



ASSOCIATION OF BRITISH ORCHESTRAS

REVIEW OF THE YEAR

2009/10

INTRODUCTION

This year has been another very strong year for British orchestras. The ABO's members gave over 3600 concerts playing to over 3 million people, and delivering some of the world's greatest performing arts education programmes to hundreds of thousands of young people across the country. Balance sheets across the orchestras are in general in good shape, and the sector continues to be one of the best organised and most professionally managed in the UK cultural world.

However, this good news is tempered by a realisation that major challenges lie ahead as we seek to protect the orchestral sector to the greatest degree possible from the damage that public spending cuts will inflict. It is fair to say that 2009/10 was the year that British orchestras and the wider arts community began to realise just how profoundly the recession was likely to impact on the work we do. The conference in February 2009 was shaken by the grim projections of Chris Giles, Economics Editor of the Financial Times, who confidently predicted the massive cuts in public spending that we fear, at the moment of a change in government, are definitely on their way.

So the Board of the ABO took the bold decision not to cut back on the ABO's activities but to up its game. We commissioned DHA Communications, who were known to our sector through their work for the 8 publicly funded symphony orchestras in England, to work with us on a communications campaign, to raise the profile of British orchestras with the politicians, media and the public. And its impact has been obvious, with members enthusiastically contributing case studies for our briefings, and the media responding to our polling and other stories about the impact of orchestral music. It has also galvanised our small team of staff who are relishing the increased profile of the ABO, and the Board is delighted to have such a stable and committed team in place.

They have taken on not just the demands of the communications campaign, but an increase in activity and services to members, whether it be supporting the new All Party Parliamentary Classical Music Group or adding new Specialist Manager Groups to our already busy roster.

They have also continued to curate a content-packed conference and thanks are due to the Royal Scottish National Orchestra, Glasgow's Concert Halls and Glasgow City of Music for making this year's conference such a success. Our theme of Identity was chosen specifically to complement our communications campaign, because now more than ever we need to define and assert the identity of classical music within the national debate about contemporary culture. It is impossible for us to argue the case for maintaining funding for orchestras and concert halls, or for music education, whether through Arts Council England, the Scottish Government, Welsh Assembly or local government, if we have not strongly made the case for our contemporary relevance. And we were delighted to see so much media interest in the conference, with the Director interviewed on Radio 4's Today programme, Radio 3's In Tune, Radio 5 Live, BBC Radio Scotland and Sun Talk.

The Director's choice of keynote speaker was inspired, with Richard Reeves, Director of Demos laying down a challenge to justify funding for orchestras in the face of other pressing needs on the public purse and to counter the perception that public money is being spent on middle-class entertainment. The onus is on us all, whether funded or not, to work together to ensure that the public and the politicians understand that what we do has not just an economic benefit, whether it be by generating £4 for every £1 of public investment or through supporting regeneration, but also a social benefit, not just through preserving our cultural heritage and commissioning new works (in effect combining the role of museum and contemporary art gallery) but also through the crucial role we play in supporting music education in and out of school.

As usual, the conference saw a healthy attendance across the range of managerial positions within our membership, along with representatives from the wider music industry. We were delighted that numbers were even higher than in 2009, and that there is such international interest, with delegates and speakers attending from the USA, Canada, Brazil, China, Norway, France, Spain, the Netherlands, Germany, Austria, Belgium and Ireland. It truly has become not just a conference for British orchestras but for the international arts and orchestral community. Our thanks as ever go to our main conference sponsor Classic FM.

The Board was delighted to present the ABO Award during the conference to Sir Colin Davis CBE for his invaluable contribution to orchestral life in the UK, having worked tirelessly for over 50 years with some of our finest orchestras and opera houses.

Healthy Orchestra Bronze Charter Marks were awarded during the year to Royal Academy of Music and London Sinfonietta and Silver Awards to Bournemouth Symphony Orchestra and the Royal College of Music. We must once again express our gratitude to the Musicians Benevolent Fund for supporting the Healthy Orchestra programme at the conference and during the rest of the year.

There were two changes to the Board during the year. Following Dawn Day's resignation and Stephen Maddock's retirement, Barry Kempton, Chief Executive of the City of London Sinfonia, and Simon Taylor, Chief Executive of the Bournemouth Symphony Orchestra, were elected to the Board at the Annual General Meeting in November 2009, and will ensure that the interests of the chamber orchestras, in particular those not in receipt of public funding, and contract symphony orchestras respectively will continue to be represented.

My thanks go to all our members and staff for their support during the year. I hope in our review for 2010/11 that we can continue to report such good news, and that our in-built resilience and enterprise will see us through a period of unprecedented challenge.



Timothy Walker AM

Chair

REVIEW OF THE YEAR 2009/10

TO BE PRESENTED AT THE ANNUAL GENERAL MEETING OF THE ASSOCIATION OF BRITISH ORCHESTRAS

VISION, MISSION AND OBJECTIVES

Our vision is of a society where orchestral music is valued as a core component of contemporary culture.

The ABO exists to support, promote and advance the interests and activities of professional orchestras in the UK.

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

- **Advocacy**
- **Communication**
- **Information**
- **Learning**

The ABO exists:

- to be an advocate for the orchestral profession of the UK, ensuring that the voice of British orchestras is heard by all relevant parties.
- to provide the principal forum through which members communicate collectively with each other to facilitate shared knowledge, collaborative initiatives and problem solving.
- to provide accurate, timely and comprehensive information on issues and events that impact on the management, development and legal responsibilities of orchestras.
- to provide and enable training and continuing professional development opportunities for all levels of orchestral management

ADVOCACY

The ABO met regularly during the year with representatives from the government and opposition parties, DCMS, the Mayor of London's office, Arts Council England, Scottish Arts Council and Arts Council of Wales, and is a member of ERA21, bringing together the UK's arts associations and entertainment unions for regular meetings to discuss arts policy and funding. It also attended the Conservative and Labour Party conferences, where it held meetings with government and shadow arts and education ministers. The Director is a member of the Executive Committee of the National Music Council.

ABO/MU CASUAL CONCERT/FREELANCE ORCHESTRAL AGREEMENT

Negotiations with the Musicians Union were concluded in July 2009 with a new agreement backdated to 1 April 2009, including Electronic Press Kits and force majeure clauses at no extra cost. The ABO meets regularly with the MU through its working party comprised of Mark Pemberton, Director of the ABO, Timothy Walker of the London Philharmonic Orchestra, Elaine Baines-Robins of City of London Sinfonia, Hannah Donat of Britten Sinfonia and Marc Stevens of the London Symphony Orchestra.

ALL-PARTY PARLIAMENTARY CLASSICAL MUSIC GROUP

Meetings of the All-Party Parliamentary Classical Music Group took place in July, November 2009 and February 2010. 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. Guest speakers included Roger Wright of BBC Radio 3 and Darren Henley of Classic FM.

COMMUNICATIONS CAMPAIGN

The primary focus of the ABO's advocacy during the year was the continuation of a communications campaign, to raise the profile of British orchestras in advance of the Comprehensive Spending Review in 2010/11. DHA Communications were appointed in November 2008 to work with the ABO on delivery of the campaign.

Briefings were produced during the year on orchestras [Beyond the Concert Hall](#) and [Orchestras Into The Future](#) (launched at the Philharmonia Orchestra's award-winning *Re: Rite* installation), and [A Platform for Success: A 5 Year Vision for Orchestras](#) was launched at the ABO conference, laying out the sector's commitment to taking high quality music to more people than ever before and calling on government to support our ambitions.

CONTROL OF NOISE AT WORK REGULATIONS

The ABO continued to monitor the impact of the Control of Noise at Work Regulations 2005 on British orchestras. The Director made a presentation on Protecting Musicians' Hearing at the League of American Orchestras conference in June 2009.

CREATIVE COALITION

The ABO joined the Creative Coalition in December 2009, to support the campaign for implementation of the Digital Economy Bill.

CULTURAL OLYMPIAD

The ABO remained a member of the Sounds steering group, led by the BBC, and is working towards delivery of an orchestral component to the Cultural Olympiad in March 2012.

HEALTHY ORCHESTRA CHARTER

The Healthy Orchestra Charter is a joint initiative by the ABO and the Musicians Benevolent Fund. Launched at the 2006 ABO Conference in Newcastle/Gateshead, the Charter aims to set an industry-wide standard of care and award charter marks to orchestras that are displaying good practice towards the physical, mental and emotional health of employees - both orchestral musicians and their management. Awards for the Bronze Charter Marks were made during the year to the Royal Academy of Music and London Sinfonietta and Silver Charter Marks to Bournemouth Symphony Orchestra and the Royal College of Music.

Annabel Jackson Associates were commissioned by the ABO and the Musicians Benevolent Fund to evaluate the Healthy Orchestra Charter, and the results of the evaluation were presented at the ABO conference and are now available on the ABO website.

ISPA

The ABO was the beneficiary of a grant from the **British Council** to enable the Director and four orchestra Chief Executives to attend the conference of the International Society of the Performing Arts in New York in January 2010.

PEARLE*

The ABO and its members benefit hugely from membership of PEARLE*, the European League of Performing Arts Associations, which helps the ABO keep track of legislative developments within the EU. The ABO attended conferences in Geneva and Stockholm during the year.

VISAS FOR VISITING ARTISTS

The ABO continued to be a member of the UK Border Agency's Arts & Entertainment Taskforce, the purpose of which was to liaise with the Home Office and UK Border Agency following implementation of the new Points Based System for Migrant Workers. Further concessions were made by the Home Office following submissions by the ABO and other arts associations to avoid difficulties with visa processing for visiting artists. Although the ABO was successful in its submission to the Migration Advisory Committee in support of the recommendation that orchestral musicians be included on the Shortage Occupation List for Tier 2 Skilled Workers, which was implemented by the Home Office in June 2009, an objection by the Musicians Union led to a review in January 2010.

COMMUNICATION

ABO CONFERENCE

The Conference, sponsored for the eighth time by our main sponsor **Classic FM**, along with sponsors British Association of Concert Halls, Artifax and Schiedmayer Celesta, partners the Royal Philharmonic Society and Glasgow City of Music, and with **Guardian News & Media** as its Media Partner, was held at the Glasgow Royal Concert Hall from 24 to 26 February 2010, with some 300 delegates attending.

The Conference was opened by Fiona Hyslop, Culture Minister in the Scottish Government, followed by the keynote speaker Richard Reeves, Director of Demos. The Rt Hon Margaret Hodge MP, Culture Minister at the Department of Culture, Media and Sport was sadly required to cancel at the last minute and her speech was delivered by Mick Elliott, Director of Culture at the DCMS. The Conference theme was *Identity*.

The ABO's partnership with the **Musicians Benevolent Fund** continued with an ongoing programme of activity relating to Health and Safety issues for players and management alike. Awards for the Silver Charter Mark were presented by David Sulkin (Chief Executive of the Fund) to senior staff from the Bournemouth Symphony Orchestra and the Royal College of Music.

The **ABO Award** was awarded to Sir Colin Davis CBE, with a tribute film and pre-recorded message shown during the conference dinner.

Our hosts, the **Royal Scottish National Orchestra** presented a concert conducted by their music director Stéphane Denève at the Glasgow Royal Concert Hall, which was broadcast on Radio 3. In addition, musicians from the RSNO and RSAMD performed during networking breaks at the conference. The ABO gratefully acknowledges the help and support of the RSNO and Glasgow's Concert Halls.

ARTMUSFAIR

The ABO presented a session at the new music conference ArtMusFair in Glasgow in October. Chaired by Susannah Simons of the BBC, the panel included Sally Groves of Schott & Co., Andrew Comall of the Royal Liverpool Philharmonic Orchestra, Andrew Burke of London Sinfonietta, Gavin Reid of BBC Scottish Symphony Orchestra and composer Anna Meredith, with the panel joined by Stef Coninx of the International Society of Music Information Centres, Thorbjørn Thønder Hansen of "re:new music" and Sarah Rodgers of BASCA. The ABO presented data collected from its members showing that in 2008/2009 there were 130 new commissions and 138 premieres, compared with 46 commissions and 91 premieres in 2003/2004.

SPECIALIST MANAGER MEETINGS

Specialist Manager Meetings continued to form the backbone of ABO's events programme. Meetings for Chamber Orchestras, Concert & Orchestra, Digital, Education, Development & Sponsorship, Finance and Marketing Managers, along with Opera & Ballet, Scottish members and the inaugural meeting of Welsh members took place during the year, with over 500 attendees in total. The Specialist Manager Meetings provide opportunities for colleagues from different organisations to meet and discuss subjects of mutual interest and benefit from the latest developments in the field through talks and surgeries given by experts. Reports of the meetings are available to download from the members' area of the ABO website.

SEMINARS

The ABO and IAMA jointly held a workshop on Thursday 4 June at the Royal Albert Hall, which examined the complex issue of **withholding tax** for orchestras and artist managers when arranging tours to Germany and other European countries. Speakers included Thorsten Vree, *PriceWaterhouseCoopers AG*; Karen Clark, *Baker Tilly*; Burkhard Glashoff, *Konzertdirektion Schmid*; and Dr. Dick Molenaar, *All Arts Tax Advisers*.

A workshop on **Raising Funds in the USA for non-US charities** by Ken Hoffman, the internationally renowned fundraising consultant, was held on 6 October at the Royal Overseas League.

WEBSITE

The ABO's website continued to be an invaluable source of communication and information for members and the general public. During 2009/10 there were 67,131 visits from 22,872 unique visitors, with 162,388 page views. The ABO's Twitter feed was launched in May 2009, with a special Twitter hashtag #abo10 introduced for the 2010 conference.

INFORMATION

Make the Difference: Evaluating Education Projects by Annabel Jackson was published in June 2009 and printed copies are available from the ABO. The guidance provides a set of principles and practices to help orchestras make their evaluation more meaningful and useful. We are grateful to the **Paul Hamlyn Foundation** for supporting the publication and accompanying training.

The [Green Orchestras Guide](#), a simple guide to sustainable practices, was published in February 2010. Commissioned by the music industry green body Julie's Bicycle, the guidance was supported by the ABO with funding from the British Council, Arts Council England and Orchestras Live. Further research will be published in July 2010.

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 helplines on Contracts and VAT for the benefit of its members.

LEARNING

BRASS TACKS

These ever popular "Introduction to..." courses were run again during the year, with 100 attendees in total. Courses were provided on *Finance for Non-Finance Managers*, *Press and Public Relations*, *Fundraising* and *Introduction to Marketing*, with two new courses introduced in 2009/10: *Music And Me - dispelling the jargon behind health and safety on the platform*; and *Make The Difference: Evaluating Education Projects*. Feedback from the courses was overwhelmingly positive.

WHERE DO I START?

Sadly the annual Where Do I Start? seminar was cancelled due to lack of bookings. There had been a steady decline in bookings over recent years and it is clear a charged-for careers day is no longer a workable proposition. The ABO will examine as an alternative providing comprehensive careers information on its website.

EDUCATION

The ABO has a long-standing commitment to supporting its members' education and community programmes. It benefits hugely from the experience and dedication of its Education Consultant, Fiona Harvey.

The ABO was awarded a grant of £8000 from the **Paul Hamlyn Foundation** to carry out research into evaluation and measuring the impact of orchestras' education and community work. The outcome of the research, carried out by Annabel Jackson Associates, was the production of practical guidance, **Make the Difference**, and a one-day course for Education Managers, using the guidance as the basis for the course.

During 2008/09 the ABO board agreed to proceed with a mapping project to complement its members' ambition to perform live for every child during their time at school. **Live the Experience**, which maps its members' provision of concerts for children across England, was published in August 2009. Meetings were held subsequent to publication of the report with the Department for Culture, Media and Sport, Department for Children, Schools and Families, the Mayor of London's Cultural Strategy Unit, Arts Council England and Orchestras Live. There was media interest in the report, including Guardian Education and CBBC Newsround. Funding was subsequently secured from the Scottish Arts Council to carry out similar mapping across Scotland, for publication in 2010/11.

Other meetings held during the year included Youth Music, to continue work on Early Years provision, and Freud Communications in advance of the launch of the DCSF's *Tune In* - Year of Music. Fiona Harvey represented the ABO on the Music Education Council, and submitted a response to the Welsh Music Education Review.

The Mayor of London launched **Making Music Matter**, a Music Education Strategy for London on 3 March 2010. A £100,000 fund has been made available to seed fund partnerships between local authority music services and orchestras (ABO members) in London.

FINANCE

The surplus for the year ended 31 March 2010 was £7,751. This resulted in the reserves increasing to £133,780. The reserves will be reduced in 2010/11 through investment in the communications campaign. The ABO Trust, the charitable arm of the Association, has reserves of £10,762.

The ABO continues to be a regularly funded client of Arts Council England and acknowledges the support of ACE and is grateful in particular to Susanna Eastburn, Director, Music Strategy, and Dominic Fyfe, Senior Music Officer at Arts Council England, London, for their interest and involvement in the activities of the Association.

The Association is deeply indebted to Jonathan Lane, Chief Executive and all his colleagues at Shaftesbury plc for providing a reduced rental on its premises in Rupert Street, London W1.

MEMBERSHIP

National Symphony Orchestra joined and Gabrieli Consort & Players re-joined as Full Members.

Ulysses Arts, Sama Arts Network, Sound and Music, Three Choirs Festival, Latitude 45 Arts Promotions Inc. and Specialised Travel Ltd joined as Corporate Members.

Michael Henson, former Chair of the ABO and currently Chief Executive of the Minnesota Orchestra, and former Board member and Chief Executive of London Mozart Players Antony Lewis-Crosby were awarded honorary Individual Membership of the ABO.

GOVERNANCE

Barry Kempton, Chief Executive of the City of London Sinfonia, and Simon Taylor, Chief Executive of the Boumemouth Symphony Orchestra were elected to the Board at the Annual General Meeting in November 2009, and Gavin Reid (BBC Scottish Symphony Orchestra) was re-elected. This maintained the number of orchestra representatives at seven and ensured representation across the range of orchestras within the ABO's full membership. The gratitude of the board and the membership goes to Stephen Maddock, Chief Executive of City of Birmingham Symphony Orchestra who served on the board for six years and retired at the AGM.

Andrew Jowett, Director of Town Hall & Symphony Hall, Birmingham, Chi-chi Nwanoku MBE and Leonora Thomson, Head of Media & Public Relations at the Barbican Centre were co-opted to the Board for a further year.

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

The ABO is very grateful to Laurie Watt, Senior Partner at Charles Russell, for his support as the Association's Honorary Solicitor, particularly for the use of meeting space. The ABO is also grateful to his colleague Sarah Jane Turcan who has provided invaluable advice during the year.

STAFF

There were no changes to the staff during year. Mark Pemberton continued to serve as Director, Keith Motson as Projects Manager and Orla Molony as Membership Services Officer.

The staff were supported by Fiona Harvey, Education Consultant, and Chris Wright, Financial Consultant, who oversees book-keeping and management accounts.

The ABO is committed to providing meaningful internships for those seeking work experiences at the start of their careers. Kirsten Mackay served as Intern from March to August 2009 and Lucy Fowell from September 2009 to March 2010. Jenny McLeod commenced an internship from February 2010.

ABO BOARD 2009/10

Timothy Walker AM <i>Chair</i>	Chief Executive & Artistic Director	London Philharmonic Orchestra
Peter Harrap	Chorus & Orchestra Director	Welsh National Opera
Andrew Jowett	Director	Town Hall & Symphony Hall, Birmingham
Barry Kempton	Chief Executive	City of London Sinfonia
Chi-chi Nwanoku MBE	Musician	
Bob Riley	General Manager	Manchester Camerata
Gavin Reid	Director	BBC Scottish Symphony Orchestra
Simon Taylor	Chief Executive	Bournemouth Symphony Orchestra
Leonora Thomson	Head of Media & Public Relations	Barbican Centre
Simon Woods	Chief Executive	Royal Scottish National Orchestra

ABO STAFF

Mark Pemberton	Director	Mark@abo.org.uk
Keith Motson	Projects Manager	Keith@abo.org.uk
Orla Molony	Membership Services Officer	Orla@abo.org.uk
Fiona Harvey	Education Consultant	Fiona@abo.org.uk
Chris Wright	Financial Consultant	Chris@abo.org.uk

Association of British Orchestras
20 Rupert Street
LONDON
W1D 6DF
020 7287 0333 / info@abo.org.uk / www.abo.org.uk



Supported by
ARTS COUNCIL
ENGLAND