



Vision

WMC's vision is to maximise the opportunities for live music to inspire, enrich and transform people's lives.

Mission

WMC's mission is to be a beacon of excellence and innovation enabling a wide range of people to enjoy and participate in live music across different genres.

Values

The work of WMC, its policy and practices are governed by the following value framework. This reflects the culture and working practices of the organisation as well as guides the work delivered.

Excellence

The highest quality music and musicianship, performance, presentation and participatory experiences are encouraged, nurtured and offered by WMC. Artists, visitors and staff are provided with an inspiring, ambitious and supportive environment.

Diversity and inclusion

WMC's artistic and creative learning programmes embed a rich mix of musical and cultural offerings reflecting and recognising the variety within society, local communities and world traditions. WMC fosters dialogue with the largest possible range of people and is committed to contributing to the social cohesion of the diverse communities it serves.

Innovation

Imagination, initiative and inventive thinking are at the heart of WMC's approach to develop original ideas. It encourages cross art collaborations and creates or enhances artistic and participatory value for audience members and the community.

Access and engagement

WMC provides everyone with an opportunity to actively engage in its activities. It continuously seeks to identify and remove any barrier to access its performances and participation work.

Partnerships

WMC openly shares, cooperates and collaborates with organisations at all levels to bridge gaps, maximise the use of resources, leverage impact, increase reach and resilience. WMC builds relationships, working practices and communication channels in order to think differently and more ambitiously.