

## STANDARD CONDITIONS 2019/20

### Responsibilities of the Promoter

#### Contracts

- Sign and return agreements to Orchestras Live in advance of the event/project start date.  
**Orchestras Live will not make any payments in the absence of a signed agreement.**

#### Financial

- Contract and pay the orchestra unless otherwise agreed with Orchestras Live.
- Meet all local promotion costs and responsibilities, including staging, instrument hire, VAT, PRS, insurance etc.
- Retain box office income.

#### Marketing and Audience Development

- Market Orchestras Live concerts and events, using as many of the following media as possible:
  - printed material (brochures, flyers, leaflets)
  - local advertising
  - direct mail, electronic distribution and websites
  - media releases and liaison
  - personal liaison with other local music and arts groups to raise awareness of the event
  - in-venue displays
  - social media, particularly Twitter and Facebook links and reciprocal social media activity
- Produce a printed concert programme including notes on the orchestra and works to be performed.
- Supply Orchestras Live with copies of marketing material, any press coverage and concert reviews. Please provide proofs of artwork using OL logo and accreditation for approval with 48 hours' notice. Orchestras Live's brand guidelines can be found at <https://www.orchestraslive.org.uk/partner-resources>
- Inform Orchestras Live with adequate notice of any assets being created for the event/project (e.g. photos/films) and share these with Orchestras Live for use in promoting/evaluating the event/project as soon as they are available.

#### Event Management

- Provide the venue ready for the orchestra to rehearse and perform.
- Provide any additional equipment in relation to the event e.g. piano hire, staging.
- Liaise with the orchestra to agree get-in and rehearsal times, piano hire if necessary, stage arrangements and lighting, dressing rooms, orchestra refreshments and anything else to ensure presentation of the concert at a high standard.
- Ensure that artists' agreements are in place prior to any recording, filming or live streaming

#### Cancellation

- If a planned event does not take place, Orchestras Live's grant for that event will not be payable. Any financial contribution paid in advance must be refunded to Orchestras Live. Partners are encouraged to have appropriate insurance cover in place.

#### Evaluation

- **Return a completed Concert Report Form to Orchestras Live within four weeks of the concert taking place. Receipt of this information is a condition of Orchestras Live funding. Payment of our support for future concerts may be withheld if these items become very overdue.**
- Take part in any evaluation of Orchestras Live events if requested. This evaluation enables us to improve our quality of service and contributes to our reports to funders including Arts Council England.

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### Responsibilities of the Orchestra

#### Financial and planning

- Contract and pay orchestral musicians, conductor, music leader and workshop leaders as required
- Support the evaluation process

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### Marketing and Audience Development

- **Supply programme notes to the promoter at no additional charge at least 14 days before the concert.**
- Liaise with the promoter and supply marketing support information to the promoter to help market the event as required, including:
  - photographs of the orchestra and principal artists
  - biographies
  - material for in-venue displays
  - news stories about the orchestra, artists or programme for local media
  - Social media, particularly Twitter and Facebook links and reciprocal social media activity using the relevant tags (e.g. project hashtag), and tagging @orchestraslive
- If applicable, supply Orchestras Live with copies of marketing material, any press coverage and concert reviews. Provide proofs of artwork using OL logo and accreditation for approval with 48 hours' notice. Orchestras Live's brand guidelines can be found at <https://www.orchestraslive.org.uk/partner-resources>
- Inform Orchestras Live with adequate notice of any assets being created for the event/project (e.g. photos/films) and share these with Orchestras Live for use in promoting/evaluating the event/project as soon as they are available.

### Event Management

- Undertake the engagement as detailed and on the financial terms stated in the contract with Orchestras Live and the promoter.
- Provide an orchestra consisting of regular principal and supporting members of the orchestra.
- Contract and pay the musicians, music leader and workshop leaders and engage appropriate replacements should any become unavailable.
- Play the agreed programme, making no changes to the works, artists or number of players, without the specific agreement of the promoter and Orchestras Live, except in cases of last-minute emergency.
- Play an encore whenever possible
- Ensure that artists' agreements are in place prior to any recording, filming or live streaming
- Unless agreed otherwise in advance, provide all instruments except piano or other keyboard instruments, and sufficient music stands for the musicians
- Consider additional ways to enhance the event as appropriate, including pre-concert talks, spoken introductions and opportunities for audiences to meet with the artists
- Providing all music and commissioning arrangements as required
- Providing PRS information to the local promoter as required
- Ensuring all musicians have enhanced DBS clearances and are well informed and prepared for all activity with young children
- Ensuring the required permissions for participants and performers to be photographed and filmed are agreed and obtained in advance. Any recorded material must be cleared before use and appropriately credited.
- Designate a named contact on the orchestra's staff to liaise with the promoter.
- Designate a manager responsible for liaising with the promoter and resolving any issues that arise on concert day.

## General Conditions for all partners

### Partnership Credits *(For full guidance, please see the attached Credits Guide)*

- The following wording must be used in all publicity: 'This [event / project] has been [produced with / co-produced with / achieved in partnership with] Orchestras Live'. **This is the minimum level of credit required as a condition of your partnership with Orchestras Live.**
- Include logos for Orchestras Live, Arts Council England and any other relevant financial supporters/sponsors of Orchestras Live in all marketing material. For downloadable artwork see the Orchestras Live website <https://www.orchestraslive.org.uk/partner-resources>
- Include the Orchestras Live advert in printed concert programmes at A5 size or larger.

## STANDARD CONDITIONS 2019/20

### Sponsorship Opportunities

- During the course of the agreement partners may be asked to support sponsorship (or other funding) arrangements that Orchestras Live has secured. This could include helping us to deliver hospitality opportunities for sponsors/funders at concerts, branding opportunities for sponsors/funders at the concert venue and in concert publicity, or enabling other objectives agreed between Orchestras Live and the sponsor/funder.

### General

- All partners must have appropriate policies and procedures in place for the safeguarding of children, young people and vulnerable adults, and ensure that other agencies, organisations and individuals they engage to work on projects supported by Orchestras Live also have such policies and procedures in place.
- Each partner is responsible for its own compliance with the General Data Protection Regulations (GDPR); the scope of data sharing between partners or externally must be agreed in advance and comply with current legislation.
- The local partners and the orchestra will provide, within four weeks of the event, any data related to the workshops or concerts as requested by Orchestras Live or its evaluator and will participate in the overall evaluation process as requested.
- Regarding sustainability, all partners must commit to follow the headline recommendations of the Green Charter for the orchestral sector, produced by Julie's Bicycle, which has been developed for orchestral touring, concert halls, promoters and agents. This is a commitment to recognising your environmental responsibilities and putting systems in place to address, monitor, improve and communicate them. Details can be found at: <https://www.juliesbicycle.com/resource-green-orchestras-guide-2011>
- You confirm that you and any promoter acting on your behalf will comply with child performance and activities licensing legislation and, if required, obtain the appropriate license or body of persons approval for any performance, film or live broadcast involving children under the age of 16. DfE guidance on licensing requirements can be found at: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/401345/Child\\_performance\\_and\\_activities\\_licensing\\_legislation\\_in\\_England\\_-\\_departmental\\_advice\\_-\\_final.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/401345/Child_performance_and_activities_licensing_legislation_in_England_-_departmental_advice_-_final.pdf)
- Orchestras Live is committed to developing and supporting best practice amongst its partners in order to share audience data. This improves the information available to the sector and also the public's experience. The Arts Council has produced guidance on sharing data in a responsible and mutually agreeable way. We require all our partners to consult and follow this guidance, which can be found at: <https://www.audience-datasharing.org/>
- Disputes within the partnership will be resolved by negotiation. If necessary, the Chairman of Orchestras Live will assist in reaching agreement. Failing a resolution, an external arbitrator, whose decision will be final, will be appointed by mutual agreement.

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## Orchestras Live's Responsibilities

### Financial

- Make agreed financial payments promptly.
- Payment will only be made in the event that the concert takes place.

### Marketing

- Include concerts on Orchestras Live website in monthly 'What's On' news items
- Offer consultation on marketing and audience development strategy for Orchestras Live concerts.

### Evaluation and Development

- Support or undertake audience research in conjunction with the promoter.
- Liaise with promoters and orchestras about future plans.