



five  
zero  
EST. 1972



# Manchester Cameraata: Music for Change



# 50 years of music

## 2022 is an important milestone for Manchester Camerata.

It marks 50 years since we first performed in the city. Much has changed in that time and Manchester Camerata has adapted too. We have deepened our clear social mission and purpose, using music to change the lives of people and the prospects of places. We have built a reputation as one of Europe's most innovative orchestras, defining new horizons and taking world-class music into new settings.

Our anniversary year is an opportunity to look back on recent achievements and look forward to the future.

We are proud of what we have achieved, but we are ambitious to achieve more. Manchester Camerata is an orchestra that does things differently. Part of that is how we learn and evolve to improve our craft and to deliver impact for audiences.

A combination of quality and impact is at the heart of our new strategy.

This foregrounds new ways of working, and new approaches to expand our reach and impact.

These include a strengthened focus on digital concerts and storytelling and scaling our digital intervention for people living with dementia and their carers. This presents a new and exciting opportunity to grow this important work across Greater Manchester and beyond.

For 50 years Manchester Camerata has brought world class music into the heart of communities in new and innovative ways. As we move forward we will continue to challenge ourselves to think differently, and to make **music that matters**.

Thank you to all our friends and supporters who have joined us on the journey so far and for your passion for the impact we create.

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By showing the difference that culture can make to people and places we want to blaze a trail for the rest of the sector and demonstrate how music can drive change for the next 50 years.

Steve Dauncey, Chair

# 50 years of impact

# Our strategy 2022–2026

This year, we have honed our strategy to focus not just on what we do, but how we work, drawing the connections between the quality of our craft and the impact that we are seeking to achieve.

## ◊ Talent

We do things brilliantly. Everything starts with the quality of our musicians, and we must value, nourish, and support them. Manchester Camerata is committed to being a best-in-class employer of musicians.

## ◊ Innovation

We do things differently. We will be bold in identifying new ways of working and new ways to reach audiences in Greater Manchester and beyond.

All our Concerts and Community programmes are aligned with these aims. Our Communications and Fundraising Strategies support them. In combination, these three themes will help consolidate the organisation's position as an

## ◊ Impact

Manchester Camerata exists to make a difference. We believe music changes the lives of people and the prospects of places. Part of our mission is not just to say this but to prove it.

acknowledged global thought leader when it comes to the transformative role culture can play in society.

# Our impact 2012–2022

## Musicians

**35** Freelance members **200** Deputies

## Audiences

**800k** reached live **12m** reached digitally

1.27 million people reached through digital in 2020

## Community

**106k**

People reached through our community programmes  
e.g. in schools and for people living with dementia and their carers

## Turnover

**£12m**

## International tours

To Hungary, China, UAE, Italy, Taiwan and Japan

## Next generation

Partnerships and teaching with RNCM and Chetham's School of Music

## Music in Mind Remote Ltd

New company founded with The University of Manchester

## Research

Two PhDs and joint creative producer role with The University of Manchester



# Concerts

## Rewind ⏮

Everything that we do begins with driving new standards of quality in performance. Performance and digital highlights for 2021-2022 included a series of sell-out events at our new home at the Monastery. We also made our Wigmore Hall debut featuring saxophonist and musical collaborator Jess Gillam and a first appearance at Coventry's PRDF New Music Biennial with Afrodeutsche, a British-born Ghanaian-Russian-German DJ. This was alongside our regular appearances, such as our festive shows with AMC Gospel

Choir at Manchester's Albert Hall and a strong roster of live work with Hacienda Classical. We also debuted at Nevill Holt opera and undertook a commission for Manchester International Festival.

This year also witnessed a return to touring with successful visits to Hungary, a tour of Italy with piano legend Martha Argerich, as well as an expansion in our digital output and participation in the No Limits Arts Festival to support disability in classical music.

# Setting new standards in performance

## Fast forward ⏭

We're passionate about the continued development of our craft and will accelerate the pace of change in our sector by actively listening, responding, and reacting to our audience in Greater Manchester and delivering a programme that belongs to them.

We will continue our flagship programme initiatives such as *Mozart, Made in Manchester*. We will also recruit new players using our new equality and

diversity policy to encourage greater diversity within the orchestra. This will also be supported by clear targets to increase programming from artists from underrepresented groups and continue our work to promote disability in classical music. In this our 50th year, we will also commission three new works from underrepresented groups whilst continuing to expand our digital offering.







# Community

## Rewind ⏮

In 2021-2022, we committed to reaching over one million people in Greater Manchester with world-class music over the next three years. One of the key ways we will achieve this is through our Social Impact Plan. With the support of local health commissioners and local authorities, we are now delivering the first phase of this plan to make a real difference to local areas.

These programmes include *Music in Mind*, our established programme for people living with dementia and their carers, high

quality music-making sessions in school and community settings, and celebratory events that pull together entire communities. This year we also founded a new company with The Manchester University to scale our *Music in Mind* work, moving to a sustainable business model that will help us impact nationally on more people affected by dementia.

# Changing the lives of people and the prospects of places

## Fast forward ⏭

We will focus our local activity through our Greater Manchester Social Impact Plan. Key priority focus areas in the forthcoming year will be Manchester, Oldham, Wigan, and Rochdale.

We will consult and collaborate with our communities to create participative and therapeutic creative activity to help improve everyday life. Whether for young people and teachers or for people with dementia and carers, we promote this

pioneering work both nationally and globally through our concert activities and our community programmes.

Working with local partners, we will deliver transformational programmes that change the lives of people and the prospects of places.



# Communications

## Rewind ⏮

To achieve impact, we require strong relationships with key stakeholders who understand and advocate for our work.

Throughout 2021-22 we strengthened our capacity to tell our own story to both stakeholders and the public. This is a key activity in achieving our ambition of championing the wider role that culture and music can play in driving social impact.

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★★★★★

...up there with the very best...

BBC Music Magazine

“

★★★★★

Serious goosebumps time...

Manchester Evening News

“

★★★★★

...unstoppable energy that really sets the music alight...

The Telegraph

# Telling our story to inspire others

## Fast forward ⏭

We will deliver consistent, clear, and unified messaging, reflecting key messages and impact. This will raise the profile of Manchester Camerata, so we are recognised as sector leaders by the people of Greater Manchester as well as across the national and international cultural sector.

This will include mapping our stakeholders and putting a clear, measurable plan in place to engage with them. This will ensure that key decision makers understand our unique proposition and actively advocate for our work as well as improving how we assess the impact we are making with audiences.







# Fundraising

## Rewind ⏮

In 2021, we devised and activated a plan to develop a multiyear funding strategy.

This focused on three core areas: individuals, trusts, and public funding other than arts specific funding (e.g., UKRI). An intensive period of research, data collection, particularly on trusts, led to a focused effort across board, team and stakeholders to identify

and secure multiyear funders. These are supporting both core delivery of concerts and community activity, and core staff costs. This resulted in the achievement of our £300k overall target reached for 2021/2022.

# Creating the foundation for future success

## Fast forward ⏭

Our key fundraising objective for 2022-2023 is to ensure Camerata's income generation strategy and targets are robust and match our artistic/social ambitions for next three years.

We will be seeking to focus our fundraising on securing resources to accelerate our plans to develop emerging and existing musical talent, innovate our overall programme, improve how we capture the impact we are achieving, and to establish a new international centre for music and health.



# Governance

## Rewind ⏮

This year we have also focused on both strengthening our governance to ensure internal organisational practices are fully in line with our mission and values. This has included new board recruitment, a board skills audit, and a review of our constitution.

The organisation implemented several important policy changes during this period, designed to achieve this alignment. In particular, we have strengthened our approach to equality, diversity, and inclusion across the whole organisation. This will help us recruit and perform in ways that better reflect the communities that we serve.

## Board of Trustees

Stephen Dauncey – Chair  
Gregory Batsleer  
Martin Carr  
Penny Early  
Karen Gabay  
Samantha Kennerley  
Lucy Makinson  
Caroline Monk

# Putting clarity & transparency at the heart of our work

## Fast forward ⏭

This year we will be focusing on tracking the impact and effectiveness of 2021-22 changes to our EDI policy to drive diversity in our people and programming and ensuring that Camerata's income generation strategy and targets are robust and match our artistic and social ambitions.

We will also be reviewing our internal financial systems and processes to ensure robustness and improve line of sight from board to frontline delivery and reviewing the environmental policy of our principal venues.





# From Five Zero

**50 years is an important milestone on Manchester Camerata's journey. However, it is not the final destination.**

Our journey so far has been one where we have evolved our practice and purpose to reflect the needs of a changing society. As we move forward into the next fifty years, our ability to embrace, adapt to, and shape change will define who we are as an organisation.

Our job is not to predict the future, but to ensure that we are fit to face it. It is to make sure that future communities have greater access to our work. It is to create new opportunities for people to feel the transformative power of music in their lives. It is to blaze a trail for the wider sector to work in a way that has real impact on people's lives.

We are proud of what Manchester Camerata has achieved so far but we want to achieve even more. This is what we are determined to do.

We have the ambition, the foundation, and the partnerships to deliver our vision. Work with us to continue to orchestrate change for people and places and make music that matters.

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We cannot know what the world of 2072 will look like. However, we do know that whatever the shape of society, world-class culture will always have a critical role to play.

Steve Dauncey, Chair

# to the next fifty years



# Support our work

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