



# BERWICK MUSIC SERIES 2019

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## Summary

The Berwick Music Series 2019 was about three things: bringing world-class musicians to Berwick, getting children and people of all ages engaged with music, and offering local musicians the chance to perform alongside great performers. We also gave local composers a chance to have their works performed and we brought academics from both the UK and overseas to talk about music, sound and space.

We had three concerts, with a mixture of classical and contemporary music, including works from three local composers, and three talks about these concerts. We also had a workshop on themes related to Sound and Space; we had interactive sessions with four local schools, including attendance at concerts and visits to our Sound and Art installation, and finished with a Community Performance, where local musicians played alongside Quatuor Bozzini from Canada.

Overall, the Series was a resounding success, with great performances, high levels of attendance, fantastic engagement with local schoolchildren and a memorable Community Performance.

On behalf of Berwick Educational Association, we would like to thank our funders and sponsors (listed in Appendix I), who made the Berwick Music Series possible, and our musicians, our tireless volunteers, and especially our attendees, who made it such a wonderful occasion.

Pam Champion  
Chair of BEA Trustees

Mike Worboys  
Artistic Director, BMS

Cian McHugh  
Programme Manager, BMS

Martin Laidler  
Volunteer Manager, BMS

## Berwick Music Series 2019

A programme of musical events, from 15 August to 21 November 2019, which included three concerts, three lectures, a sound installation, a workshop and a community performance, with local musicians playing alongside world-famous international performers.

Thu 15 Aug	1pm	The Art of the String Quartet I Lecture: Berwick Parish Centre
Sat 24 Aug	1pm	Dulcinea Quartet Watchtower Gallery
Thu 5 Sep	1pm	The Art of the String Quartet II Lecture: Berwick Parish Centre
Wed 11 Sep	1pm	Frankland Quartet Watchtower Gallery
Thu 14 Nov	1pm	The Art of the String Quartet III Lecture: Berwick Parish Centre
Thu 21 – Sun 24 Nov	10 am – 3 pm	<i>Sonikebana</i> Sound and Art Installation Gymnasium Gallery
Thu 21 Nov	12noon	Quatuor Bozzini Watchtower Gallery
Thu 21 Nov	2.30pm	Sound in Space – Space in Sound Workshop Berwick Parish Centre
Thu 21 Nov	6.30pm	Community Performance Berwick Parish Church

## Performance against Objectives

### Bringing world-class performers to Berwick

The three quartets were Quatuor Bozzini, from Montreal, Canada; Dulcinea Quartet, from London; and the Frankland Quartet, from Newcastle. Details of each quartet are in Appendix II

### Engagement with schoolchildren

To encourage schoolchildren to come to BMS events, we distributed free tickets to local schools and local music teachers, and we were successful in bringing both children and teachers to the concerts.

With the help of Sam Lord from The Maltings, we co-operated with four local schools and with academic Martin Parker and local artist Anna Chapman. Martin and Anna visited schools and encouraged the children to record interesting sounds. These recordings were then used in *Sonikebana*, an installation of six mobile speakers in the Gymnasium, a local gallery: Martin programmed the speakers to replay the children's recordings; the children came to the gallery and not only could they hear their recordings in surround sound - they could change the sounds and create their own music by moving the speakers. Well, they absolutely loved that!

Overall, we had well over 100 schoolchildren involved in BMS 2019 events, from First Schoolers to High Schoolers. We would like to take this opportunity of thanking Sam, Martin and Anna, as well as all the teachers who managed to organise their busy schedules to fit in BMS.

### Performing the works of local composers

In addition to Haydn, Mozart, Ravel, Barber and Shostakovich, our concerts included works by Egidija Medeksaite, James Weeks and Michael Worboys.

Egidija Medeksaite lives in Durham, and the Frankland Quartet performed Megh Malhar, based on a Hindustani classical raga. The name derives from the Sanskrit word Megh, meaning cloud.

James Weeks lives in Durham and recently won the British Composer Award. Quatuor Bozzini performed *Leafleoh* (the title means 'leaf-light' in Anglo-Saxon), a composition which arose from a memory-image of wind in the leaves of a hedge near the sea.

Michael Worboys lives in Berwick-upon-Tweed. His work *Properties of Matter: Expansion and Contraction*, performed also by Quatuor Bozzini, starts from the premise that sound is a material medium, involving vibrations of matter, but that music as organized sound has the ability to affect our thoughts and emotions.

Thanks to Kate Stephenson, we were able to hold the concerts in the Watchtower Gallery, and we had very positive feedback from both performers and audience on the acoustics.

### Engaging academics and fostering research

In addition to the concerts, we had three lectures on Music and a research workshop called *Sound in Space – Space in Sound*.

This workshop, jointly organized by the Universities of Greenwich and Leeds provided the opportunity for a focused discussion of the relation between sound and environmental, metaphorical and formal aspects of space. Presentations were made by local and international experts in these areas. The programme was as follows:

Prof. Michael Worboys. University of Greenwich  
Introduction. Space in sounds: Spatial models and metaphors in music

Anna Chapman Parker, Berwick upon Tweed  
Space for Sound.

Dr. John Stell, University of Leeds.  
Space as Sound: Exploring a landscape of computer-generated drawings

Gnaomi Siemens, New York City.  
Sound in space: Using sonic devices to create multi-sensory and multidimensional space in poetry

Mark Zygadio, Glenhead, Dumfries.  
WaterOrgan, Making an Environmental Soundwork

### Opportunities for local musicians

BMS 2019 concluded on a high note, with a Community Performance, where Quatuor Bozzini played alongside nine local musicians in a performance of James Tenney's *In a Large Open Space*. The feedback from both performers and attendees was not just positive, but indicated that the evening had completely and substantially exceeded their expectations. This was helped by the wonderful atmosphere in Berwick Parish Church, and we are very grateful to Right Reverend Dennis Handley for allowing us the use of the church.

#### Community concert performers

Quatuor Bozzini, Montreal, Canada

Clemens Merkel violin  
Alissa Cheung violin

Stéphanie Bozzini viola  
Isabelle Bozzini cello

#### Local musicians

Jennifer Heald alto sax  
Ronnie Heck electric guitar  
Bennett Hogg violin  
Robert Kelsey violin  
Sam Lord bass clarinet  
Frances Orde viola  
Martin Parker electronics and French horn  
Iain Petrie electric guitar  
Michael Worboys electronics

## Feedback

See Appendix III

## Total Attendance

- Total attendance for all nine events was 582, of which 117 were schoolchildren.
- There were a lot of multiple attendances, and we estimate that there were 280 unique attendees
- Excluding children the events almost exclusively attracted people in the 50+ age group (91%). This was undoubtedly influenced by the timing of events, as only three took place in the evening or on a week-end.

## Visitors

- Approximately half of the adult participants came from outside the town of Berwick (taken to include include Tweedmouth and Spittal).
- About a third came from the surrounding hinterland of the Scottish and Northumberland Borders.
- 8% came from northern English counties
- 10% came from the further reaches of Scotland and Southern England.
- 4% of the attendees were foreign visitors and those from the USA were particularly enthusiastic about the event and the town as a vibrant place with plenty going on and a wonderful historical dimension
- Of respondents, 21 stated that they were staying in the town for more than a couple of days and 12 were staying for a whole week. Some were staying with relatives/friends but it was not possible to establish how many stayed in hotel accommodation.

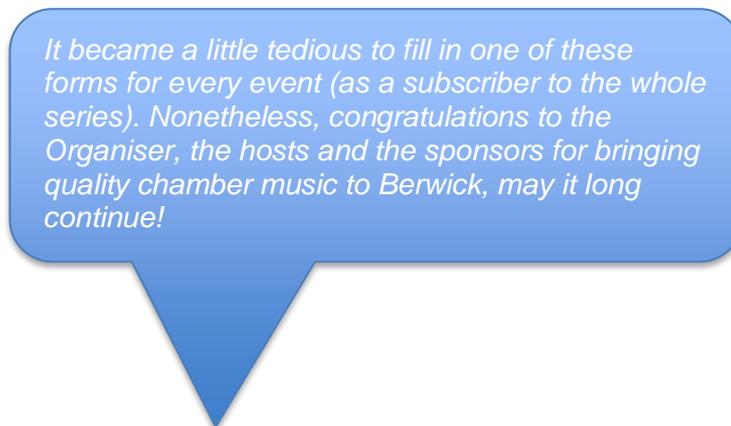
## Attendee Feedback

- There were very high satisfaction ratings of 92% and qualitative feedback was enthusiastic. In fact only one return suggested that the individual had not enjoyed the offer.

- The venue was much appreciated and the quality of the acoustics was commented upon.



### Constraints



Obviously, the completion of feedback questionnaires (See Appendix IV) is voluntary and a good response was received initially. However, clearly a number of visitors attended more than one event and we decided eventually to ask only new attendees to fill in the form.

## Marketing

- BMS 2019 was marketed via print media (posters, flyers), email (BEA newsletter and mailings), social media (Facebook, Twitter and Instagram), electronic noticeboards and via an Edinburgh-based PR firm. We received extensive coverage in the local paper, the Berwick Advertiser (see Appendix V)
- It was difficult to say for sure what was the most effective means of marketing the event as most people ticked more than one category.
- Nonetheless, it was clear that the most used sources were word of mouth, BEA posters/fliers and the BEA newsletter.
- Interestingly, not much use was made of social media and perhaps this was because the 50+ age group is less likely to use this medium.

## Sustainability

Nearly all of those who attended would do so again and would recommend another similar event to others. The cost was never mentioned as an issue. Thus, continuation of a reasonable ticket cost looks like it will sustain continuation of similar events.

*What would draw you back?*



## Recommendations based on feedback

1. Make some of the concerts more “family” oriented.
2. Change the timing so that people who work could attend (possibly attracting a younger age group?).
3. Our marketing strategy might need adjustment to get to interested parties further afield.



*Feedback analyst: Maggie White  
January 2020*

## Appendices

### I Sponsors and Funders (in alphabetical order):



Berwick Town Council



Berwick Visual Arts



Coastal Communities Fund



Great Northumberland 2019



Greenwich University

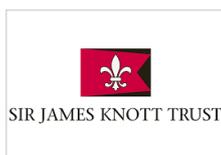
A local charitable trust



Northumberland County Council



Simpsons Malt



Sir James Knott Trust

## II The Quartets

### Quatuor Bozzini

Clemens Merkel violin

Alissa Cheung violin

Stéphanie Bozzini viola

Isabelle Bozzini cello

Formed in Montreal, Canada in 1999, Quatuor Bozzini has been an original voice in contemporary and classical music. The world-class Quatuor Bozzini stands out with their “extraordinary playing.” (Alex Ross, *The New Yorker*). They have nurtured a diverse repertoire, unbiased by the currents of fashion. This has led to close to two hundred commissioned pieces, as well as over three hundred premiered works. The quartet presents an annual concert series in Montréal and also tours extensively in Canada, the US, South America and Europe. The Quatuor Bozzini runs a number of annual mentorship programs for emerging composers such as the Composer's Kitchen and the Bozzini Lab, and co-directs the Concordia Creative Music Institute for young performers. They also have issued albums with Edition Wandelweiser, Another Timbre, Wergo-Deutscher Musikrat, Centrediscs and ATMA Classique. A Quatuor Bozzini concert is an intensely shared experience, with meticulous and sensuous attention to detail.

### Dulcinea Quartet

Minn Majoe violin

Haru Ushigusa violin

Martin Wray viola

Kirsten Jenson cello

The London-based Dulcinea Quartet, formed in 2008, has created an international following including regular tours to Japan. They programme the classical string quartet repertoire alongside contemporary works and commissions, and in particular are passionate about collaborating with other art forms. The Dulcinea Quartet is part of ANIMA, a chamber ensemble that plays contemporary music alongside animated films. As well as working closely with up and coming composers and animators, the ANIMA ensemble has recorded several scores for films including the recent award-winning documentary *Death of a Gentleman*. Members of the quartet have had engagements with, among others, the Britten Sinfonia, Royal Philharmonic Orchestra, City of Birmingham Symphony Orchestra, London Sinfonietta, BBC Scottish Symphony Orchestra and English National Opera.

## Frankland Quartet

Sophie Appleton violin

Sarah Roberts violin

James Slater viola

Daniel Hammersley cello

The Frankland Quartet was formed by members of the Royal Northern Sinfonia who share a musical empathy and is a spin-off from a touring group created in 2017. The quartet has been playing together for two years formally and in many combinations before that. Their Beethoven concerts last year were widely acclaimed and they performed Haydn and Beethoven on BBC Radio 3 as part of the 'free thinking' festival in 2018. They were also wired up and had their heart beats and pulses monitored as part of an international study connected to Durham University 'Interpersonal Entrainment in music performance'. The findings were presented on BBC Radio 3's Music Matters last year. Members of the quartet, as well as their regular work with the Royal Northern Sinfonia, has played with orchestra such as the Philharmonia, Royal Philharmonic Orchestra, Academy of St Martins in the Field and the Orchestra of the Royal Opera House.

### III Aggregate feedback

AGE OF ATTENDEES (116 responses)		
1.1	Under 30	
	30-50	
	50+	91%
PLACE OF RESIDENCE (200 people entered a response)		
1.2	Berwick inc. Tweedmouth & Spittal	51%
	Scottish Borders	13%
	Scotland:other	6%
	Northumberland	14%
	Yorkshire	7%
	Co. Durham	1%
	London & South England	4%
	Foreign visitors	4%
DURATION OF STAY IN BERWICK (65 responses)		
1.3	Repeat Visitors	33
1.4	Day Visitors	11
1.5	Couple of days	5
	Week	4
	Week+	12
SOURCE OF INFORMATION ABOUT EVENT Responses only-not people. Many returns showed multiple ticks.		
2.1	Word of mouth	41
	Publication	45

	Social Media	11
	Website/Newsletter	40
	Other	11
<b>SATISFACTION LEVELS</b>		
2.2	Enthusiastic	92%
	Warm	
	Cool	

#### IV Feedback questionnaire..

We are a charity promoting education and culture. We benefit from grant aid. Please help us with feedback for our sponsors by completing this questionnaire and handing it to the BEA Volunteer as you leave. [You do not need to do this if you have already attended one of The Music Series events- just tick the boxes below for each one already attended.](#) Thank you.

1	<b>ABOUT YOU</b>		√
1.1	Age	Under 30	
		30-50	
		50+	
1.2	Where do you live?		
1.3	Been to Berwick before?		
1.4	Day visit to Berwick?		
1.5	Longer stay?	Couple of days	
		Week	
		Week+	
2	<b>ABOUT THIS EVENT</b>		
2.1	How did you find out about this event?	Word of mouth	
		Publication (leaflet; newspaper etc)	
		Social media	
		Website/newsletter	
		Other	
2.2	How positive do you feel about this event?	Enthusiastic	
		Warm	
		Cool	
2.3	Would you recommend this event to others?	Yes	
		No	
3	<b>THOUGHTS ABOUT THE FUTURE</b>		
3.1	What have you particularly liked about Berwick?		
3.2	What might draw you back again?		

#### V Press Coverage

[Dulcinea](#); [Frankland 1](#); [Frankland 2](#); [Art of Sound 1](#); [Art of Sound 2](#)