

Wensleydale Concert Series

Registered Charity 1172472

Lairdswood Cottage, Carperby, Leyburn, North Yorkshire DL8 4DB

Telephone: 01969 663026 Email: concerts@wensleydaleconcertseries.co.uk

Annual Report 2019

Our 2019 Season

13 th April	Robert Hunter & Zoe Mather, piano duet recital	Aysgarth Church
4 th May	Passamezzo (Elizabethan consort)	Carperby Institute
22 nd June	Dinara Klinton, piano recital	Aysgarth Church
13 th July	Meraki Duo	Bainbridge Friends Meeting House
31 st August	Mark Viner, piano recital	Aysgarth Church
28 th September	Robin Michael, cello recital	Carperby Institute
19 th October	Scordatura (Chamber Concert)	Carperby Institute

During 2019 we continued reaching out to the community. In particular the guitar and flute Meraki Duo performed for older members of the local community who are unable to attend concerts at Sycamore Hall in Bainbridge. Later in the year we returned to Sycamore Hall with Robin Michael and his two young sons, who gave a varied performance on cello, piano and violin.

The Meraki Duo also gave a workshop/recital at Wensleydale School which was attended by most Key Stage 3 students.

Trustees

Our Trustees during 2019 were:

Carol Haynes	Carperby, Leyburn
Elizabeth Sowter	Carperby, Leyburn
Jacqueline Simper	Carperby, Leyburn
Sir Joseph Pilling	Gayle, Hawes
Jonathan Sparey	Bellerby, Leyburn
Brian Kershaw	Woodhall, Leyburn

Advertising, promotion and ticket sales

The series has a website, an opt-in subscription email newsletter, Facebook and Twitter accounts.

Our YouTube Channel is built from extracts from live performances. Content continues to be added and there have been some very positive comments and feedback. Not all artists are happy for us to share performances online and others allow only shorter clips to be uploaded. This is an area that still needs to be developed.

Concert series leaflets and posters have been distributed locally and we have experimented with some internet based advertising with mixed success.

Details of concerts have been submitted to local publications and the press.

We have also developed partnerships and mutual support with other concert series and cross advertised events. I hope this can grow in the future, as it has attracted some new concert goers to our series.

We have tried to make purchasing tickets as flexible as possible and we have kept our prices low, including £1 tickets for under 18s and full time students.

We offered discounted online sales and telephone sales via ticketsource.co.uk. We absorb the Ticketsource booking fees to encourage advanced sales. Discounted advanced tickets are also available to purchase by post. We also have season tickets and later in the year discounted multi concert tickets (an end of season ticket) – these are proving increasingly popular and have also encouraged people to donate to the series. Many people, however, still preferred to pay full price at the door.

Thanks

We are very grateful to the artists who have given of themselves generously to support us. Volunteers at venues have been incredibly helpful and supportive of our practical needs for access, rehearsals, help with parking, refreshments and ensuring spaces are heated, warm and welcoming. Particular thanks go to so many people who have donated homemade baked goods for concerts at Carperby Institute.

Our heartfelt thanks go to those generous individuals who have offered financial support through gifts.

Particular thanks goes to Jacqueline Simper, who has regularly opened her home to musicians and offered generous hospitality.

Most importantly, thank you to our regular audiences who continue to support this initiative so enthusiastically.

Priorities for 2021 and onwards

I am writing this report at the end of 2020 and I am reflecting back on what happened in 2019 and this year.

Sadly our 2020 season has had to be cancelled, because of the Covid pandemic. We are hoping to re-establish concerts in the summer of 2021, but currently everything is still far from certain. We are very concerned for musicians who have supported us and were due to play for us during 2020. They are all self-employed and many of them have had little or no work since March 2020, and little financial support. Having established a programme for 2020 we want to invite as many of the musicians as possible to come to play in 2021. Some programmes will hopefully just happen a year late, but we have ideas for some new programmes with the same musicians where that is not possible.

Inevitably I had already planned out most of the 2021 season by the time the lockdown happened and I hate to disappoint the musicians already promised a recital. I don't think it is likely we will be able to have enough concerts to help everyone in 2021, but my priority in 2021 and 2022 is to support musicians we had already planned to bring to Wensleydale.

Many of the priorities remain from last year. In order to remain financially viable we need to find funding sources other than just ticket sales. Generous denotations from a small number of individuals helped enormously in 2017, 2018 and 2019. Without that generosity we could not have continued. In 2018 a number of people also offered us small donations and in 2019 we started a friends scheme for the series and a concert sponsorship scheme which, whilst there was only a small uptake, provided much needed additional funding.

We were pleased, in late 2019, to be offered support for 12 months from the Coop Community Fund. This funding was specifically aimed towards a project promoting the series to a much wider audience in and around Wensleydale and, as an experiment, improving access by providing transport from numerous locations, especially to help people who prefer not to drive or struggle with access, particularly at St Andrew's Church, Aysgarth. We have now received the funding from the Coop, but with social distancing and other Covid related issues we may have to rethink the way we use that funding, in consultation with the Coop. We anticipate that people who have felt particularly isolated during the pandemic will welcome the opportunity to hear live classical music so close to home, once this becomes practical.

We still need our audience size to grow and to encourage more involvement from young people. A number of outreach events in schools took place in 2018 and 2019 and we plan to grow that where possible in 2021 and beyond.

We also need to widen the variety of musical experiences for audiences and local amateur musicians.

Carol Haynes

Wensleydale Concert Series

Financial Summary Jan 1st -Dec 31st 2019

Income

Tickets	Online (Ticketmaster)	£2,263.07
	Cheque/Cash	£1,537.49
	Season Tickets	£930.00
Gifts		£1,935.00
Gift Aid		£0.00
Other Income		£46.83

Total Income **£6,712.39**

Expenses

Artist Fees & expenses	£5,807.08
Venue costs	£437.50
Piano Tuner	£130.00
Printing	£1,420.29
Advertising	£101.41
Insurance	£133.31

Total Expenses **£8,029.59**

Income over expenditure **-£1,317.20**

Community Bank Account

Barclays	20-45-45	90771023
Opening Balance Jan 1st		£1,446.66
Closing Balance Dec 31st		£129.46
Outstanding transactions		0.00