



## **London Consorts of Winds: Mission Statement**

This mission statement is designed to help focus the development of the consorts in the short to medium term, looking at the 3-year period up to January 2018. It is based on the previous mission statement covering up to the end of 2013, and has been prepared by the chair in consultation with the consorts committee.

### **Constitution**

Our objects as set out in our constitution are: to advance, improve, develop and maintain public education in, and appreciation of, the art and science of music in all its aspects by any means the committee see fit, including through the presentation of public concerts and recitals.

### **Current position**

- The consorts contain, within our membership and conductors, considerable musical skill and, through rehearsal and performance, are committed to the development of the skills and experience of our players.
- Members are well-motivated to rehearse and perform in their consorts. In the main we do not have difficulty attracting new players when vacancies arise.
- We perform for, and appeal to, a range of audiences – in more formal concerts, at the Horniman Museum, and during the summer period in bandstand concerts.
- The three consorts rehearse separately and perform both separately and combined within the same concerts.

### **Work in progress and future direction**

Current (January 2015) work in progress is directed at producing more innovative performance programmes and increasing creativity in the way in which the three consorts work together. Our future plans over the period covered by this statement rest on three key themes:

- Reaching out to our existing audiences and developing new ones
- Innovative programming and performance
- Continuing to improve the way in which the three consorts work together

### **Reaching out to our audiences**

- We will continue to develop a clear brand across the three consorts, based on our unique qualities – range of instrumentation, range of repertoire, appeal of the familiar combined with the less usual
- Our website will be an important tool for engaging with audiences, composers and venues
- We will use other tools – our logo, a corporate banner – in order to help us develop our collective identity
- We will explore the scope for expanding our audiences by performing in less familiar ways/environments – for example, through outreach to schools to bring our music to children and those with learning difficulties
- We will look at expanding the venues we perform in – both geographically, given that our title covers London as a whole, and in terms of the type of venue in which we perform,

- building on what has worked for us so far, within the constraints of affordability
- We will work hard at attracting audiences to our concerts, working closely with the venues in which we perform, and being creative in our approach to marketing individual events

### **Innovative programming**

- We will, where appropriate, continue to develop the traditional concert format, by using greater juxtaposition of pieces by different consorts, using thematic coherence as the rationale for our programmes
- We will also be open to a greater degree of performance across consort boundaries, including both smaller groups and works for the membership of all three consorts
- Where appropriate, and the overall concert format/venue permit, we will engage actively with our audiences during concerts, inviting participation
- We will work actively to encourage contemporary composers to compose pieces for (a) individual consorts; (b) the three consorts as a whole; (c) smaller groups drawn from the consorts

### **Working together**

- We will build on the reward and enjoyment that every member of the consorts gains from membership
- We will explore ideas such as scratch concerts for ourselves to help develop our musical skills and social bonds
- We will develop internal communications on the basis of what members find most valuable
- We will explore social activities, including the idea of an annual party and/or parties after concerts, as a means of developing our internal networks

### **Conclusion**

We will review these actions, their contribution to the development of the consorts, and the overall direction of the consorts, annually from January 2015 to January 2018.

London Consorts of Winds Committee, January 2015.