

PRESS RELEASE

22 November 2018 – for immediate release

- **Tony Stoller, CBE appointed as Chair of Orchestras Live**
- **2017/18 Annual Review reports year as champion of under-served audiences**

TONY STOLLER APPOINTED CHAIRMAN OF ORCHESTRAS LIVE

Orchestras Live, the partnership organisation whose mission is to ensure that communities across the country have access to world-class orchestral experiences, today, Thursday 22 November, announces **Dr Tony Stoller CBE** as our new Chair. He is scheduled to take up post to when current Chair Mark Bromley steps down after a full term of office.

Tony is a highly experienced strategic leader in the third sector as Chair of the Joseph Rowntree Foundation until 2017 and as broadcasting regulator and senior retailer in his executive career.

Tony Stoller said: “I am delighted and privileged to be joining Orchestras Live as its Chair. The organisation fulfils an essential role in spreading orchestral music more widely throughout England. I look forward to playing my part in ensuring that everyone, wherever they live and from whatever background they come, has – and is also aware that they have – access to high quality orchestral music”

Sarah Derbyshire, CEO added “Tony joins at an exciting time for Orchestras Live, and we know his considerable range and depth of experience in both the third sector and commercial sphere will be pivotal to the continued success of our current organisational development. It is testament to the organisation’s profile and demonstrable appetite for sector change and dialogue that we were able to attract strong interest in the Chair’s role. As we welcome Tony to Orchestras Live we say goodbye to Mark Bromley with huge gratitude for his expert stewardship of the organisation over the last eight years.

Orchestras Live’s outgoing Chair, **Mark Bromley**, said “I am immensely proud to have led Orchestras Live for the last eight years, a period during which we successfully managed great change and sustainable growth. Embracing new event formats, such as Relaxed performances, enabled us to help more than 450,000 people experience world-class orchestral music live, many for the first time. I am excited for the future and confident that the team will continue to exceed expectations.”

Tony Stoller will be joining the Orchestras Live staff team at this year’s **Association of British Orchestras conference** in Belfast on Friday 25 January 2019 for an 8.30am breakfast meet and greet at the Maldron Belfast City Hotel.

ORCHESTRAS LIVE'S AWARD-WINNING YEAR MARKS SECTOR SHIFT IN INDUSTRY

2017/18 ANNUAL REVIEW

High profile recognition of Orchestras Live's work in 2017/18 marks a sector shift in audience development within the classical music sector. Our latest annual review illustrates our highlights, including

- a **Royal Philharmonic Society Music Award** for Classically Yours in East Riding of Yorkshire for Audiences and Engagement
- New inclusive models: **Sound Around**, and creative development work with **Able Orchestra**, champion universal access for underrepresented audiences
- Evidence of benefits of older people's engagement with music making in **Creative Journeys**

See notes to editors for details

For all press enquiries and images, contact Jane Macpherson, Orchestras Live, comms@orchestraslive.org.uk or 07714235650.

NOTES TO EDITORS

ORCHESTRAS LIVE is a national music charity, passionate that people from all backgrounds should have the opportunity to participate in and enjoy the highest quality orchestral experience, regardless of their age, background or geographical location.

With over 50 years' experience, we make world-class orchestral music relevant to people's lives through dynamic partnerships and innovative projects, particularly in culturally under-served areas of England.

Orchestras Live champions audiences; to inspire the young and rejuvenate the old, giving communities voice, and joining generations in award-winning projects.

Within the sector, we develop talent to increase quality, diversity and sustainability of music delivery and participation. We occupy the heart of the orchestral world, leading thought, learning new approaches, stimulating debate and driving change.

We believe orchestras are for everyone.

orchestraslive.org.uk @Orchestraslive facebook.com/orchestraslive

Orchestras Live is supported using public funding by Arts Council England.

TONY STOLLER, CBE

Tony is a highly experienced strategic leader in the third sector. He chaired the Joseph Rowntree Foundation from 2011 to 2017. In his executive career, Tony Stoller was a broadcasting regulator and a senior retailer. He was Chief Executive of the Radio Authority from 1995 until it was succeeded by Ofcom at the end of 2003, where he helped establish the new regulator. Prior to that he had been a Principal Director of the John Lewis Partnership, and Managing Director of Tyrrell and Green department store after an early career in local radio.

Tony was awarded a CBE for services to broadcasting in 2004 and completed a PhD in 2015. As a media historian nowadays, he is Visiting Professor in the Faculty of Media and Communications at Bournemouth University, and his latest book on the history of classical music radio in the UK was published by Palgrave Macmillan last year and illustrates his lasting love of classical music.

2017/18 ANNUAL REVIEW & HIGHLIGHTS

In 2017/18, Orchestras Live:

- Created 161 bespoke projects and events, of which
 - 35% dedicated to partnerships located in the bottom third of the arts engagement index
 - 89% of projects met or fully met the outcome Raising Confidence and Self Esteem
 - 70% of projects supported Health and Wellbeing
- Reached 39,223 audiences in live orchestral experiences across England
- Inspired 15,706 children and young people
- Developed work with 22 world-leading orchestras, 67 investing partners and 17 music education hubs; of which 89% of our partners reported our relationship had positive impact on their practice
- Championed the work of living composers in 59% of concerts
- Levered £254,295 additional funds into local communities

ORCHESTRAS LIVE ESTABLISHES NEW INCLUSIVE MODELS FOR SECTOR DEVELOPMENT

Sound Around: At a critical moment of curriculum cuts in music, Sound Around supported teachers in making the case for young people participating in music at school, and the significant positive impact on children with additional needs. The project provides long-term opportunities to “enhance and enrich the offer for Music Hubs through the extended programme and working with Special Schools”. Within the sector, Sound Around “made significant progress in effecting a sea-change in orchestral and venue practice, workforce and staff development” as appraised by independent project evaluation.

Able Orchestra: Partnership Manager Stuart Bruce demonstrated a brand new instrument at OHMI conference this September; an innovation derived from Orchestras Live's project with Able Orchestra. *Digit: 1* is ground-breaking new technology developed by music producer Si Tew, which transforms a wheelchair mobility controller into a musical instrument, broadening opportunities for disabled people as composers and performers. The Able Ensemble is a totally inclusive ensemble; a beacon for artistic inclusion and diversity and driving change within the orchestral sector.

CREATIVE JOURNEYS PROVIDES FURTHER EVIDENCE OF BENEFITS OF MUSIC MAKING

Anglia Ruskin University, this Spring, conducted major research using Orchestras Live's project with Sinfonia Viva, [Creative Journeys](#).

Celebrating the creative contribution of older people with dementia in care homes, *Creative Journeys* has shown evidence that arts activities provide positive impact via the powerful, evocative memories formed in the project. Evidence highlighted a strengthened relationship between residents, staff and relatives and a positive change in residents' ability to express themselves and make meaningful contributions.

Through these research findings, *Creative Journeys* makes a powerful case for orchestral provision as part of the call for music on prescription for wellbeing laid out in the All-Party Parliamentary Group on Arts, Health and Wellbeing. Social care providers in project regions; Norfolk & Suffolk & Lincolnshire, are exploring ways to embed orchestral work in their referral system for older people.

ENDS.

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