

CITY ARTS TRUST

REPORT TO CITY OF LONDON CORPORATION ON 2013 WINTER FREE EVENTS PROGRAMME JANUARY – MARCH 2013

'What a treat to have a gift of fine performances in a beautiful venue!'

"We enjoy the diverse range of entertainment provided which we have not encountered before. An excellent opportunity to enhance cultural appreciation of the arts and architecture of London."

(selected from the many comments on the 2013 series from the public)

1 EXECUTIVE SUMMARY

- 1.1 In 2012/13, the City of London allocated the sum of £26,399 to the City Arts Trust to support a programme of 11 free lunchtime concerts in the City between January and March 2013. As with the previous series (2004 – 2012), the proposal involved continuing collaboration between the City Music Society (CMS), City of London Sinfonia (CLS) and City Arts Trust (CAT).
- 1.2 In the original proposal the series aimed to:
- Provide a winter programme of free events raising the profile of the City of London Corporation's support for the arts in the City
 - Benefit those who work in the City, those who live in the City and also visitors to the City
 - Explore and open up different venues across the City
- 1.3 The three organisations set out to achieve these objectives by:
- Programming a wide range of repertoire including classical, jazz and folk music
 - Targeting the City community with a tailored marketing campaign
 - Ensuring convenient timings and locations allowing City workers to enjoy the concerts during their lunch hours
 - Establishing a regular pattern of performance so that potential attendees get into the habit of attending
 - Attracting performers of high quality to perform in the City
- 1.4 Good attendance levels at events, positive audience feedback or comments and self-appraisal by the three collaborative partners confirmed that these objectives were met to a high degree in 2013.

- 1.5 The 2013 series consisted of 11 lunchtime concerts, 7 on Wednesdays and 4 on Tuesdays, covering classical, jazz, world, folk and contemporary music during the period 19 January – 27 March 2013.
- 1.6 Effective publicity through distribution of the Free Winter Concert flyers, hits on websites of the three partners and by email, in combination with the preceding reputation of past seasons, produced audiences totalling **2,655** for this series – 20% higher than last year's audience figure.
- 1.7 Audience feedback through the 196 questionnaires returned was extremely positive, with many patrons commending the high standard and wide variety of performance and stressing the beneficial impact that the concerts have on life in the City.
- 1.8 The City Arts Trust is delighted to have the support of the City of London Corporation for the 2014 series and is keen to build on the success of this year.
- 1.9 The Free Winter Concert series delivers against several key criteria of the City of London Corporation's City Together strategy, as well as strongly delivering the main aims of the Cultural Strategy.

2. THE PROGRAMME OF EVENTS

- 2.1 The artistic programme consisted of four strands: classical music, jazz, folk and world music. The high calibre of artists was remarked upon by many audience members as a factor that sets this series of programmes apart from other chamber music concerts in the City venues.
- 2.2 The series again proves the benefit of good partnership with close co-operative planning between CAT, CMS and CLS. As in previous years, a jazz ensemble from the Guildhall School of Music & Drama performed a particularly well-received concert, this year held in St Sepulchre-without-Newgate, maintaining the established and highly productive links between the Guildhall School of Music & Drama and the City of London Festival. The CLS was able to field a chamber orchestra for each of their three concerts thanks to the continued level of funding.
- 2.3 Six venues were selected to host the series. St Andrew Holborn once again provided a perfect venue for the CLS, offering both a large seating capacity and a wonderful acoustic for chamber orchestral music. Bishopsgate Institute continues to host the CMS recitals, and the lunchtime performances benefit from the additional marketing and logistical support given by the newly-revitalised organisation.
- 2.4 The series was programmed by the three parties involved, with close liaison and positive collaboration. The CAT team performed the role of promoter and event manager, liaising with the venues and managing the concerts on the day.

2.5 The performance schedule was as follows:

16 January	St Lawrence Jewry	Damien O'Kane
22 January	Bishopsgate Institute	Cantabile
30 January	St Andrew Holborn	City of London Sinfonia
6 February	St Vedast Alias Foster	Manus Noble
12 February	Bishopsgate Institute	Leslie Howard
20 February	St Sepulchre-without-Newgate	Guildhall Jazz Singers
27 February	St Andrew Holborn	City of London Sinfonia
5 March	Bishopsgate Institute	Judith Hall & Craig Ogden
13 March	St Anne & St Agnes	Christine Tobin
19 March	Bishopsgate Institute	Tong/Hasegawa Duo
27 March	St Andrew Holborn	City of London Sinfonia

3. **MARKETING AND AUDIENCE DEVELOPMENT**

3.1 A total audience of **2,655** attended the 11 events, an average of 241 per event. Many events were presented to capacity audiences, and the total audience figure represents a 20% increase on 2012's reach.

3.2 This audience was achieved through implementation of the strategy developed by the three partners, namely:

- Mounting a 'City run' leaflet drop to city firms, restaurants, churches and other venues;
- Circulating specially designed print publicity to the offices of the City of London Corporation. We also collaborated with the City of London to ensure maximum coverage, for example, on the website, in the staff bulletin and in the Cityview publication;
- A combined mailing to the audiences of the City of London Festival, City Music Society and City of London Sinfonia;
- Listings in many publications and on YPLAN's event app
- Further marketing support was given by CAT, CLS and CMS through their own websites

FREE WINTER CONCERTS 2013
Part of the City of London Corporation's ongoing celebration of arts in the City

Tuesday 22 January 10pm
Bishopsgate Institute, Great Hall, EC2
Cantabile - The London Quartet
Highlights by Weibull, Bennett and Passerello
Classical harmony arrangements of Gershwin, Ellington and Lennon & McCartney.
Outstanding in both comedy and the classics, these masterful vocalists present a cappella favourites through to the sacred music of the last millennium.

Wednesday 16 January 10pm
St Lawrence Jewry, Gresham Street, EC2
Damien O'Kane
... a timeless singer and outstanding interpreter of songs... Songlines
Originally from Calicut in Co. Kerry and with a growing reputation as a creative and exciting musician and singer, Damien O'Kane and his band are regarded as one of the finest acts on the folk scene today. Damien regularly performs with acclaimed artists Sade, Duffy, Shara Naing and Rickie.

Wednesday 30 January 10pm
St Andrew Holborn, EC4
City of London Sinfonia
Alessandro Mendel director
Duo Ritmo duo
Pavani (for Strati) Chacony
Vaughan Williams Chacona Concerto
Elgar Serenade for Strings
Cavalleri Landscapes etc.
Holly on the Shore

Thursday 12 February 10pm
Bishopsgate Institute, Great Hall, EC2
Leslie Howard piano
Beethoven Sonata No. 13 Op. 27 No. 1: Sonata quasi una fantasia
Beethoven Sonata No. 14 Op. 27 No. 2: Sonata quasi una fantasia
Alkan Symphony pour piano and Op. 39 No. 4: 3ème Grand Etoile dans (in two minims)

Friday 6 February 10pm
St Anne & St Agnes, EC4
Manus Noble guitar
St Back Musicale and Pross BVW 996
Jorge Morel Carlos D'Almeida
Pavane for Violin and Piano
MacCormac Highland Braids
Ballets to include one in Spanish
Yanagisako No. 3 Sakura Theme and variations
Gary Ryan Scores from the WAF West

Wednesday 13 March 10pm
St Anne & St Agnes, Gresham Street, EC2
Christine Tobin voice
Phil Robson guitar
Duo Whistled Andale duo
A jewel of the London jazz scene, street artist of the past... The Cavalier
10th-born singer-songwriter Christine Tobin, named Best Vocalist at the BBC Jazz Awards 2008, has a unique style which is rooted in jazz but steeped in the singer-songwriter tradition, the wisdom Leonard Cohen, Jon Mitchell and Rufus Wainwright is her new programme A Thousand Kisses Deep.

Wednesday 27 February 10pm
St Andrew Holborn, EC4
City of London Sinfonia
Alexandra Howes director
Finna Bands duo
Pavani Suite from The Fairy Queen
Wagner Two pieces from Tannhauser
Fidel Romance
John Woolrich Myras Analysis
Britten Simple Symphony

Thursday 5 March 10pm
Bishopsgate Institute, Great Hall, EC2
Judith Hall solo
Craig Ogden guitar
Passive Movements: Puppets
Renard Schindler First Episodes
Rodrigo Serravallo At Alla del Dio
Pablo Honegger in the Charming (Cello Parting)
Robert Beaser Mountain Songs

Friday 19 March 10pm
Bishopsgate Institute, Great Hall, EC2
Joseph Tong & Waka Hasegawa piano duo
Passive Movements
John McCabe Two Scenes from Edward II (David Pritchard)
Steinway The Rise Of Spring
Rohan Beaufort tenor
Halle St Pauls Suite
Ewan Lloyd
Britten Serenade for Tenor, Horn & Strings

From 23 June - 26 July the City of London Festival will animate the City through an exciting programme of over 150 world-class arts events. Themes shall explore conflict and peace, the 400th anniversary of the City's special relationship with Derry - Londonderry - and trees

Enjoy 55 minutes of free lunchtime music with the City of London Festival, City Music Society and City of London Sinfonia

For more details visit colf.org

Venues

1. St Andrew Holborn, EC4
2. St Anne & St Agnes, Gresham Street, EC2
3. Bishopsgate Institute, Great Hall, EC2
4. St Anne & St Agnes, Gresham Street, EC2
5. St Lawrence Jewry, Gresham Street, EC2
6. St Sepulchre-without-Newgate, Newgate, EC1

Important notes: All information correct at time of printing. Accessibility requirements may change due to unforeseen circumstances. Venues have limited capacity, entry is not guaranteed and is on a first-come, first-served basis. Doors open 30 minutes before start of concert.

3.3 An audience questionnaire was circulated at six concerts through the series, covering a variety of venues and types of music. This circulation resulted in 194 written responses and this data provides some interesting feedback:

- 12% of respondents live or work in the City
- The concerts are also proving to be quite a draw, with 71% of the respondents coming from London but outside the City, 22% coming from the UK outside London. There were also a growing number of international tourists.

3.4 Sample responses from the audience questionnaires include:

- *'My first Winter Concert - very enjoyable jazz in a historic church venue. A welcome hour of cheerfulness on a cold grey winter's day.'*
- *'Really great as a beginner to classical music - useful way to find out what I like to see in the future'*
- *'What a treat to have a gift of fine performances in a beautiful venue'*
- *'An excellent idea which increases exposure of artists to those less familiar with them'*
- *'I found each one of them to be wonderful experiences of music with genres of great variety and would not have missed them for anything else'*

Regarding City of London and the arts:

- *'We enjoy the diverse range of entertainment provided which we have not encountered before. An excellent opportunity to enhance cultural appreciation of the arts and architecture of London.'*
- *'Would appreciate more opportunities to visit historic/modern buildings or corporate art collections of interest not normally open to the public.'*
- *'I am just pleased to have such a choice of events, including free ones, within reach of my home in a part of London not blessed with the same sort of programme.'*
- *'Events like today make excellent use of perhaps underused venues such as this. More please.'*
- *'Love London, great diversity, free events useful when you are on a budget.'*

4. FINANCE

4.1 The grant made to the City Arts Trust has been spent as follows:

	Activity	Expenditure
City of London Sinfonia	3 concerts	£ 10,000
City Music Society	4 concerts	£ 4,000
City Arts Trust	4 concerts	£ 4,000
Marketing, venues, print, publicity & PRS royalty payments		£ 8,399
Total		£ 26,399

Marketing costs increased significantly this year because of a rise in postage charges.

5. 2014 SERIES

The continued success and public appreciation of the Free Winter Concert series has underlined the demand for this type of activity. However, we remain aware that the current financial climate has placed strain on all areas of funding. The Trust is therefore pleased that an allocation of funding has been made for the current financial year 2013/14.

The 2014 Free Winter Concert series will see 11 concerts, one each week from late January – mid-March. The broad range and high quality of performances will be maintained, and the events actively marketed to those who work in the City, those who live in the City and also visitors to the City.

**Lindsey Dear, General Manager
City Arts Trust
May 2013**