



ABO announces participants for the 2021-22 'Find Your Way' leadership programme with support from Help Musicians, The Vernon Ellis Foundation and the ABO Trust

Today (Thursday 21 October 2021), the **Association of British Orchestras** (ABO) is delighted to announce the new participants on its *Find Your Way* professional development course for 2021-22.

Find Your Way is a transformative professional development leadership programme for senior and emerging managers in orchestras and classical music organisations who aspire to leadership. It offers participants to look boldly to the future, to examine, broaden and improve on current practice for the long-term benefit of the sector. The 9-month programme, starting in October 2021, offers professional development based around a tailored 'Individual Development Plan' co-developed with an experienced coach.

This year's successful applicants are professionals representing different aspects of the orchestral sector:

Gordon Bragg, Sub-principal second violin, Scottish Chamber Orchestra

Ellie Carnegie Brown, Executive Producer, Multi Storey Orchestra

Miriam Crozier, Marketing & Communications Manager, Ulster Orchestra

Becky Eldridge, Orchestra and Concert Manager, Orchestra of the Swan

Hattie Rayfield, Outreach Coordinator and Marketing and Development Administrator, London Chamber Orchestra

Tammo Schuelke, Artistic Planning Manager, Royal Scottish National Orchestra

The CEO-level mentors for this year's participants are:

David Burke, Chief Executive, London Philharmonic Orchestra

Michael Eakin, Chief Executive, Royal Liverpool Philharmonic

Annie Lydford, Chief Executive, Nevill Holt Opera

Bill Chandler, Orchestra Director, BBC Concert Orchestra

Sophie Lewis, Chief Executive, National Children's Orchestras of GB

Stephen Maddock, Chief Executive, City of Birmingham Symphony Orchestra

Each year developments are made to try to improve the programme, based on feedback from previous cohorts. As a result, this year's course will also include a *Find Your Way* 'buddy' for each participant, drawn from the Alumni of the programme to guide, sympathise, understand the challenges, and give support to the participants.

The 'Buddies' for 2021-22 are:

Ruth Millar, Deputy Fundraising Manager, Ulster Orchestra

Richard Collins, Head of Programming, Royal Northern College of Music

Jo Johnson, Senior Marketing Manager, Digital Communications, London Symphony Orchestra

Hannah Muddiman, Planning and Tours Manager, City of Birmingham Symphony Orchestra

Toks Dada, Head of Classical Music, Southbank Centre

Jeongmin Kim, Artist Manager, KonzertDirektion Hans Ulrich Schmid UK

Now in its seventh year, *Find Your Way* continues to expand on the original mission to help develop flexible thinkers, capable of managing change, for a sector facing increasingly complex challenges.

James Ainscough, CEO at Help Musicians, said: 'Leadership is a quality that takes many years to hone, and we can all learn a huge amount from the skills and experience of those who are walking the path ahead of us, which is why mentorship is so vital. Help Musicians is so pleased to support the *Find Your Way* programme as it continues to play an important role in developing future music sector leaders, providing a platform to build, learn and develop with inspiration and support from leaders in the music industry. As we recover from the pandemic, now is the time for the renewing of connections with mentorship offering great benefit to all involved. This is a great scheme and is needed more than ever in these challenging times.'

Mark Pemberton, Director of the Association of British Orchestras said: 'The ABO is delighted to welcome another cohort to our *Find Your Way* programme. Leadership will be key to the recovery of the orchestral sector from the Covid-19 pandemic, and we are keen to work with the next generation of leaders to ensure they have the skills and resilience to succeed. Former *Find Your Way* participants can now be found in senior and leadership positions across the industry, and we look forward to working with the latest recruits to ensure they too have a pathway to success.'

Richard Wigley, visionary arts consultant and Managing Director of the Ulster Orchestra, continues to guide the programme alongside the ABO's Education consultant Fiona Harvey, and leadership trainer Andy Beaumont. The cohort will, as has become customary, present a fresh thinking session at the [ABO Conference](#) to be held in Glasgow in February 2022.

**For further information and press tickets please contact
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Notes to Editors:

About the ABO:

The ABO is the national body representing the collective interest of professional orchestras, youth ensembles and the wider classical music industry throughout the UK. Our 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.

About the ABO Trust:

The ABO Trust serves as an endowment fund for the Association of British Orchestras and exists to support its work. Its remit includes the promotion of music education, musicians' health, research projects and fundraising. It currently supports the ABO's education & youth ensembles programme, Sirens, Find Your Way and the ABO/RPS Salomon Prize.

About Help Musicians

Help Musicians is a charity that loves music and for 100 years has been working hard to make a meaningful difference to the lives of musicians across the UK. We want to create a world where musicians thrive.

A musician's life can be precarious with ups and downs throughout a career. Opportunities must be hard-won, whilst challenges come along all too easily, with unsteady income and physical and mental health concerns common issues to navigate. In addition, training can take many years and, along with investing in instruments and other equipment, puts up financial barriers to creative progression. Help Musicians offers a broad range of help to support music creators in times of crisis and opportunity - ensuring musicians across the UK can achieve their creative potential and sustain a career in music.

Sadly, the impact of the pandemic means the charity is needed more than ever in 2021, its centenary year. Last year we were able to provide financial hardship support to over 19,000 music creators and increase access to our mental health services by 40%. In 2021, this ongoing need will continue at scale while the music sector recovers and rebuilds.

Love Music: Help Musicians

About The Vernon Ellis Foundation:

Established in 2001, The Vernon Ellis Foundation primarily supports music organisations in a variety of ways but concentrates on programmes to develop young artists and to use music to help education and well-being. It also supports a number of specific health and educational programmes. It is a small charity and does not invite speculative applications. The Trustees are pro-active in working with organisations they wish to help.