

# Openness continued

## Liveryman Russell Jones reports on the Company's second Open Day

Perhaps almost uniquely for a livery company, the Worshipful Company of Musicians continues to be committed to keeping members informed of Company activity and maintaining the policy of openness in its decision making. The Company's second Open Day took place in May, at which Court members gave an overview of all the major aspects of the Company's activities. The full report of the day is available from the Deputy Clerk.

The Master began with a *tour d'horizon* of the impact and reach of the Company in the current UK musical scene. He reminded liverymen of the penetration the Company now achieved and how it was succeeding in its mission to support quality, excellence and professionalism in live music.

He noted the many successful international careers being pursued by former award and medal winners, our links extended to major conservatoires, composers, the brass band movement, the Church and the Jazz sector. He observed that the Company could attract major figures such as Peter Cropper, David Owen Norris and Professor Barry Ife and others from the industry to support the Company. He took pride in all that had been achieved but recognised that, as always, much more needed to be done.

### The Company Plan

With healthy business practice in mind, a Company Plan now exists to go some way to ameliorate the annual change of administration but to serve as a handrail rather than a handcuff to each Master. The Company now has what business would recognise as a mission statement, a Statement of Purpose which even longstanding members will find a useful benchmark:

The Worshipful Company of Musicians encourages, supports and promotes musical performance and education to the highest professional standards. Arising from an ancient craft guild we are the only City of London Livery Company devoted to the performing arts. Our members, known as Liverymen, are performers, composers, instrument makers, teachers, administrators and music lovers.

The Company's charitable activities include the award of medals recognising excellence and achievement, prizes and scholarships for students and the provision of live performance opportunities. We focus on helping young musicians at the start of their

professional careers. We draw on the strengths and expertise of our livery members and work closely with music conservatoires, universities and other musical organisations.

Classical performance and composition, jazz, brass and military bands are among the wide range of music we support.

The Company's warm fellowship, founded on a shared love of music, is enhanced by a variety of social events always featuring live performance.

### Fellowships

Utilising professional artists of considerable talent is an essential input to the Company's planning. A new initiative has seen the creation of Fellowships. The first four being:

Yvonne Kenny, Soprano, who has assisted with the auditions for the Maisie Lewis Award

David Owen Norris, Accompanist, who is developing a Masterclass for the Company

Diana Burrell, Composer, to assist the development of Guildhall School of Music & Drama Composition students

Paul McCreesh, Director, Gabrieli Consort, who will work with a young, post graduate Conductor apprentice.

### New Members

The Company continues to grow and now has a comprehensive recruitment policy to maximise all forms of application but particularly from professional musicians and music administrators. Current membership stands at:

3	Apprentices
51	Yeomen (Prize winners)
38	Freemen and 31 on the waiting list
389	Liverymen

and the Company's age profile is probably more balanced than many would have thought:

4%	20-39
36%	40-61
37%	61-76
18%	over 76
55	not revealed

No upper limit on membership had been set but a judgement was taken by the Membership Committee on what "felt right" to maximise recruitment but not to endanger the culture and intimacy of the Company.

### Recruitment is being encouraged in three possible ways:

Direct application by the public  
Introduction by existing members  
By invitation to company events.

### The criteria for membership are based on an individual's:

Achievements  
Potential in the field of music or other areas  
Promotional or charitable work.

### Desirable qualities for membership are defined as:

Access to London and attendance at Company events  
Addition to the pool of expertise  
Promise of qualities being available in the future  
Distinction in the music profession  
Financial donations  
Good companionship

### Professional Musicians Advisory Panel

Central to maximising artistic excellence in everything the Company does is the involvement and advice of professional musicians from within the membership. The Professional Musicians' Advisory Panel coordinates the expertise of this membership to ensure the Company remains relevant to, and respected by, the profession.

This is achieved through an annual gathering which can take the form of a debate, seminar or meeting and the outcomes of which are fed into all aspects of the Company's work.

### Promoting the Company

One area of activity that is considered particularly important is that of how we promote the Company. It is recognised that the good works of the Company are too little known within the music industry and it is hoped that the PR Committee would improve this situation by greater use of press releases, information leaflets, the awards booklet and greater PR activity through the media. The new website is in place ([www.wcom.org.uk](http://www.wcom.org.uk)) and is being used for more instant dissemination of information and news.

### Resources

Inevitably, resources, or the lack of them, can dominate the activities of the Company. More funds for awards and prizes are always needed and there is no alternative but to ask for money and to be clear what