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ABO ANNUAL CONFERENCE 2004

BOURNEMOUTH

23-25 JANUARY 2004

Bournemouth **Symphony
Orchestra**



 **PRS Foundation**
for new music



Sponsored by

CLASSIC *fm*

CHAIRMAN'S MESSAGE

Last year's Conference in Liverpool was acclaimed as one of the Association of British Orchestras' best for many years. We set the bar high and we have been striving to ensure that this year, as the industry re-assembles in Bournemouth, we exceed the high expectations of our members.

Alberto Vilar's presence last year gave us a unique opportunity to consider all things philanthropic and managerial. This year we lean deliberately towards the creative and educational side of our work.

The musical heart of the Conference, the performance by our host orchestra, is as strong as ever and we look forward to hearing the Bournemouth Symphony Orchestra under its Principal Conductor, Marin Alsop, with Emanuel Ax.

That the Conference can be presented with such diversity and at such a modest cost is due in no small measure to the financial support of all our sponsors. We are particularly grateful to Classic FM for the second of three years' sponsorship of the Conference and for its enthusiasm in the planning of the sessions. We also thank the PRS Foundation for its generous grant towards the variety of new music sessions and which in particular has enabled us to bring speakers from the United States to Bournemouth.

The Conference has a record number of speakers and whilst it is invidious to single out individuals we are delighted that John Corigliano, Peter Donohoe, Jude Kelly, David Mellor and Robert Moir are with us.

I am sure you will have an enjoyable and informative weekend.

Simon Crookall

DIRECTOR'S MESSAGE

Welcome to the 2004 Conference. As Simon has said, the pendulum has been allowed to swing towards artistic issues this year but not, I hope, at the expense of the traditional information exchange sessions that we know delegates value.

Our Education theme, *What about the other 92%* arose from feedback following the two *In the Community* sessions we ran last year in Liverpool. Thanks to Youth Music's David Sulkin, we have gathered a unique array of music education practitioners to continue these debates.

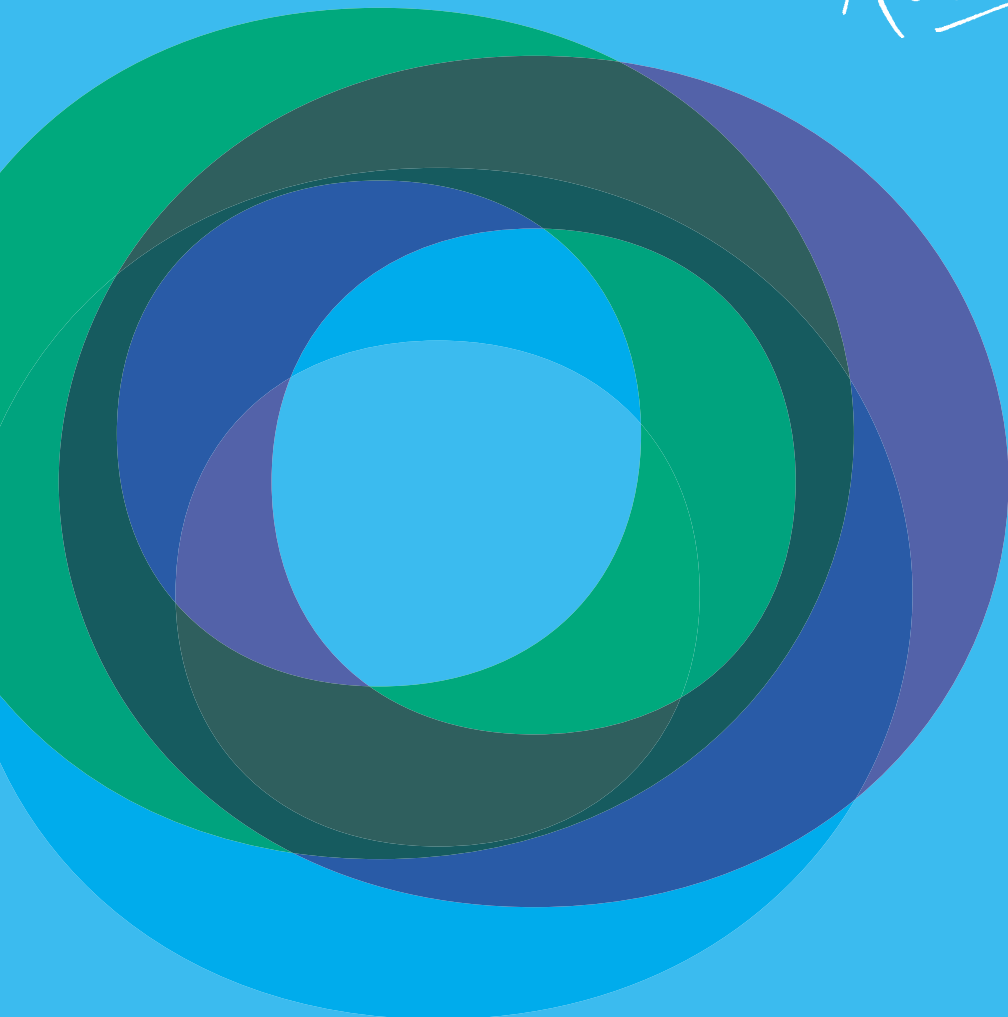
The New Music theme is particularly timely as we all redouble our efforts to put new music and living composers at the heart of our work. We are especially pleased to be working with David Francis and his team at the PRS Foundation – these sessions also mark a new partnership between the ABO and spnm. Deirdre Gribbin and Abigail Pogson have been instrumental in curating the new music sessions and this second 'conference within a conference' will, I am sure, break new ground.

Our third theme is New Marketing embracing not only ticket sales and branding but the positioning of our orchestras within the ever-diversifying communities in which we live and work. We are delighted to be joined by a number of delegates from overseas, notably, from Boston, former *Missing Rungs* alumnus Rod Birtles who takes forward the ABO's commitment to cultural diversity from a US slant.

Drawing these themes together will be Jude Kelly who will give a frank appraisal of the sector and point the way to 'out-of-the-box' thinking to improve our brand, increase our accessibility and silence our critics.

I believe we have put together a Conference that is inspiring and challenging – and record attendance suggests that you think so too.

Russell Jones



Simon Crookall, ABO Chairman



Russell Jones, ABO Director

KEY



PROVIDING FOR TOMORROW'S REPERTOIRE TODAY

A series of discussions, generously supported by the PRS Foundation, with established figures in the music world looking at our relationship to music written today. Led by Deirdre Gribbin, Artistic Director spnm, these sessions form part of a wider series of events taking place throughout 2004 which examine issues of programming and context of new music and how it is both presented and perceived.



RELATIONSHIPS AND LEARNING

A look at relationships and partnership working plus a number of interactive workshops to keep you up to date on a range of issues.

NEW MARKETING – THE ENGINE ROOM OF THE MODERN ORCHESTRA

Marketing today is no longer just about ticket sales, print and promotion. The issues of audience development, cultural diversity and consumer trends today continue to dominate debate amongst marketers and researchers across the globe. These will be explored alongside the latest research in the field throughout the Conference.

WHAT ABOUT THE OTHER 92%?

The Department for Education and Skills' survey of Local Education Authority Music Services 2002 stated that on average 8% of Key Stage 1-4 pupils in England were receiving regular instrumental or vocal tuition. This integral one-day satellite conference, run in association with Youth Music, will look at the ways in which everyone involved in music education is responsible for providing a range of musical experiences in and out of school hours for young people, and identifying the signposts and pathways through to adult life.



FLOOR PLAN

1 BAY VIEW LOUNGE

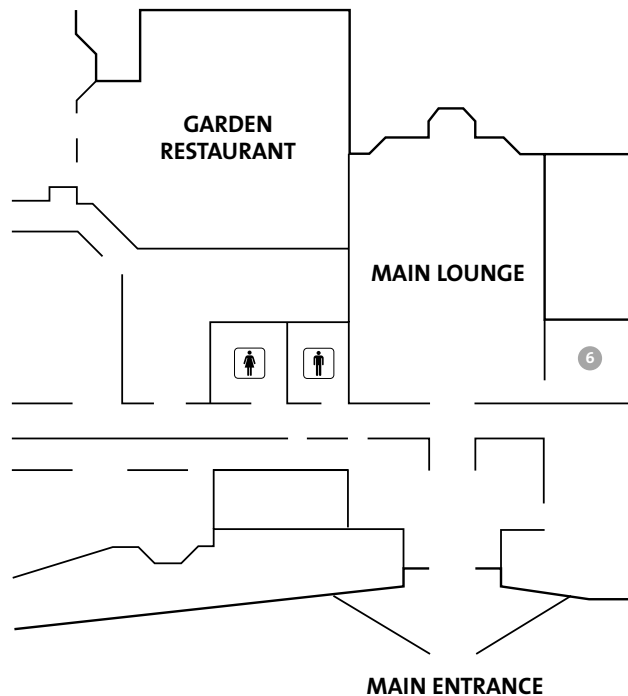
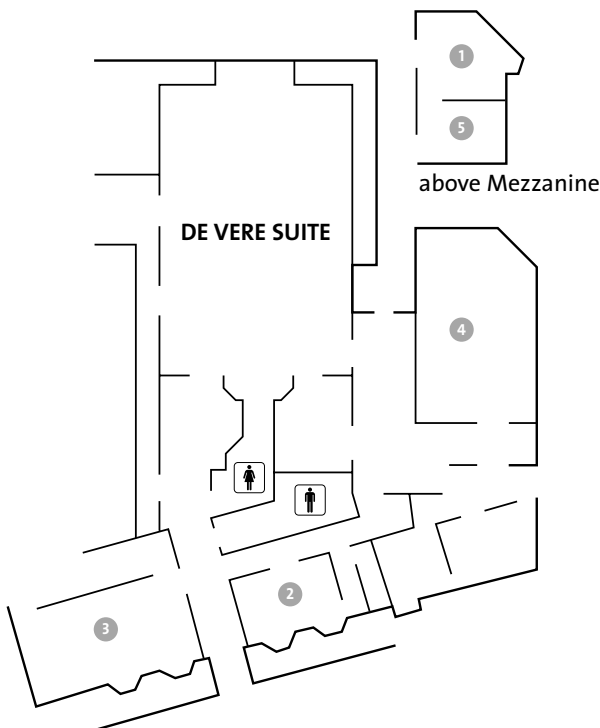
3 GLADSTONE SUITE

5 MIRABELLE SUITE

2 DISRAELI SUITE

4 MEZZANINE SUITE

6 TERRACE LOUNGE



AT A GLANCE GUIDE TO THE 2004 CONFERENCE

BAY VIEW	DE VERE	DISRAELI	GLADSTONE	MEZZANINE	MIRABELLE
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FRIDAY 23 JANUARY 2004

12:00	REGISTRATION OPENS
13:45-15:00	SPECIALIST MANAGERS' MTGS
15:00-16:15	
16:15-17:00	WELCOME DRINKS RECEPTION
17:00-18:30	
18:30	SESSION ENDS
19:15	FIRST TIME DELEGATES' RECPT
19:30	PRE-DINNER DRINKS RECPT
20:00	CONFERENCE DINNER
22:00	QUESTION TIME

NEXT GENERATION
OPENING/INTRODUCTION

PROVE IT!

LOCAL AUTHORITIES

THE RIGHT NOTE

SATURDAY 24 JANUARY 2004

07:30-09:00	BREAKFAST
09:00-10:30	
10:30	TEA/COFFEE
11:15-12:45	
12:45	LUNCH
14:15-15:45	
15:45	TEA/COFFEE
16:15-17:45	
17:30-18:00	
17:45	SESSIONS END
18:15	BUSES TO LIGHTHOUSE
18:45	PRE-CONCERT RECEPTION
19:30	BSO CONCERT
	POST-CONCERT RECEPTION
	BUSES TO HOTELS

WORLD PREMIERES
A GREAT DIVIDE?
KEYNOTE ADDRESS

DATA PROTECTION ACT
MAINTAINING PARTNERSHIPS

THE FAMILY TREE
MAINTAINING PARTNERSHIPS
REACTION AND OUTCOMES

TOO BIG, TOO EXPENSIVE
TRADE UNIONS
MANAGEMENT AND COMMS

WHY GO TO A CONCERT...
DO SOMETHING ELSE
MAKING YOURSELF HEARD

SUNDAY 25 JANUARY 2004

07:30-09:00	BREAKFAST
09:30-11:00	
11:00	TEA/COFFEE
11:45-13:00	
13:00	CLOSE
13:15	LUNCH

NOTES OFF THE PAGE
WORLD PREMIERE
CONDUCTORS SYMPOSIUM

WEBSITE ISSUES

EMPLOYMENT LAW UPDATE

CULTURAL PARTICIPATION

KEY

	AUDIENCES
	NEW MUSIC
	KNOWLEDGE
	EDUCATION

12:00

REGISTRATION OPENS

13:45-15:00

SPECIALIST MANAGERS MEETINGS
VARIOUS VENUES

15:00-16:15



David Bedford

DEVELOPING THE NEXT GENERATION OF COMPOSERS
DE VERE SUITE



The session will discuss how we are supporting the next generation of composers in an increasingly competitive and complex field and what are the challenges facing those seeking to enter the profession. It will also consider if we are sufficiently welcoming to those from non-western or non-classical traditions and diverse backgrounds.

David Bedford *Chairman, Performing Right Society*
Martin Butler *Chair, spnm*
Gavin Henderson *Principal, Trinity College of Music*
Terry Mann *Composer*

HITTING THE RIGHT NOTE – SUCCESSFUL PARTNERSHIPS WITH BUSINESS
MEZZANINE SUITE



What are businesses looking for in a relationship with an orchestra? What, crucially, are they not looking for? What trends are we seeing? An exploration of the future of corporate sponsorship in the classical music world.

Kirsten Mason *Head of Professional Development, Arts & Business*
Andrew McQueen *Director of Marketing, Portman Building Society*
Jacky Thorne *Head of Fundraising, Bournemouth Symphony Orchestra*
Henry Timms *Business Development Manager, Arts & Business*

LOCAL AUTHORITIES AS FUNDERS AND PARTNERS
GLADSTONE SUITE



The Bournemouth Symphony Orchestra is unusual amongst British orchestras with relationships with over 20 local authorities in the South and South West of England. The panel will consider the funding jigsaw of local authority support; the development of long-term partnerships and the challenges faced by all parties in the current economic climate.

Michael Henson *Managing Director, Bournemouth Symphony Orchestra*
David Jenkins *Chief Executive, Dorset County Council and Board Member, Bournemouth Symphony Orchestra*
David Richardson *Director, Eastern Orchestral Board*
Cllr John Waddington *Executive Member for Recreation and Heritage, Hampshire County Council*

PROVE IT! – MEASURING THE UNMEASURABLE
DISRAELI SUITE



Like it or not orchestras are under increasing pressure to justify their public funding with non-artistic measurements. But how do orchestras measure success and expectation? This session develops a syndicated approach to audience research in the sector and raises the status of marketing and audience development through vital new research methodologies for planning and evaluation.

Kieran Cooper *Director, Catalyst Arts*
Richard Crossland *Director, ABL Cultural Consulting*
Jan Ford *Marketing Manager, Eastern Orchestral Board*



Bournemouth Pier at sunset



BSO Brass

KEY

NEW MUSIC

KNOWLEDGE

AUDIENCES

EDUCATION

16:15-17:00



WELCOME DRINKS RECEPTION

MAIN LOUNGE

Presented by the Association of British Orchestras

Sponsored by the International Artist Managers' Association

17:00-18:30



Rt Hon David Mellor PC QC

OFFICIAL OPENING

DE VERE SUITE

Simon Crookall Chairman, Association of British Orchestras

Colin Patrick Chairman, Bournemouth Symphony Orchestra

Roger Lewis Managing Director and Programme Controller, Classic FM

Alan Davey Director of Arts and Culture, Department for Culture, Media and Sport

Address: **Rt Hon David Mellor PC QC** President, Bournemouth Symphony Orchestra Council

INTRODUCTION TO CONFERENCE THEMES

DE VERE SUITE

Christina Coker Chief Executive, Youth Music

Robert B Moir Artistic Administrator, Pittsburgh Symphony Orchestra

Jennifer Weller External Director, Association of British Orchestras Board

18:30

SESSION ENDS

19:15

FIRST TIME DELEGATES' RECEPTION

MAIN LOUNGE

An opportunity for those new to the ABO Conference to meet members of the Board and staff of the Association as well as each other.

19:30

AMADEUS

PRE-DINNER DRINKS RECEPTION

MAIN LOUNGE

Sponsored by Amadeus

20:00

CLASSIC *fm*

CONFERENCE DINNER

GARDEN RESTAURANT

Sponsored by Classic FM

22:00



Peter Donohoe

QUESTION TIME

GARDEN RESTAURANT

Rt Hon David Mellor chairs a lively debate that poses the question: Is there a future for the record industry?

John Corigliano Composer

Matthew Cosgrove Director, Warner Classics

Peter Donohoe Pianist and recording artist

Norman Lebrecht Assistant Editor, Evening Standard

Roger Lewis Managing Director and Programme Controller, Classic FM (formerly with EMI and Decca)

MALCOLM CROFTERS



JOE DIMWORTH

London Philharmonic Orchestra



Robert B Moir



GETTY IMAGES

England Rugby Team – World Champions

THE FAMILY TREE

GLADSTONE SUITE



This session will consider the inter-locking chain of responsibility which stretches from home and nursery into school – primary through to secondary – to out of school music-making, music services, informal music-making, further and higher education establishments and orchestras. It will also highlight some agencies that do not have specific responsibilities for music education but are concerned with the welfare and well-being of children and young people. Focusing on a child's development through the education system from pre-school to adulthood, a number of contributors give short presentations on the theme: How do we make this new world work?

Andy Baker Music Animateur, Bournemouth Symphony Orchestra

Leonora Davies MBE Vice-Chair, Music Education Council

Gavin Henderson Principal, Trinity College of Music

Richard Howlett Head, Hampshire Music Service

Ruth Jones Director, Artswork

Simon Over Music Director, Southbank Sinfonia

Hopal Romans Executive Officer Policy and Programmes, Youth Music

David Sulkin Head of Policy and Programmes, Youth Music

John Summers Chief Executive, Hallé

Natalie Wheen Presenter, Classic FM

COMPOSERS AND PERFORMERS: A GREAT DIVIDE?

DE VERE SUITE



Why are relationships between players and composers so one-dimensional and how is the relationship negotiated/defined? Can composers-in-residence ever be fully integrated and what do they bring to orchestral life?

Sally Groves Director and Head of Contemporary Music, Schott & Co Ltd and Board Member, Bournemouth Symphony Orchestra

Philip Hammond Music Director, Arts Council of Northern Ireland

Stephen Maddock Chief Executive, City of Birmingham Symphony Orchestra

Steve Martland Composer

Robert B Moir Artistic Administrator, Pittsburgh Symphony Orchestra

Peter Turnbull Principal Trumpet, Bournemouth Symphony Orchestra and Chairman, Kokoro

...WHEN YOU COULD DO SOMETHING ELSE INSTEAD?

MIRABELLE SUITE



A comparative study from other sectors including sports, museums and visitor attractions exploring how marketing is all encompassing in the positioning of orchestras. Plus a look at the latest figures on attendance, participation and attitudes in the arts.

Colin Beesting Communications Manager, decibel, Arts Council England

Tim Blightman Head of Market Insights, Visit Britain

Terry Burwell Community Rugby and Operations Director, Rugby Football Union

Penny Hamilton Senior Marketing Executive, Natural History Museum

Terence O'Rourke MBE Chairman and Managing Director, Terence O'Rourke and Board Member, Bournemouth Symphony Orchestra

TRADE UNIONS IN THE 21ST CENTURY

MEZZANINE SUITE



An exploration of cultural trade unionism in the 21st Century and the role unions can play in the success of their industries. Gerald Mertens from Germany adds a European perspective.

Roger Bolton General Secretary, BECTU

Ian McGarry General Secretary, Equity

Gerald Mertens Managing Director, German Orchestra Union (DOV)

Richard Pulford Chief Executive, Society of London Theatre/Theatrical Management Association

John Smith General Secretary, Musicians' Union

DATA PROTECTION ACT

BAY VIEW LOUNGE



Peter Carey Data Protection Consultant, Charles Russell dispels the myths of data protection with his annual update and health check.

12:45

LUNCH
GARDEN RESTAURANT

14:15-15:45



Jude Kelly OBE

KEYNOTE ADDRESS: JUDE KELLY OBE

DE VERE SUITE



Conference themes emphasise the importance of maximising creativity and quality; nurturing tomorrow's generation of artists and young people and improving the ways in which we market ourselves to new and existing audiences. Rarely does a meeting of orchestral peers go by without the perception that those charged with the delivery of these aspirations get the balance wrong. Is it just a question of what is possible or are we failing to think 'out-of-the-box' in moving our art form onto a new plane? Why is the 'brand' of the theatre considered more accessible and 'of the people' in the way a night in the concert hall or the opera is not?

Jude Kelly, theatre director and founder of Metal, pulls together the threads of the Conference, gives her view from a theatre perspective and considers the possibilities for the future.

15:45

TEA/COFFEE
MAIN LOUNGE

16:15-17:45



Royal Philharmonic Orchestra

CREATING AND MAINTAINING PARTNERSHIPS

GLADSTONE AND DISRAELI SUITES,
TERRACE AND BAY VIEW LOUNGES (SESSION ENDS 17:30)



A series of breakout sessions during the afternoon that will explore 'best practice' in effective working partnerships across the education sector. Each breakout group will involve case studies and evaluation – how do we measure success and how are we learning from experience? The groups will focus on broad themes in relation to orchestras and partnerships covering music services, the structure of partnerships, early years, out of school hours, and skills development.

Sophie Brown Education Manager, City of London Sinfonia

Andrew Burn Head of Education and Ensembles,
Bournemouth Symphony Orchestra

Andrew Fardell Performer and Conductor

Matt Griffiths Development Director, Dartington +

Philip Litchfield Music Director, Southampton Music Service

Clare Lovett Education and Outreach Director,
London Philharmonic Orchestra

Joan-Albert Serra Head of Vocal and Instrumental Studies,
The Sage Gateshead

Natalie Wheen Presenter, Classic FM

**COMMISSIONING AND PROGRAMMING NEW MUSIC
AND FINDING AUDIENCES**

DE VERE SUITE



Why is new music seen as a separate endeavour and what skills do managers need to learn? Are we more afraid of new music than our audiences? How can we learn from overseas models? What are our current commissioning and programming habits?

Mischa Damev Conductor and Trustee, Masterprize †

Susanna Eastburn Artistic Director, Huddersfield Contemporary Music Festival and Vice-chair, spnm

Andrew Kurowski Editor, New and Specialist Music, BBC Radio 3

Robert B Moir Artistic Administrator,
Pittsburgh Symphony Orchestra

Stephen Newbould Artistic Director, BCMG

† participation made possible through the support of Masterprize

SESSION CONTINUED OPPOSITE

KEY

NEW MUSIC

KNOWLEDGE

AUDIENCES

EDUCATION



Branding examples from Interbrand

MAKING YOURSELF HEARD IN THE CROWDED MARKET

MIRABELLE SUITE



This session explores the issues of branding, what the orchestral sector can learn from global brands and what are the pitfalls of attempting world domination.

Marksteen Adamson Director, Arthursteenadamson

Tony Allen Chief Executive, Interbrand

Anthony Brown Head of Marketing, Bournemouth Symphony Orchestra

Karen Cardy Head of Marketing, London Symphony Orchestra

Roger Lewis Managing Director and Programme Controller, Classic FM

Giles Pearman Brand Controller, Classic FM (formerly with Unilever)

MANAGEMENT AND COMMUNICATION STYLES

MEZZANINE SUITE



An exploration of the communication, training and management developments in the United States and the resonances for the UK orchestral sector.

Sue Hoyle Deputy Director, Clore Cultural Leadership Programme

Russell Jones Director, Association of British Orchestras

Catherine Maciariello Program Officer for the Performing Arts, Andrew W Mellon Foundation

Grady McGonagill Principal, McGonagill Associates

John Summers Chief Executive, Hallé

17:30-18:00

REACTION AND OUTCOMES

GLADSTONE SUITE



Feedback from the afternoon's breakout groups and day's debate followed by the official close of the one-day satellite conference 'What about the other 92%'.

17:45

SESSIONS END

18:15

BUSES FROM HOTELS TO LIGHTHOUSE, POOLE

18:45



PRE-CONCERT RECEPTION

Sponsored by Poole Borough Council and Bournemouth Symphony Orchestra

Drinks and canapés will be served

19:30

Bournemouth **Symphony Orchestra**

BOURNEMOUTH SYMPHONY ORCHESTRA

Knussen Flourish with Fireworks

Beethoven Piano Concerto No 5 'Emperor'

Shostakovich Symphony No 5

Marin Alsop Conductor

Emanuel Ax Piano

Concert sponsored by Portman Building Society



POST-CONCERT RECEPTION

Sponsored by BBC Radio 3 and Lighthouse, Poole's Centre for the Arts

Featuring the industry launch of National Orchestra Festival 2004 in association with BBC Radio 3, ABO and Making Music

Drinks and hot fork buffet will be served

BUSES FROM LIGHTHOUSE, POOLE TO HOTELS



**ABO ANNUAL CONFERENCE 2005
BIRMINGHAM 11-13 FEBRUARY 2005**

Join us in Birmingham for next year's Conference featuring performances by our two host orchestras: City of Birmingham Symphony Orchestra with their Music Director Sakari Oramo at Symphony Hall and a performance of exciting new music by BCMG.

This Conference is yours to shape. So, if you would like to see specific themes or particular speakers next year, please let us know by noting them on your feedback form in the delegate pack or by e-mailing conference@abo.org.uk



Sponsored by



07:30-09:00

BREAKFAST
GARDEN RESTAURANT


09:30-11:00



Kokoro, the Contemporary Music Ensemble of BSO

CHRIS ZUIDIK

GETTING THE NOTES OFF THE PAGE: WORKSHOP SESSION
DE VERE SUITE


 A facilitated, practical workshop featuring Kokoro, the contemporary music ensemble of Bournemouth Symphony Orchestra, demonstrating best practice for the three-way relationship between players, conductor and composer, starting with a performance of Eleanor Alberga's *On a Bat's Back I do Fly* (a Kokoro commission). Delegates will sit in on the first rehearsal of a new work – *A Cinque Frammenti* by Philistin D'Aroso – and observe the interaction between all three parties.

Eleanor Alberga *Composer*
Philistin D'Aroso *Composer*
Mark Forkgen *Principal Conductor and Artistic Advisor, Kokoro*
Deirdre Gribbin *Artistic Director, spnm*

WEBSITE ISSUES: CONTROL, COMPLIANCE AND COMMUNICATION
GLADSTONE SUITE


 **Mark Walmsley** and **Matthew Lindop** from arts-focused web development company Webprojects address topical website issues including content management and e-marketing.

INCREASING CULTURAL PARTICIPATION
MIRABELLE SUITE

 Building on the ABO's successful Cultural Diversity Symposium this session looks at planning for audience development and models of cultural participation. The session will focus on practical strategies that have helped performing arts organisations in the United States diversify, broaden and deepen participation.

Rod Birtles *General Manager, Boston Philharmonic*
Beverley Mason *Managing Director, medar pysden creative industries associates*

EMPLOYMENT LAW UPDATE
MEZZANINE SUITE

 **Sarah Jane Turcan** *Solicitor, Charles Russell* gives her annual update and legal health check.



City of Birmingham Symphony Orchestra


ADRIAN BURROWS

11:00


TEA/COFFEE
MAIN LOUNGE

11:45-13:00

WORLD PREMIERE
DE VERE SUITE

 The world premiere of *The Winged Figure* by Mark Bowden, performed by Kokoro, the contemporary music ensemble of Bournemouth Symphony Orchestra.

CONDUCTORS SYMPOSIUM
DE VERE SUITE

 A rare opportunity to hear from a Plague of Conductors (Google's suggested collective noun not the ABO's!) about what they think of their world; the orchestras they work with; the frustrations of the varying resources available on different continents and their aspirations and fears for the future.

David Charles Abell *Conductor*
Marin Alsop *Principal Conductor, Bournemouth Symphony Orchestra*
Martyn Brabbins *Associate Principal Conductor, BBC Scottish Symphony Orchestra*
Roger Wright *Controller, BBC Radio 3*



Marin Alsop

CHRIS ZUIDIK

13:00

CLOSE

13:15

LUNCH
GARDEN RESTAURANT

KEY

 NEW MUSIC

 KNOWLEDGE

 AUDIENCES

 EDUCATION

playa

La Playa

Specialist insurance services for the arts:
office, travel/touring, instruments/equipment,
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Mark Boon, Managing Director
T: (01223) 578151
E: mark.boon@laplaya.co.uk
W: www.laplaya.co.uk

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AMADEUS

The PRS Foundation
is pleased to be principal
supporter of the new music
strand of the ABO Annual
Conference 2004.

The PRS Foundation (PRSF) is the UK's largest
independent funder purely for new music of
any genre.

PRSF is an artistically driven organisation, which
primarily aims to promote and support the creation
and performance of all genres of music and to
help people enjoy new music.

In order to energise the new music landscape
in the UK, PRSF directs its support towards
creatively adventurous and pioneering musical
activity.

In just under 4 years, PRSF has successfully
funded over 1000 new music initiatives, to the tune
of nearly £5million. Its funding and partnership
activities have enabled many ground-breaking
collaborations and projects.

www.prsfoundation.co.uk

PRSFoundation
for new music



CLASSIC *fm*

ORCHESTRA WEEK UK

For the 6th year running, Classic FM celebrates the best orchestras in the UK.

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8 - 14 MARCH