



Wye Valley Music

Why Should You Support Us? The Case for Wye Valley Music

Now in its 50th year Wye Valley Music organises top-class classical music concerts in and around the Wye Valley, promoting 10-12 concerts each year. It brings first-rate national and international musicians to a rural area where older audiences find it difficult to travel to concerts in urban areas, especially in winter and at night. It also provides performance opportunities for just-qualified and younger musicians to develop their skills in performing to mature and responsive audiences. We believe these activities play a real part in musicians' professional development and in sustaining the art of music-making, and thus provide a public social benefit wider than just entertainment. We believe we are good at what we do: we have enthusiastic audiences and a good reputation among similar societies. We strongly believe that we have a role to play in sustaining and developing music in the Wye Valley for many years to come.

Against this background our thoughts are turning to how we will secure the future of the society for the next ten years and beyond. We are competing with other organisations that provide leisure entertainment and we are having to develop our own skill set to keep up with trends in advertising and promoting what we have to offer, as well as to run our business efficiently. The days when the average committee member knew both what needed to be done and how to do it are passing, with the 'how to do it' becoming more technical day by day.

Inevitably, our committee is aging and needs more skills – particularly marketing and business skills - to keep up with modern trends and practices in the use of the Internet, mail-shots online selling and business administration (we operate as a not-for-profit company). To address these issues we have recently engaged an experienced part-time administrator to allow the committee to focus on marketing and fund-raising, and are working with a professional graphic designer to help us attract larger audiences. Once our administrator is fully trained and effective we intend to seek younger members for our committee to plan and direct the future course of the society and engage the artists, leaving the administrator to do the day-to-day concert-related work and other admin. In the meantime both administrator and designer require funding and we need to invest in a more up-to-date and efficient website and supporting processes.

We recognise the importance of building our audience base and in particular in attracting younger people to join us, in support of which we have the opportunity to engage with professional musicians. To this end we offer substantial concessions in ticket prices for students and school children, and are developing opportunities for our performers to engage with local schools through workshops prior to their concerts. We have also widened our concert repertoire to include music from other eras and genres to those we have traditionally included – for example, the very popular Spring 'Jazz at the Mack' and our Christmas Early Music concerts.

We are looking to advertising, grants and donations to provide this funding. We have benefitted from some measure of all of this over the past few years and our aim now is to be pro-active in seeking more. We have launched a Concert Sponsorship scheme, are now launching an enhanced membership scheme. We also plan to apply for grants from organisations that we feel are in a position to help us.

We hope you will agree that we are worth supporting and will consider sponsoring a concert or becoming a 'Silver' member - or even both.

Wye Valley Music
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