**Project name:** Orchestras Live impact report 2019/20

**Date for completion:** 2 November 2020 (tbc)

**Budget:** up to £4,000

**Key objectives:**

To communicate Orchestras Live’s key activity and highlights of 2019/20 to stakeholders and funders

To communicate future plans and strategic direction of travel of the charity

To produce a key external corporate communications tool for the charity, which will be shared via email, the website, and social media channels.

**Target audience:**

The target audience is:

* Orchestras Live funders and potential funders (including Arts Council England, trusts and foundations, corporate and individual donors)
* Orchestras Live partner organisations (including orchestras, venues and local authorities)
* Orchestral sector and wider arts sector CEOs and trustees
* High level influencers in other sectors where our work has impact, including health and wellbeing, education and academia, policy organisations and charities.

**Distribution:**

* Orchestras Live website
* Orchestras Live ebulletin
* Orchestras Live social media channels (primarily LinkedIn, Instagram and Twitter)
* Orchestras Live staff and trustees

**Background:**

We have used the same reporting template for a few years and are interested to explore what else we could do with our content.

<https://www.orchestraslive.org.uk/news/impact-report-2018-19>

The current impact report has received 321 pageviews and 281 unique pageviews to date (launch date was 13 November 2019).

The impact report has been a digital PDF only for the last two years and before this it was a digital PDF with a printed version too.

**Format:**

Exact format to be explored with designer – we are open to considering pdfs, embedded website report pages (within our current CMS), social media gifs and images, video, and/or a combination.

Must be digital output that utilises and signposts to more in-depth content on our website.

There is a need for our fundraiser to have a printed version of the content in the report to send to funders. Previously we have got round this by printing out the digital PDF, but if we were to explore other online formats, we would need to find another way to provide this printed information (additional budget available for this).

We have a good library of images of our work with extremely limited amount of raw film footage of our work.

**Accessibility:**

It is a key requirement of all our work that it is fully accessible to everyone. This includes the impact report, which must be in a format that can be read by anyone with a visual impairment.

**Expressions of interest:**

Please send an expression of interest to Alex Marshall [alex@orchestraslive.org.uk](mailto:alex@orchestraslive.org.uk)

Expressions of interest should include the following:

* A couple of examples of similar charity design projects you have recently completed
* A brief statement of your interest and motivations for applying and the expected approach you would look to take
* A proposed quote and pricing structure (whether lump sum or % of final

project cost)

* Outline of the expected team members, the role they will play and their relevant experience

Expressions of interest should be no more than two sides of A4

We are open to this project being undertaken by a design agency or a freelance designer.

**Expression of interest deadline: Thursday 17 September at 17:00  
Zoom consultations: w/c 21 September**

We will let the successful applicant know the final decision within one week of consultations, so that work can commence from 5 October 2020.

**About Orchestras Live:**  
  
Orchestras Live believes that orchestras are for everyone and that live orchestral music has the power to inspire people for a lifetime.

A national producer and music charity based in Leeds, we work with a broad range of artistic partners, including the country’s leading professional orchestras, to ensure everyone can access world-class orchestral experiences. We work with a range of local partners including local authorities, music education hubs, community groups and welfare providers, across England and particularly in rural and coastal communities, which are traditionally culturally under-served.

Our work spans six key areas: building networks to connect people and ideas, developing talent, improving health and wellbeing, inspiring children and young people, invigorating local communities and driving inclusion in the orchestral sector.

Orchestras Live has been evolving for more than 50 years, during which time it has grown to hold a central and unique place in the country’s orchestral ecology.

Our artistic partners – orchestras and promoters – align with our partnership principles of excellence, inclusion, relevance and legacy; they are professionally curious and committed to continuous improvement. We support them to make positive change, influencing the sector and increasing the quality of engagement and sustainability of live orchestral music for future generations.

In 2019/20 we:

* worked with 56 investing partners and 22 professional orchestras.
* delivered 119 projects and concerts across England
* reached 35,500 people in live orchestral experiences, of whom 20,036 were children and young people

Our future plans include producing work that trials new concert formats, develops new music leaders, engages children and young people in inspirational orchestral experiences, promotes inclusive practice and puts communities and participants at the centre of the creative process.

Orchestras Live is an Arts Council National Portfolio Organisation.

Find out more about our vision <https://www.orchestraslive.org.uk/about/our-vision>

**Proposed report content:**

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| **TITLE** | **CONTENT** |
| OUR IMPACT | key numbers/stats/achievements |
| CEO and CHAIR EXECUTIVE REPORT | Review of the year to include section on futureproofing the organisation, income and expenditure charts |
| ABOUT US | Values and mission |
| HIGHLIGHTS 2019/20 | Key achievements |
| CASE STUDIES | Six project case studies from our six strands of work |
| OUR PARTNERS & SUPPORTERS | list of supporters/funders |
| CONTACT DETAILS |  |
|  |  |