

# EDUCATION MANAGERS MEETING

WEDNESDAY 26 APRIL 2006 10.30 – 4.00  
CADOGAN HALL



Chaired by Marshall Marcus *Chief Executive, Orchestra of the Age of Enlightenment*

## REPORT

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Marshall Marcus, *Chief Executive, Orchestra of the Age of Enlightenment* welcomed everyone to the meeting and invited attendees to do brief introductions.

No actions were outstanding from the last meeting.

### ABO Conference 2006 - feedback

Joanna Morrison Mayo, *Projects Manager, Association of British Orchestras*, reported on feedback that had been collated following the ABO conference in January 2006. Most issues presented related to the timing of the conference and/or cost. The question was opened to the group. Comments emphasised the issue of cost, no pre-conference PR regarding education, and also that the conference did not cover 'venue' issues.

### ABO Conference 2007 - Manchester

Joanna Morrison Mayo, *Projects Manager, Association of British Orchestras*, informed the group that next year's conference would be 'a conference within a conference'. Day-long events would be geared towards individual groups/roles (similar to the Bournemouth conference). The planning was trying to involve RNCM musicians for the Education theme. Other themes would be technology (i.e. downloading, recording labels) and marketing (i.e. new developments).

Joanna asked the group for ideas/thoughts for the content of Conference '07. The following suggestions were put forward :

- What is the effect/evaluation of people having gone through music education programmes?
- Is there a link between education and health?
- Could information regarding recruiting amateurs be shared?
- Importance of education as part of orchestral work
- Information regarding the psychology of music therapy (e.g. Institute of Education speaker?) - how music education builds confidence and self-esteem
- How to investigate potential collaborations and share successful projects e.g. OSJ music education for autism
- Is there a negative image of calling the work 'education'? One re-naming example is 'Arts Active'.
- What ways can venues and orchestras combine projects – can success stories be shared? E.g. St. David's and BBC NOW ; The Sage, Gateshead and Northern Sinfonia.
- Bringing players/performers into conference agenda
- Share successful models from other arts forms, e.g. the theatre
- Share themes, e.g. education and technology, such as VJs at LSO.
- How does education appeal to 11-14 year olds?
- Small group discussions/team projects at conference, with the provision of continuing project throughout the conference period.

## Listen Up! 2006

Joanna Morrison Mayo, *Projects Manager, Association of British Orchestras* informed the group that the dates for this year's Listen Up! Festival are 29<sup>th</sup> September to 3<sup>rd</sup> November.

The Musicians on Call initiative would run once again this year, where musicians would be sent out to individual homes/residential homes, etc. to reach the people who cannot visit a concert hall. A fee of £195 will be the rate for two players. It has been anticipated to provide 65 visits. £12.5k has been raised for such visits and the ABO is awaiting further funding.

Kate Whyman, *PR Consultant* spoke about what a good opportunity this is to get local coverage. Kate will be the marketing liaison and needs to know what orchestras are doing, together with images/photos. Kate will be launching Listen Up! to the press on 23<sup>rd</sup> May. The two themes this year are British Living Composers and a Presentation Challenge.

The group shared some of the initiatives that are planned for October :

Trinity Laban – dance/music collaboration inspired by painting at the National Gallery

City of Birmingham Symphony Orchestra – Creative Partnerships collaboration starting soon and running until October

The Sage, Gateshead/Northern Sinfonia – new work by Sir Peter Maxwell Davies to be performed

Orchestra of the Age of Enlightenment – collaboration with the National Trust to highlight London life now compared with life in the composers' day

VIVA – launching 'VIVA fever' in children's hospices in October

Philharmonia – live webcast of a new commission by selecting a winning composition

St. David's – Prom season to be presented bi-lingually

Kate also emphasised that statistics and case studies help to make a story interesting. She will be emailing everyone to collect stats for Listen Up!

**ACTION**      ALL – forward stats to Kate Whyman

## ENO Early Years project : 'The Magic Flute – Sun Trial'

Fiona Lambert, *ENO Baylis Project Manager, English National Opera* presented to the group and outlined what the project involved. The project ran last autumn and included four Lambeth schools, a designer and two sopranos. The Magic Flute was used to create a performance project aimed at 120 3 – 5 year olds. They worked with groups of 10 children, often involving their parents.

This interactive workshop was repeated each week in order for the children to gain familiarity with the story. The children were given problems to resolve which related to the characters, and used a cross-curricular numeracy/arts model. A teacher's pack was created to engage the teachers.

Fiona reported on the evident progress of the children due to the repetition. The performance was given at the ENO and the children were observed recreating the story afterwards at their schools.

Following evaluation of the project, Fiona stated that the model would be used again, but with added singers.

## AOB

Fiona Harvey, *Early Years Project Manager*, informed the group about the 'Romany Wood – Sing for Africa' project. Everyone was encouraged to visit the website [www.romanywood.co.uk](http://www.romanywood.co.uk) and to support the project, which is raising money for children's charities.

**Date of next meeting: 18 October 2006**