



POLYPHONY ARTS

MAKING MUSIC

PROPOSAL FOR SUPPORTING MAKING MUSIC MEMBERS WITH COVID-19 RESPONSE STRATEGIES | JUNE 2020

THE NEED

- The classical music industry has been changed forever by the Covid-19 pandemic and lockdown
- The challenges faced are shared among many, if not all musical groups – the overarching challenges being:
 - How can we continue to meet our objectives in lockdown, in terms of community, well-being and other key values?
 - How can we remain financially sustainable?
 - How can we engage our financial supporters in the medium to long term, without being to hold our usual events?
- When will we be able to hold events again, and what will be the impact on rehearsals, audiences, finances, and organisational aims?

WHAT POLYPHONY ARTS CAN OFFER

- The Polyphony Arts team has collectively organised thousands of events, including for Hull UK City of Culture, the Orpheus Foundation, the Sage Gateshead. We are currently working with Making Music member organisations Hull Chamber Music and Hull Philharmonic Orchestra, and several other classical music groups, on their Covid-19 responses and future strategies.
- We have also undertaken strategic reviews of three arts organisations and routinely work on organisational strategy. We understand the common challenges listed on the previous slide, but also the differences between musical organisations that may demand very different approaches to dealing with the crisis. These differences could include
 - Financial stability/need
 - Personnel/expertise available
 - Aims and objectives of the organization
 - Nature and preferences of the organisation's stakeholders
- The breadth of experience we have places us ideally to be able to understand the overall challenges and individual complexities, monitor the changing situation, and suggest strategic action in the short, medium and long term.

STRATEGIC PLANS FROM POLYPHONY ARTS

- How we do our strategic plans
 - Initial scoping meeting with the organisation, in which we'd discuss their particular circumstances and needs
 - Organisation provides me with information including finances, personnel available, details of projects in the planning, etc
 - I review the information and come up with an initial strategic plan
 - Another meeting takes place in which we go through the proposed plan in detail
 - I write up the agreed course of action into a finalised strategic plan for the organisation to implement itself.
- I can also offer an implementation service where my team help with the implementation of the plan. This would be subject to the day rate on the next slide; the amount of time required would depend on the nature of the project.

This is one option which I felt would work well for Making Music organisations at this time. We do also offer ongoing project support and full organizational reviews; I will be happy to provide further information on these options if needed.

Please note that all meetings will be conducted online.

PRICES

- The guide price scale for Polyphony Arts Strategic Plans is:
 - £700 for organisations with a turnover of under £15k
 - £1500 for organisations with a turnover of £15k - £25k
 - £2500 for organisations with a turnover of £25k - £50k
 - For organisations with a turnover of over £50k I would discuss the need and offer a bespoke quote.

Please note that the price scale is a guide and exact quotes will be made on discussion of the scope of the work and the number of discussions that need to be had.

- For project work such as implementation of plans, the day rate is £300.

I can offer a discount to Making Music organisations of 25% on all these prices.



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KATIE BEARDSWORTH

Director and Founder

+44 (0) 7585 806825 | katie@polyphonyarts.com | polyphonyarts.com