

# DEVELOPMENT & SPONSORSHIP MANAGERS MEETING

WEDNESDAY 12 NOVEMBER 2003, 10.30 - 4pm  
WATERLOO BAR ROYAL FESTIVAL HALL, LONDON



Chaired by Russell Jones *Director, Association of British Orchestras*

## A G E N D A

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10.30am *Tea / Coffee*

11am

### 1. PUBLIC FUNDING

- 1.1 ACE / ACW / SAC
- 1.2 RABs
- 1.3 Local Authorities
- 1.4 European funding

### 2. INDIVIDUAL GIVING

- 2.1 Exchange of literature on membership schemes

### 3. FUNDRAISING EVENTS

- 3.1 Public events - galas
- 3.2 Private events tailored for corporations
- 3.3 Private events for donors

### 4. TRUSTS AND FOUNDATIONS

- 4.1 Foundation for Sports and the Arts
- 4.2 Large trusts and foundations
- 4.3 Small family or individual trusts and foundations

### 5. CORPORATE SPONSORSHIP

- 5.1 Title Sponsorship
- 5.2 Season Sponsorship
- 5.3 Event Sponsorship
- 5.4 Sponsorship Agencies
- 5.5 Corporate Schemes

**The size of Development Departments and targets set**

**ABO Annual Conference, National Orchestral Festival**

1pm

*Lunch*

2pm

**Emma Bockhop, Membership & Marketing Manager, Legacy Promotion Campaign.**

Emma will lead a discussion on an area of enormous fundraising potential, with particular reference to the LPC which was established to address the huge gap in the fundraising sector around legacies. As well as being brought up to speed on legacy fundraising in general, we will also ask: 'Is the Campaign right for orchestras and if so, why is only one arts organisation throughout the UK currently a member?'

3pm

**Katherine Muller, Arts Manager, Arts & Business**

Katherine will give an update on recent developments at Arts & Business.

3.45pm

### 6. OTHER

- 6.1 Further changes/additions to the above standard headings
- 6.2 Suggestions for guest speakers / topics for future meetings

**AOB**

Date of next meeting: 16<sup>th</sup> June 2004

4pm

*Meeting Ends.*

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## A T T E N D A N C E

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Jenny	KilBride	Academy of St Martin in the Fields	Development Director
Rebecca	Guest	Association of British Orchestras	Membership Services Manager
Karen	Daw	Birmingham Contemporary Music Group	Development Manager
Clare	Mouat	Cheltenham International Festival of Music	Sponsorship Co-ordinator
Ed	McKeon	London Sinfonietta	Development Manager
Nadia	Ammar	London Philharmonic Orchestra	Director of Development
Peter	Heslip	London Philharmonic Orchestra	Development Officer
Laurel	Ashton	London Symphony Orchestra	Corporate Development Manager
Mary	Nealon	Making Music	Business Development Officer
Paul	Abbott	Making Music	Business Development Assistant
Amelia	Clarke	National Youth Orchestra of Great Britain	Development Officer
Nina	Camilleri	National Youth Orchestra of Great Britain	Director of Development
Shaun	Parker	National Youth Orchestra of Great Britain	Corporate Development Manager
Matthew	Swann	OSJ	Development Director
Gail	Cunningham	Philharmonia Orchestra	Development Assistant
Lindsay	Glen	Royal Festival Hall	Development Executive
Sarah	Biggs	Royal Philharmonic Orchestra	Head of Corporate Affairs
Elizabeth	Nicoll	Royal Scottish National Orchestra	Head of Sponsorship
Francesca	Goddard	St John's, Smith Square	Marketing & Development Officer (pm only)
Mimi	Errington	VIVA: the ORCHESTRA of the east midlands	Business Development Manager

**Guest Speakers**

Emma	Bockhop	Legacy Promotion Campaign.	Membership & Marketing Manager
Katherine	Muller	Arts & Business	Arts Manager

**Apologies**

Ivan	Rockey	Brighton Philharmonic Orchestra	General Manager
Philip	Watts	BBC National Orchestra of Wales	Development Manager
Catherine	Hodgson	London Handel Orchestra	General Manager / Festival Director

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## R E P O R T

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### Public Funding

The ACE grants for touring were discussed and members outlined their experiences. There was concern expressed by a number of members about the lack of representation for the Classical sector on regional Boards and that funding applications were assessed by people with little knowledge of the sector. **Mimi Errington, ViVA** was now a member of the East Midlands Board and was very concerned about what her colleagues there did not know about the Classical sector and also what she did not know about ACE.

### Individual Giving

**Russell Jones** outlined Arts & Business' recent discussions with Government regarding individual giving, as figures show the amount given is rising slowly. **Matthew Swann, OSJ** reported a recent successful development event in Oxfordshire and members discussed their experiences and plans for individual giving and Friends schemes. The problem of access to data from Box Offices was raised as many venues had prevented members accessing data from their concerts. Members generally felt that the public assumed that if it was an orchestra's promotion, then their data would be available to that orchestra but this was often not the case in practice. The importance of good relationships with venues was emphasised and the need to make some realise the mutual benefits of sharing data. The ACE research '*Friends Matter*' was recommended to the meeting by **Candy Blackham, AAM**.

### Fundraising Events

**Elizabeth Nicoll, RSNO** reported on the recent success of their fundraising balls with increased profits on last year and **Karen Daw, BCMG** mentioned their recent good results from the foundation launch. **Nadia Anmar, LPO** was currently working on a big event but reported the difficulty of giving sponsor's something they can't buy and successfully linking events to LPO's work.

### Trusts and Foundations

The meeting generally agreed that Foundations were not giving much at the moment and what they did give was decreasing. **Ed McKeon, London Sinfonietta** reported that some composer foundations were considering not supporting any organisations backing the current PRS action.

### Corporate Sponsorship

Members discussed their current experiences and highlighted the dependence of corporate sponsorship on individuals within a company and the problems that ensued from mergers and relocation. There was general agreement that companies were not interested in purely the music anymore and the importance of community and education work to sponsors was increasing. The benefits of sponsorship in kind were also discussed, such as Classic Fm and RSNO's recent TV adverts. The development of members' Arts based training initiatives was discussed and a worry expressed that larger companies would develop these ideas without orchestras. **Matthew Swann, OSJ** had approached Business Schools and training consultancies to try and prevent this happening. **Mimi Errington, ViVA** outlined the difficulty of getting companies to help them to advertise the worth of training workshops and overcome confidentiality problems.

### Targets

**Nina Camilleri, NYO** informed the meeting that she had set a development target of £1 million for the last year which they had achieved with three members of staff and was interested in any targets other members set. The meeting responded as follows:

- AAM, £75k in year one, staff 1, £750k year 2 with help of CEO and Chair, £300k in year 3.
- RSNO, £750k with two departments, sponsorship and development with 3 staff in each.
- LPO, approximately £1 million, but varies according to touring with four staff members
- LSO, £1 million approximately, with five staff members
- Philharmonia £1 millions approximately with an endowment of £2 million over two years with six staff, an intern and USA person.
- RFH have just restructured and have a new team of 18 people.
- Wigmore, approx £750k with four staff members

### **Legacy Promotion Campaign (Emma Bockhop, Membership and Marketing Manager)**

The key targets and strategies of the Legacy Promotion Campaign and the importance of Legacies as an inheritance tax exempt form of giving were outlined. The Campaign have nine different membership bands and they can accept consortium's as members and at present, the movement is for UK registered charities only and is not promoting overseas. An information pack was available from Emma for those who were interested.

### **Arts & Business Update**

- The results from the New Partners scheme were encouraging and Katherine outlined some of the preliminary findings of the report on this to the meeting.
- More applications for the Board Bank were requested as there was a waiting list for positions.
- The mentoring scheme was also taking off and proving successful.
- The London Development Forum had a large membership and had various training sessions coming up on becoming a leader and recent trends in fundraising and more in the pipeline.
- Arts & Business were currently developing a strategic approach to research and policy and would like input on any information gaps from arts organisations.
- The new Arts & Kids scheme was outlined to members.

**Elizabeth Nicoll, RSNO** requested that Arts & Business look at repeating Development Forum events across the country. Katherine responded that an Arts Head was currently being appointed who would take a more strategic and nationwide role and the issue of multi-regional membership of was being examined.

**Action:** ABO to lobby Arts & Business for better nationwide coverage for events.

### **AOB**

**Mimi Errington, ViVA** reported that it had been suggested that pay would be worked out on a percentage basis. Other members reported resistance from donors to this and that most bodies were against this way of paying.

The ABO asked for suggestions from the meeting as to future formats and particular speakers members would like. **Elizabeth Nicoll, RSNO** suggested a day for orchestras with invited key business partners, trusts and foundations and **Jenny KilBride, ASMF** suggested a meeting with both marketing and development managers, either regional or by sector. Membership of the Institute of Fundraising was also mentioned, although it was commented there was little arts related in their programme.

**Date of next meeting:** 16 June 2004