

ARTISTIC PLANNERS MANAGERS MEETING

WEDNESDAY 11 MAY 2005, 11.30am – 4.00pm
CADOGAN HALL



Chaired by Michael Henson, Managing Director Boumemouth Symphony Orchestra

R E P O R T

Michael Henson welcomed members to Cadogan Hall and began introductions during which Naomi Faulkner, Britten Sinfonia noted that her role within the organisation was Acting Concerts Director, not Concerts Assistant as the attendee list noted.

Listen Up! 2006

Russell Jones reported that '*Listen Up!*' was to be repeated in the calendar month of October 2006, and but that subject to funding, which was currently being sought, *Musicians on Call* alone would be repeated in 2005.

The theme of Listen Up! 2006 is to be audience development through concert presentation and ABO may throw members a presentation challenge – to do something new in concert presentation during the year.

There was some general discussion on the 2006 commissioned piece – whether this would be better as a fanfare or encore and whether it would be better commissioned from a well known or new composer, or even as the result of a competition. Russell Jones asked the members present to take the idea back to their organisations, discuss and let the ABO know of any feedback. Ivan Rockey, *Brighton Philharmonic Orchestra* asked that the multi-orchestrated version be made available earlier.

ABO learning

Russell Jones explained this had been launched by Tony Hall at the Birmingham Conference. Currently training is provided in the guise of 'Where do I Start?' (of which there are plans for this to be expanded to northern music colleges this year), Brass Tacks and the ABO Mentoring scheme.

Russell then went onto explain that this provision was mostly at entry level – and previous audit meetings with members highlighted that training was the number 1 issue. It was communicated that the ABO Board had recently to discuss a Management Development Academy programme – this would be 5/6 days over the course of 6 months. The days would use the same trainer and the group would be constant over the period. If there were any themes members thought should be included they were to let the ABO office know.

Michael Henson then invited the group to share any experiences of training they had received in their own organisations. Paul Hughes, *BBC Symphony Orchestra* talked about his experience of BBC training including mentoring and action learning sets.

Paul then went onto raise the subject of section leader training after which there was some discussion. Julian de Ste Croix *Royal Scottish National Orchestra* said that he had run training from which the feedback had been very positive. Naomi Faulkner *Britten Sinfonia* suggested that this was something that needed to be addressed at Conservatoire level and this was generally agreed. Russell is to add this to the Conservatoires working group agenda.

ACTION: ABO to follow up section leader training with Conservatoires working group.

ABO Diamond Jubilee

Russell Jones explained that 2007 will see the 60th anniversary of the founding of the ABO. It was proposed that the celebrations would concentrate on members and their work in the last sixty years as opposed to marking a trade association's birthday which was of less interest. Ideas were requested.

Susan Rivers *Borletti-Buitoni Trust*

Susan explained the formation, history and purpose of the Borletti-Buitoni Trust and outlined the committee structure along with the two levels of funding they give – 'award' and 'fellowship'. She wished to raise the profile of the trust with members and also stressed that, as well as funding individual artists; they were a flexible organisation and would consider other funding, such as tours; in fact, presently they were discussing co-funding a conducting fellowship. If members had ideas they believed should be considered by the trust they should please get in touch with Susan.

The Borletti-Buitoni Trust has a website at: <http://www.bbtrust.com/>

Future of Artistic Planners' Meeting

Michael Henson opened this discussion by asking attendees to consider whether the meeting was vital, and if so, how often it should be convened. It was agreed that the forum was helpful and that twice a year was a good frequency.

There was then some discussion as to the thrust of the meetings with Paul Hughes suggesting that he would like the content to be the how's and why's of programming through an open discussion. Michael suggested the idea of programming case studies – with attendees presenting to open a discussion. This was universally agreed to be a good format and to be trialled at the next meeting.

John Evans - *Head of Music Programming BBC Radio 3*

John spoke about Listen Up! 2006; explaining that it was chosen to be in calendar month October. BBC Radio 3 was celebrating its 60th birthday from September to Christmas and there would be a project in Venice in the last week of September. It was hoped that on the 1st October Listen Up! 2006 could be launched with a BBC Symphony Orchestra concert with a premiere live from Venice.

John explained the themes of Listen Up! 2006 :

1/ Audience development; engaging with audiences through different formats – time, length and place. He confirmed that the Radio 3 format was adaptable and open to broadcast the concerts in whatever format was presented.

2/ New Music

Michael Henson then informed John about the earlier discussion over the Listen Up! commission. John agreed that this would be discussed further at the steering groups meetings. The idea of 'band on the run' (working with Conservatoire students playing in a 'roving bus' format) was also discussed. With the general feeling that the more unusual the formats could be the better this would be for media coverage.

John spoke briefly about the BBC cuts, re-enforcing the BBC's commitment to live music.

Alan Tongue – *Elgar Society*

Alan spoke to raise awareness of the fact that 2007 will be the 150th anniversary of the birth of Elgar. The Elgar society is to name 2007 'The year of Elgar' and to market 21st October as Enigma day.

The society has a website at www.elgar.org

Following Alan's departure Michael Henson raised the subject of programming for anniversaries and whether this was something members actively did, and whether it was felt audiences were interested. The group felt that it was nice to have these as themes to 'hang' programmes but cautioned that their success very much depended on the timing and how information was presented.

This led to a further question of whether Artistic Planners' programming is audience or artist lead. This was generally discussed and notably Julian de Ste Croix talked about 'taster' concerts with mixed programmes and their marketing feedback; and Michael Henson gave the example of Ulster Orchestra's free of charge and paid concerts and audiences not mixing between the two.

It was suggested by Michael that the next meeting have an agenda item for how programming is driven; eg: by fashion, festivals, anniversaries etc. or by will sell/won't sell

OPAS

Julian de Ste Croix asked the group if anyone had experience using OPAS which they could share. A lot of members present were using it, but not necessarily all the modules, and a general discussion ensued.

Naomi Faulkner suggested that it would be a good idea for orchestras using OPAS to work together, discuss and then present issues to OPAS. It was agreed that this would be useful.

ACTION: *ABO to organise OPAS user group meeting.*

AOB

Cassandra Burt *Royal Philharmonic Orchestra* raised the question of US Touring Visas and asked Russell if there was any update. Russell explained that the issue was still being considered at the DCMS and by a working group including the ABO. The group met recently with the Congressional Affairs Officer from the British Embassy in Washington DC to seek his advice on how to proceed. Some consideration will be given to the engagement of a specialised US based firm to lobby on behalf of the British artistic community. This will take at least a year and a considerable sum will need to be raised first before such work may proceed. Therefore at present there is no change to the strict regulations. We will keep members informed of progress.

Russell highlighted the European Orchestral Forum to all present explaining that it will be held in the European Parliament building in Strasbourg on 22-25 June 2005 and urging all members to take part in the Europe wide orchestral event.

The website is <http://www.eof2005.org/>

Date of next meeting: 2nd November 2005.