1 April 2012 to 31 March 2015. Additional funding of £150,000 has been awarded to extend the Family Arts Campaign for a further year to 31 March 2016.

The ABO Trust was a beneficiary of a legacy from the estate of Mrs Elizabeth Ashton Edwards in 2010. The trustees have agreed to make a grant to the ABO to cover the costs of its education and youth ensembles programme.

## MEMBERSHIP

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This year saw a number of new or returned members: British Philharmonic Concert Orchestra and National Symphony Orchestra as Full Members; Royal Welsh College of Music and Drama as Associate Members; Live Music Now (Scotland) as Affiliate Members; and Bell Percussion and Smith & Williamson as Corporate Members. A full membership list is included in this Annual Review.

## GOVERNANCE

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The Board met five times during the year, ensuring scrutiny of the Association's activities and finances.

There were significant changes to the board during the year. Michael Elliott of the Royal Scottish National Orchestra resigned, having taken up the position of Chief Executive of the ABRSM, and Peter Harrap of Welsh National Opera retired at the AGM in November having served a full six year term. There was an additional vacancy caused by the resignation of Simon Funnell of the London Mozart Players in February 2014. Roy McEwan OBE of the Scottish Chamber Orchestra, John Summers of The Hallé and Matthew Swann of City of London Sinfonia were elected by the membership at the AGM to serve on the board. Two co-opted directors retired at the AGM, having served a full six year term, Andrew Jowett of Town Hall Symphony Hall Birmingham and Leonora Thomson of the Barbican Centre. The board were delighted to appoint Ginny Macbeth of Macbeth Media Relations and Louise Mitchell of Bristol Music Trust in their stead.

The ABO is very grateful to Laurie Watt, Senior Partner at Charles Russell Speechlys, for his support as the Association's Honorary Solicitor, particularly for the use of meeting space.

## STAFF

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Mark Pemberton continued to serve as Director, Keith Motson as Membership & Communications Manager and Jenny Lomas as Finance & Events Officer. Mari O'Neill was promoted to the position of Family Arts Campaign Manager and Clair Donnelly was appointed Family Arts Campaign Communications & Administration Officer. The staff were supported by Fiona Harvey, Education & Youth Ensembles Consultant and Branislav Lazarov, Finance Manager at SOLT/UK Theatre.

The ABO is committed to providing meaningful internships for those seeking work experience at the start of their careers. In July 2013 the ABO received a grant from the Creative Employment programme towards the cost of implementing a paid internship programme from September 2013 to March 2015, and has provided a grant for a further year to March 2016. Jack Haynes joined the intern programme from 10 March to 5 September 2014 and has since gone on to work at the Academy of Ancient Music and Askonas Holt. Kathryn Jennings joined the intern programme from 8 September 2014 to 6 March 2015 and has since gone on to employment at Hazard Chase. Max Heanue commenced a six month paid internship on 16 March.

Sara Mohr-Pietsch presents the ABO/Rhinegold Concert Hall Manager of the Year award to Michael Eakin, Liverpool Philharmonic Photograph © David Tiernan





# ABO MEMBERSHIP 2014/15

## FULL MEMBERS

Academy of Ancient Music  
 Academy of St Martin in the Fields  
 Aurora Orchestra  
 Bath Philharmonia  
 BBC Concert Orchestra  
 BBC National Orchestra of Wales  
 BBC Philharmonic Orchestra  
 BBC Scottish Symphony Orchestra  
 BBC Symphony Orchestra  
 Birmingham Contemporary Music Group  
 Bournemouth Symphony Orchestra  
 Brighton Philharmonic Orchestra  
 British Philharmonic Concert Orchestra  
 Britten Sinfonia  
 City of Birmingham Symphony Orchestra  
 City of London Sinfonia  
 Classical Opera  
 English Baroque Soloists  
 English Philharmonic Orchestra  
 Ensemble Cymru  
 Gabrieli Consort & Players  
 The Hallé  
 London Handel Orchestra  
 London Mozart Players  
 London Musical Arts Orchestra  
 London Philharmonic Orchestra  
 London Sinfonietta  
 London Symphony Orchestra  
 Manchester Camerata  
 Mid Wales Chamber Orchestra  
 Monteverdi Choir and Orchestra  
 National Symphony Orchestra  
 Orchestra da Camera  
 Orchestra of the Age of Enlightenment  
 Orchestra of the Swan  
 Orchestre Révolutionnaire et Romantique  
 Oxford Philomusica  
 Philharmonia Orchestra  
 Royal Liverpool Philharmonic  
 Royal Philharmonic Concert Orchestra  
 Royal Philharmonic Orchestra  
 Royal Scottish National Orchestra  
 Scottish Chamber Orchestra  
 Scottish Ensemble  
 Sinfonia Cymru  
 Sinfonia Verdi  
 sinfonia ViVA  
 Southbank Sinfonia  
 The English Concert  
 Sage Gateshead (Royal Northern Sinfonia)  
 The Sixteen  
 Ulster Orchestra  
 Welsh Sinfonia

### **Opera/Ballet Orchestras**

Orchestra of English National Ballet  
 Orchestra of English National Opera  
 Glyndebourne on Tour Orchestra  
 Northern Ballet Theatre Orchestra  
 Orchestra of Opera North  
 Royal Ballet Sinfonia (Birmingham Royal Ballet)  
 Orchestra of the Royal Opera House  
 Orchestra of Scottish Ballet  
 Orchestra of Scottish Opera  
 Orchestra of the Welsh National Opera

## ASSOCIATE MEMBERS

Aldeburgh Music (Britten-Pears Orchestra)  
 Birmingham Conservatoire  
 Chamber Orchestra of Europe  
 European Union Baroque Orchestra  
 European Union Youth Orchestra  
 Guildhall School of Music and Drama  
 Making Music  
 Melbourne Symphony Orchestra  
 National Children's Orchestra of Great Britain  
 National Youth Orchestra of Great Britain  
 National Youth Orchestra of Wales  
 National Youth Orchestras of Scotland  
 Royal Academy of Music  
 Royal College of Music  
 Royal Conservatoire of Scotland  
 Royal Northern College of Music  
 Royal Welsh College of Music and Drama  
 RTÉ Symphony Orchestra  
 Trinity Laban Conservatoire of Music and Dance

## YOUTH ENSEMBLES

Chetham's School of Music  
City of Birmingham Music Service  
Congleton Youth Orchestra  
Denstone College  
Devon Music Service  
East Dunbartonshire Music Service  
Hallé Youth Orchestra  
Irish Association of Youth Orchestras  
Kingston Upon Hull Music Service  
Lydian Orchestra  
National Youth Orchestra of Ireland

National Youth Strings Academy  
Nottingham Youth Orchestra  
Stoneleigh Youth Orchestra  
Sutton Youth Symphony Orchestra  
Thames Youth Orchestra  
The Szilvay Foundation & Colourstrings  
Trinity College Junior Dept Symphony Orchestra  
Vacation Chamber Orchestras  
Wells Cathedral School  
Wessex Youth Orchestra  
Worcestershire Youth Music

## AFFILIATE MEMBERS

Arts Council England, and nine regional offices  
Associated Board of the Royal Schools of Music  
Barbican Centre  
BBC Proms  
BBC Radio 3  
Bristol Music Trust  
British Council  
Cadogan Hall  
Cheltenham Music Festival  
Classic FM  
Horsecross Arts Ltd  
Incorporated Society of Musicians  
Live Music Now Scotland  
Musicians Benevolent Fund (Help Musicians UK)

Music Mark  
Opera & Music Theatre Forum  
Orchestras Live  
Royal Albert Hall  
Royal Concert Hall, Nottingham  
Royal Over-Seas League  
Serious  
Southbank Centre  
Spitalfields Festival  
Three Choirs Festival  
Town Hall & Symphony Hall, Birmingham  
Trinity Guildhall  
Wigmore Hall

## CORPORATE MEMBERS

Alec Finch & Co Ltd  
Amadeus Performing Equipment  
AOR Management  
Art Axis Music Ltd  
Arts Marketing Association  
Askonas Holt Ltd  
BASCA  
Bell Percussion  
China Symphony Development Foundation  
Harrison Parrott  
IMG Artists  
Intermusica Artists' Management Ltd  
International Artist Managers' Association  
International Classical Artists  
La Playa

Latitude 45 Arts Promotions Inc.  
League of American Orchestras  
Maestro Tour Management  
Morgensterns  
Orchestras Canada  
Rayburn Tours  
Schiedmayer Celesta GmbH  
Smith & Williamson  
Sound Sense  
Sound Space Design  
Specialised Travel Ltd  
Symphony Services International  
Ulysses Arts Ltd  
Young Concert Artists Trust  
2434.com

## INDIVIDUAL MEMBERS BY INVITATION OF THE ABO BOARD

Andrew Bennett  
Simon Crookall  
Trevor Ford  
Sir Clive Gillinson  
Michael Henson

Antony Lewis-Crosby  
Edward Smith  
Malcolm Warne Holland  
Laurie Watt

## ABO BOARD 2014/15

Catherine Arlidge	Sub-Principal Second Violin	City of Birmingham Symphony Orchestra
Andrew Connolly	General Manager	BBC Concert Orchestra
Michael Eakin <i>(Chair to Nov 2014)</i>	Chief Executive	Royal Liverpool Philharmonic
Michael Elliott <i>(resigned Nov 2014)</i>	Chief Executive	Royal Scottish National Orchestra
Peter Harrap <i>(retired Nov 2014)</i>	Chorus & Orchestra Director	Welsh National Opera
Peter Helps	Chief Executive	sinfonia ViVA
Andrew Jowett <i>(retired Nov 2014)</i>	Chief Executive	Town Hall Symphony Hall, Birmingham
Sophie Lewis	General Manager	Sinfonia Cymru
Carol Main	Director	Live Music Now Scotland
Kathryn McDowell CBE <i>(Chair from Nov 14)</i>	Managing Director	London Symphony Orchestra
Roy McEwan OBE <i>(appointed Nov 2014)</i>	Chief Executive	Scottish Chamber Orchestra
Louise Mitchell <i>(appointed Nov 2014)</i>	Chief Executive	Bristol Music Trust
John Summers <i>(appointed Nov 2014)</i>	Chief Executive	The Hallé
Matthew Swann <i>(appointed Nov 2014)</i>	Chief Executive	City of London Sinfonia
Leonora Thomson <i>(retired Nov 2014)</i>	Director of Audiences & Development	Barbican Centre

## ABO STAFF

Mark Pemberton	Director
Keith Motson	Membership & Communications Manager
Jenny Lomas	Finance & Events Manager
Fiona Harvey	Education & Youth Ensembles Consultant
Mari O'Neill	Family Arts Campaign Manager
Clair Donnelly	Family Arts Campaign Communications and Administration Officer



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