

D E V E L O P M E N T &
S P O N S O R S H I P
MANAGERS MEETING



WEDNESDAY 5 OCTOBER 2005
CAVERSHAM ROOM, CADOGAN HALL

Chaired by John Bickley, *Development Director, Britten Sinfonia*

R E P O R T

John Bickley, *Development Director, Britten Sinfonia* welcomed everyone to the meeting and began the round table introductions.

Listen Up! 2006

Alison Ottaway, *Membership Services Manager, Association of British Orchestras*, raised the Musicians on Call project, which had previously run as part of Listen Up! 2004, and which the ABO had hoped would run again in 2005. She confirmed that the 2005 initiative would now no longer take place as sponsorship had not been secured.

She explained that it was very much hoped that Musicians on Call would run as part of Listen Up! 2006. Sponsorship in the region of £20,000 was needed, and she asked the group for ideas on how this best be found. Tania Noble, *Arts Manager, Arts & Business* suggested giving potential sponsors 'taster' sessions and also suggested sending in a proposal to Arts & Business.

Alison confirmed that *Listen Up!* would run again in the calendar month of October 2006, being launched on BBC Radio 3 with a concert from Venice. BBC Radio 3 would broadcast concerts during the month as it did with Listen Up in 2004. She explained that the ABO would encourage members to take a risk during the festival – trying something new with their concert presentation.

ABO Conference 27-28 January 2006 The Sage Gateshead

Alison Ottaway highlighted the dates, venue and themes of the 2006 ABO Conference, based around the working title of Healthy, Engaging, Live. She explained Healthy covered the health of the orchestra and its staff; Engaging covered relevance, outreach and education and Live included new music.

She reminded attendees of the early booking travel information that had gone out as an article in October's edition of Update; explaining that booking for the conference would open in early November and that coincided with a lot of travel company early booking timescales.

ABO learning

Alison Ottaway informed the group of the latest developments in the planned Management Development Academy, which was at the funding stage. She highlighted the recent launch of the Skills Exchange programme – which was currently the news item on the ABO homepage and encourages attendees to sign up to this scheme whose aims were to share personal development and 'soft' skills experience within the industry.

She asked the group about whether expanding the current range of Brass Tacks training to include 'soft' skills, such as time management and negotiation skills would be of use. There was general agreement that these would be useful.

Tania Noble, Arts Manager, Arts & Business London
Arts and Business Update

Tania distributed an overview document on recent national Arts & Business work. This is attached as **appendix 1**.

She then spoke highlighting 5 particular areas:

Arts-based training

Tania explained that this was becoming more popular, and that Arts & Business ran a course called – Introduction to Arts Based training, aimed at artists and arts organisations. A general discussion on examples of training followed: Tania said that CLS had been carrying out some good examples; Simon Funnell, *Director of Marketing & Development, OSJ*, described training they had done with Motorola and Stephen Crocker, *Head of Fundraising & Business Development, Manchester Camerata*, spoke of their work with a sponsor. It was agreed that the work was time-consuming but potentially an extremely good source of revenue. Mimi Errington, *Business Development Manager, ViVA: the ORCHESTRA of the east midlands* then explained that their sponsor was comparing results of arts training with psychometric testing – it was asked that if these results proved positive it would be good if they could be made available and used as a case study.

A&B Awards

Tania highlighted the deadline for the awards – to be presented on 03/04/06 was this Friday – 07/10/05. There are details on the A&B website.

Fellowship

Tania explained this scheme, which is a network of individuals who have experience of working with A&B

Mentoring

Tania invited senior managers in the arts to apply for the Mentoring scheme. This currently has more business take up than arts. There are details on the A&B website.

Arts & Kids

Tania explained that this was launched last Friday on Classic FM, and members should ensure any relevant events get listed on Classic FM's website. She confirmed that this initiative is likely to continue next year.

John Bickley asked when the next A&B London Development Forum was to be held, Tania explained there had been problems with the dates and venue, but it was hoped that this would take place at the end of November.

Group discussions

John Bickley introduced the group discussion topics noting that he would like to add Corporate giving and Sponsorship to the list

Public Funding

Christopher Lawrence, *General Manager, Academy of Ancient Music*, started the discussion by sharing the fact that AAM had recently applied for a grant for national touring and received the full amount asked for. Andrew Castle, *Sponsorship Officer, Orchestra of the Swan*, spoke of his orchestra's negotiations with ACE and advised that grant amounts were not always set in stone; communication with individual contacts at ACE should be utilised to their full advantage. John Bickley informed the group that the Grants for the Arts process had recently simplified and that attendees should be sure they had the most recent paperwork.

John Bickley went on to ask the group about regional schemes. He spoke about Britten Sinfonia's success

with an 'escalator' scheme, which enabled them to commission 5 new works. Paul Abbott, *Business Development Manager, Making Music* confirmed that they had also received a grant through this scheme. Jenny Kilbride, *Development Director, Academy of St Martin in the Fields*, spoke of a programme that they had undertaken with local council funding in South Norfolk and North Suffolk.

John Bickley introduced European funding saying that he has attended EUCLID seminars and found them extremely useful. Emma Hood, *Sponsorship and Marketing Manager, European Union Youth Orchestra* spoke about the changes the European Parliament are making to their funding procedures from next year, which involved the dropping of ear-marked projects, meaning new application should, in theory, be easier.

Individual Giving

There was a general discussion instigated by Chris Lawrence on payroll giving and Tania Noble explained her understanding of the administration behind the process. She confirmed that the system brought very low returns for arts charities – only around £15,000 per year, and that the tax breaks went to the employee. Her opinion was that it was better to ask for donations outside payroll.

Jenny Kilbride talked of a joint fundraising event that the Academy of St Martin in the Fields had run, and how the gift aid administration involved had been successful and surprisingly easy to progress. The group questioned Jenny as to the specifics of the evening's ticket price, and she explained that in the letter that went out advertising the function she had had to state the physical cost of the dinner and hence the donation amount. The evening had included an auction and this had meant getting in writing from the prize donors how much their gift had been worth.

Stephen Crocker spoke about attempts they had experienced of people trying to pay for concerts using CAF (Charities Aid Foundation) vouchers. No-one else had experienced this.

There was a general discussion on US fundraising.

Trust and Foundations

There was a short discussion on various individual trusts – their priorities and staffing.

Sponsorship and Corporate Giving

Andrew Castle spoke about sponsorship Orchestra of the Swan received from KPMG for education work. He felt that this came off the back of a feeling that businesses should be interacting with their local communities more.

Chris Lawrence brought up venues' rights to sponsorship placement. They are to tour to the US and the venue wants to reserve the right for sponsorship. Emma Hood said that she had also experienced this on tour – she met sponsors who believed they were helping the orchestra and had had to explain to them that their funding had not benefited the orchestra.

Andrew Castle asked for recommendations for development news. Third Space was recommended and it was generally agreed that membership to the Institute of Fundraising was worthwhile.

Audience lists from venues

John Bickley asked Simon Funnell to speak from his experience on the issue of venues with-holding audience lists for orchestra promoted concerts. Simon said that although there was no particular ruling on this the Data Protection Act did not stop this information being passed on – hence venues could not hide behind it. Writing to the data commissioner would result in a letter explaining the situation – which individual orchestras were most welcome to do.

The passing on of this information did however depend on the individual venues policy – specifically on the wording that they used on their promotional literature.

John Bickley suggested that there was some work that could be done in this area, and that a small working committee be formed from the Development & Sponsorship and Marketing groups to discuss and create next actions

ACTION: *Working group to be formed to progress audience lists issue, to be co-ordinated by John Bickley with the ABO*

AOB

Date of next meeting: 7th June 2006