

# WILTSHIRE *Live* MUSIC CENTRE

**Wiltshire Music Centre Trust Ltd**

**Business plan 2018-2022 executive summary**



## Executive summary

*'When we opened back in 1997 we had incredible hopes and dreams for the Centre. I'm really proud to say that the Centre has exceeded all of them.'* Keith Nimmo, Founding Artistic Director

Wiltshire Music Centre (WMC) was created on a commitment to nurture musical ability and interest, and the Centre has provided the highest quality musical experiences to audiences and participants of all ages since the beginning. It occupies a special place in the musical life of Wiltshire and the wider region: it is the only dedicated professional concert hall in the area and offers an expanding Creative Learning programme to the local community. In a predominantly rural county, in parts seriously affected by poverty, the accessible live music performances, education and participation programmes delivered by the Centre play an instrumental role in the well-being of more than 65,000 people every year as well as in the personal and professional development of many musicians.

A National Portfolio Organisation supported by the Arts Council England, the Centre is particularly recognised for the excellence of its Artistic programme, supported by meaningful partnerships and a continued commitment to various genres and new music, as well as for the depth, inclusivity and relevance of its Creative Learning programme. The growing integration between the two programmes, combined with a strong team and dense network of supporters, places WMC in a unique position to fulfill its vision and maximise the opportunities for live music to inspire, enrich and transform people's lives. The Centre is also a musical home providing first rate facilities for partners and community groups to successfully run their own activities.

In a context marked by dwindling public sector dependent funding, a fast-changing music landscape and increasing pressure on scarce resources, the organisation now stands at a pivotal stage of development. Over the next 4 years, while continuously enriching its Artistic and Creative Learning offering, increasing its contribution to the Creative Case for Diversity and reaching out further into the community to address various needs, the Centre has to invest to develop earned income streams and continue to optimise its operational efficiency in order to ensure long-term financial sustainability. A number of investments will also be made to support the improvement of the venue experience as well as further progress in its digital strategy.

A catalyst for this significant transformation, the 20<sup>th</sup> Anniversary celebrated across 2018 and the related fundraising appeal are expected to provide the platform WMC needs in order to be more visible and engage further with existing and potential supporters. The new impetus given by the recently-appointed Chair and Chief Executive, together with the solidity of financial reserves built to date and strong management framework, are additional positive factors to enable the business plan.

This business plan aims at consolidating WMC as a proud beacon of musical excellence and innovation, enabling a wide range of people to enjoy and participate in live music across different genres, over the next 20 years and beyond.