

CHAIRMAN'S MEETING

Wednesday 26th November 2003, 11.45 – 3.15pm
CHARLES RUSSELL SOLICITORS

Chaired by Laurie Watt, *Chair, ABO Trust*



A G E N D A

11.45am Meeting Begins

12.00pm Lunch

What are the roles of the Chair and a Board?

A review of the discussion at the Previous Annual Conference session.

Lessons on recruiting a music director

Marketing Best Practice

Changes in VAT

ABO Annual Conference
National Orchestral Festival

How often the group would like to meet?
Suggestions for future discussion / guest speakers.

3pm AOB
Date of next meeting

3.15pm Meeting ends

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ATTENDANCE

Trevor	Moross	Academy of St Martin in the Fields	Chairman
Rebecca	Guest	Association of British Orchestras	Membership Services Manager
Russell	Jones	Association of British Orchestras	Director
Jackie	Lythell	Brighton Philharmonic Orchestra	Chair
Jonathan	Barclay	Britten Sinfonia	Chairman
Ian	Smith	Eastern Orchestral Board	Chair
John	Lant	English Sinfonia	Vice-Chairman
Simon	Webb	London Philharmonic Orchestra	Chairman
Anthony	MacIntosh	London Sinfonietta	Chair
Patrick	Harrild	London Symphony Orchestra	Chairman
Richard	Elliston	Monteverdi Choir and Orchestra	Chairman
Christopher	Johnson	New London Orchestra	Chairman
Michael	Llewelyn-Jones	OSJ	Chairman
Roger	Lewis	Royal Liverpool Philharmonic Orchestra	Chairman
Tom	Thomson	Royal Scottish National Orchestra	Chairman
Keith	Whitesides	VIVA: the ORCHESTRA of the east midlands	Chairman

Apologies:

Christopher	Purvis	Academy of Ancient Music	Chairman
Sir Michael	Lyons	City of Birmingham Symphony Orchestra	Chairman
Edward	Pysden	Hallé Orchestra	Chairman
Malcolm	Brighton	Milton Keynes City Orchestra	Chairman
Greg	Melgaard	Orchestra of the Age of Enlightenment	Chairman

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R E P O R T

Laurie Watt, ABO Trust welcomed members to his offices and the first Chair's meeting outside of the Annual Conference.

What are the roles of the Chair and a Board?

The meeting reviewed the discussion that took place at the previous Annual Conference meeting and discussed the difficulty of attracting suitably qualified and interested people to serve on a Board.

Christopher Johnson, New London Orchestra recommended the Arts & Business Board Bank to the meeting as a good source of potential people who are useful in developing links and contacts. Various members commented on the usefulness of identifying specific skill sets the Board needed and appointing people with this in mind. The composition of members Boards was outlined, two present had a majority of players, none had equal players and non executive members, seven had some players and four had a majority of non executives plus a player committee. The problem of Board member concert attendance was also discussed; the need to give Board members specific roles at concerts as advocates for the orchestra, hosting special sponsorship evenings, insisting concert dates go in the Board's diaries at meetings and providing complimentary tickets were suggested as ways to tackle this issue.

Russell Jones, Association of British Orchestras mentioned that Arts Council England used to run a training weekend for Boards. Is training of some kind needed and wanted for orchestras? ABO could look at organising a series of sessions open to all members or a session for a whole Board. The meeting confirmed that this would be a useful learning opportunity and members would be willing to put the idea to their Boards. Tom Thomson, Royal Scottish National Orchestra suggested combining Boards by region for training.

Action: ABO to examine possibilities for this training and inform members of results at next meeting.

Asked how many members had supporting Trusts, seven replied that they did not have one. The role of Trusts was examined and the importance of rotation and renewal mentioned. Laurie Watt, ABO Trust recommended that a balance of names, givers, ambassadors and doers was needed to make Trusts effective and it was worth examining if the Trust could have a role in the appointment of a Chair.

Recruiting a Music Director

Members outlined their current situation and the problems of balancing the orchestra's need to contribute to the musical direction itself with the need for a figurehead to drive policy in this area in a way most Boards' cannot. Whether an artistic director should be a Chief Executive or Principal Conductor and the issue of developing new relationships with Conductor's for the future of the orchestra were also discussed. Most members emphasised that the hiring and firing was often now led by members of the orchestra themselves, with the Board following their lead and the advice of the musical director. Patrick Harrild, London Symphony Orchestra emphasised the importance of the orchestra knowing that people are employed because the orchestra want them or not and that the Board will help those struggling as much as possible.

ABO Events and Issues

Russell Jones, Association of British Orchestras updated the meeting on the PRS issue and gave an outline of the Annual Conference and proposed National Orchestra Festival.

Marketing Best Practice

This item involved a wide ranging discussion of members' experiences with marketing developments, venues, festivals and issues surrounding audience development. The increasing importance of education work and its place within the orchestra's activity and the difficulty of encouraging audiences to move from one type of concert to another were acknowledged. **Patrick Harrild, London Symphony Orchestra** informed the meeting about the development of LSO Live and its purpose as a marketing and positional tool rather than an economic benefit to players. The meeting then discussed the record industry as a whole and **Roger Lewis, Royal Liverpool Philharmonic Orchestra** reviewed a range of statistics he had gathered through his work at EMI and Classic FM and emphasised the importance of the definition of 'quality' and the growing power of archiving in the recording market.

Changes in VAT

Jonathan Barclay, Britten Sinfonia outlined his understanding of changes in whether to opt out of charging VAT to the meeting. An organisation needs to examine whether there will be any significant saving. ABO informed the meeting that the Finance Managers had a thorough discussion of this issue at their recent meeting.

AOB

Charity Commission

Laurie Watt outlined the current changes in Governance of Charities. Various members had encountered problems with players as Board members because it is in breach of trust law. Members had varying success at keeping player Board members and the biggest question was the separation of duties. Laurie advised members that if an orchestra's articles had been accepted by the Commission for a long time then it is difficult for the Commission to force change.

ABO asked for suggestions from members as to the frequency of these meetings. Twice a year was suggested, perhaps with one meeting at the Annual Conference, as long as there was a suitable agenda. ABO to contact Chair's regarding availability for the next meeting.