

YORK CHAMBER MUSIC FESTIVAL 2022  
16 - 18 September

ANNUAL GENERAL MEETING  
24<sup>th</sup> October 2022

Annual Report

The 2022 festival faced a number of uncertainties. Would the audiences return after the Covid pandemic, even the dangers have passed (for most people)? Would the uncertainties of the impact of the cost of living impact on ticket sales? Would the death of Queen Elizabeth in the run up to the festival cause a downturn in audiences; we were in a week of mourning? From where I was sitting these issues, taken together, did seem pose an 'existential' crisis for the festival or at least dampen expectations. In the event it would seem we were no worse off in ticket sales compared to last year and that artistically the festival was a great success. Once again we brought world class chamber music to York. Two out of five events nearly ran out of space. There was a sense that people really embraced the festival and the players put themselves on the line producing a series of brilliant concerts. (see Martin Dreyer reviews attached). It was noticeable that the festival gathered momentum over the weekend; people were coming back for more!

We noticed, and this was confirmed by ticket sales among our Friends' events that people were leaving their decisions whether or not to attend until almost the 'last minute'. Nearly a third of our tickets sold this year were bought either the day before or on the day at the NCEM Box Office, or sold for cash on the door. We had many new people coming through the doors. Complimentary tickets were given to the journalist, the Ridges (and Jill will get refunded) plus other volunteers of course.

The Wix email list continues to be important for ticket sales; about 50% of tickets sold via the box office were to people on the list, which is lower than 2021. I am aware that the social media outreach made a big impact this year. (see attached analytics).

Many thanks are due to Jill, the Ridges and Sue/Stuart for hosting the players for four nights. The players all seemed happy and had enjoyed their few days in York. Thanks also to Alison and Stella for providing delicious sustenance to the players which they all very much appreciated.

This year the musicians rehearsed in York and we are grateful to our friends in Unitarian Chapel and St Bede's convent for helping with rehearsal space in the days before the concerts.

Thanks also to the Ryedale Festival for including us in one of their posts. The one planned for the Verdi concert in the Minster, which would have been ideal timing for us, fell because they delayed it due to the Queen. Also many thanks to the Unitarian Chapel who generously sent out information about YCMF to their email list.

All the concerts had great atmosphere and there was a sense that at the end of the week of mourning for the Queen people enjoyed music played with abandon and great joy. The musicians all said they had enjoyed being with us. Audiences were spell-bound and their reception for the playing was clearly heart-felt.

We are only a few core supporters/volunteers/trustees but between us we manage to put on a long weekend of chamber music of the highest standard. So well done us!! And, of course, many many, cheers to Tim for masterminding such lovely programmes and bringing top of the range players to York. Always such a lovely chemistry between players and audiences, deep listening and a lovely buzz that restores us all I am sure...

... 2023 is the tenth anniversary year!

SGL 26/10/22

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Agenda

Apologies for absence

Annual report - observations, questions, discussion (sgl)

Budget - observations, questions, discussion (sgl)

Improving our outreach and building core support

Collecting new emails via ipad?

Abandon Visit York

More effort on social media

Ticket strategy

Perhaps fewer posts

'Early Bird' ticket offer

How to improve?

Dates for next year:

24<sup>th</sup> January 2023

15 - 17 September 2023

AOB



# York Chamber Music Festival 2022

## Account

### Expenditure

Website/posts/design/printing etc

Website design/links to NCEM box office etc	617
Ryedale Festival brochure advert	210
Leaflets/posters /design/printing	840
Blog posts	440
Social Media/Twitter	102
Programmes design/printing	540
Visit York	<u>235</u>
Sub-total	2,984

### VENUES

Sir Jack Lyons Concert Hall	482
NCEM (concert hire)	450
Unitarian Chapel	
(2xdays rehearsal; 2x lunchtime recitals	420
Merchant Taylors's Hall	400
St Bede's (rehearsal space)	<u>150</u>
Sub-total	1,902

Piano tuner	230
Public Liability Insurance	231
Alison's catering	79
Stella catering	40
Betty's token for Ridge	50
Parking	<u>44</u>
Sub-total	674

NCEM Box Office @10% 691

Festival Artists @ £1,200 x 7 8,400

Tristran Gurney, Jonathan Stone (Violins)  
 Sarah-Jane Bradley, Scott Dickenson (Violas)  
 Marie Bitlloch, Tim Lowe (Cellos)  
 Alasdair Beatson (Piano)

Total expenditure 14,651

### INCOME

Tickets via NCEM 5,765

Cash sales on the door	840	
Sale of programmes		210
Hugh Richards Trust		<u>7,836</u>
	14,651	

NB We retain £11,700 in reserve in the YCMF bank account.