

CHAIRMAN'S INTRODUCTION

As I write, we are just coming to the end of a very successful season for Worcester Festival Choral Society. This year we opened a new chapter with the arrival of our new Director of Music, Sam Hudson.

It only feels like the other day that we opened the season with Jonathan Willcocks' *Lux Perpetua* and Mozart *Requiem*. It was wonderful to open and sing something new to us all, and with such a lovely connection to Worcester – and a real highlight for us to have Jonathan come and talk to us. Pairing the work with the Mozart was so well received by the audience, and what a great audience it was. In my time I have not experienced the Mayor rising to his feet and encouraging a standing ovation, a truly lovely welcome for Sam! Closely followed was the *Messiah*, again a wonderful, appreciative crowd filling the nave.

Next week we will be singing Vaughan Williams *A Sea Symphony*. Not only is it a favourite work of Sam's but also mine. I am so looking forward to us all filling our wonderful cathedral with this great work.

Fundraising has continued as always, and as this reaches your inbox, many of you will be preparing for this Friday's fun evening of competition with our Pub Quiz. On 4 April we have the Come and Sing, when Sam will be putting everyone through their paces with *The Music Makers* by Elgar. This will also, by coincidence, be the first choral work of this year's Three Choirs Festival, here in Worcester; and my first as Worcester Festival Chair.

On behalf of you all, I would like to thank Sam for agreeing to take the helm for us, and for easing so well into the job. It really doesn't feel as though Sam only joined us 7 months ago! With Nick Freestone by his side, we truly have a superb team leading us.

I would also like to take this opportunity to thank two Chorus members in particular. Firstly may I express our wholehearted thanks to Toby Hooper (T) who retires from WFCS this season. Toby has kept us all interested and informed by editing the *Choral Chronicle* twice a year since 2012. He has also spearheaded various projects as a Committee member, including ably steering us through the GDPR minefield and coordinating legacy feedback. Toby continues as a Patron and we look forward to spotting him in the audience at our future concerts!

In addition, David Norledge (T) as our Treasurer should be recognised as a 'local hero'! David's superb control of our finances has been second to none. Also, his friendship and support for me, and to all the Committee, has been wonderful. This summer David will stand down as Treasurer, and will return to the back benches, so I would like you all to join me in thanking David for all his hard work in guiding me, and keeping all of us on a sure footing for so many years.

I have to say I still thoroughly enjoy being a part of this wonderful choir. It really is a pleasure for me to turn up to rehearsal each week. Other than making music, I have always enjoyed the social aspect of being in a choir. We have members from all parts of the county (and a couple like me from 'over the hills in Herefordshire'!) and from all walks of life. Singing together as members of Worcester Festival Choral Society is unique. No two choruses are the same, and I like to think we are really rather special, so thank you one and all!



Ben Cooper (B)

**WORCESTER
FESTIVAL
CHORAL
SOCIETY**

SATURDAYS AT 7.30PM
**2020-21
SEASON**
WORCESTER CATHEDRAL

14 NOVEMBER 2020
**ELGAR: THE DREAM
OF GERONTIUS**

28 NOVEMBER 2020
HANDEL: MESSIAH

20 MARCH 2021
BACH: ST JOHN PASSION

10 APRIL 2021
**COME & SING WORKSHOP -
BRAHMS:
EIN DEUTSCHES REQUIEM**

**TICKETS £10 - £25 at
WWW.WFCS.ONLINE**
TicketSource 0333 666 3366
Local call rate and booking fees apply
REGISTERED CHARITY NO. 805826

'COME & SING' ELGAR'S *THE MUSIC MAKERS*

Don't miss our popular, annual WFCS Come & Sing one-day workshop on Saturday 4 April – a fantastic way for both members and non-members to try out another of the 'choral greats'!

Around 150 amateur singers are expected to take part in our annual workshop, which this year offers the chance to learn Elgar's stirring *The Music Makers*.

The day takes place in the inspiring Cathedral Nave – where Elgar himself conducted many a concert! We'll be under the baton of Director of Music Samuel Hudson, with the brilliant Nicholas Freestone providing piano accompaniment.

Registration is from 9.30am for a 10:15 start. After an informal afternoon performance which singers' family and friends can attend free of charge, the day finishes by 4.30pm.

The price of £20 (adults) and £10 (students) includes a vocal score for the day and free tea and coffee. There will also be delicious cake to buy, and singers can even book a home-made packed lunch!

Book online, or download our information leaflet / postal booking form, at: www.wfcs.online/come-and-sing-events (Booking deadline 30th March).



CALLING WFCS PATRONS FOR 2020-21

The WFCS Patrons scheme achieves significant fund raising for the Society each year. Please may I encourage WFCS members, family and friends to support us by taking up Patron packages for our 2020-21 season?

The price of the package is £125 and includes:

- Priority booking on a Front Nave seat of your choice at each of our three concerts (individual seat value £25)
- Complimentary concert programmes
- Complimentary interval refreshments in the Chapter House with WFCS members
- Your name and patronage acknowledged in our concert programmes
- A copy of the twice-yearly *Choral Chronicle* giving information about WFCS, and invitations to social events.

Applications should be received by 31 July 2020.

Download the Patrons Guide leaflet at:

<https://www.wfcs.online/become-a-patron> or contact annerenshaw@me.com / 01905 351736

Anne Renshaw (S)



WORCESTER COMMUNITY LOTTERY SUPPORTERS RAISE £400 FOR WFCS

We're delighted that, thanks to Worcester Community Lottery tickets bought by a small number of supporters to date, Worcester Festival Choral Society is on course to raise more than £400 for its funds in this first year of the scheme. And many of our supporters have won extra free tickets along the way.

But with more players supporting us, we could raise so much more! Tickets can be bought at any time.

Here's how you, your friends and family can play and help your Choral Society at the same time.

- Worcester Community Lottery is a weekly online lottery that aims to raise money for local charities and good causes
- Every ticket costs £1, of which 50p goes directly to the local charity selected by the player; and a further 10p goes to other local charities
- The draw takes place every Saturday night at 8pm
- There is a top prize of £25,000 if 6 numbers are matched, £2,000 if 5 consecutive numbers are matched, and so on.
- The average odds of winning a prize are estimated at 50:1.
- Minimum purchase is 1 month (5 weeks') worth of tickets – ie £5 spend
- Tickets are purchased online at www.worcesterlottery.org

HOW TO PLAY

1. Buy your tickets at www.worcesterlottery.org
2. Choose WFCS from the list of charities you wish to support
3. Check the winning numbers online each Saturday, 8pm

Thank you and GOOD LUCK!

So if you play, please choose Worcester Festival Choral Society as the charity you want to benefit! The average £ return for charities participating is £2,000 per annum, so please help us to reach that goal which will contribute so much to staging our wonderful concerts!

WORLD PREMIERE

SATURDAY 25 APRIL 2020 | 7.30pm | WORCESTER CATHEDRAL

MAYFLOWER GALA CONCERT

COPLAND *Fanfare for the Common Man*
VAUGHAN WILLIAMS *Fantasia on a Theme of Thomas Tallis*
COPLAND *Appalachian Spring*
with Academy Theatre Arts
conductor: KENNETH WOODS Artistic Director, ESO

PHILIP SAWYERS *Mayflower on The Sea of Time*
*World Premiere, Worcester commission

WORCESTERSHIRE MAYFLOWER CHORUS
ENGLISH SYMPHONY ORCHESTRA

APRIL FREDRICK soprano
DAVID STOUT baritone

NEIL FERRIS conductor
Director, BBC Symphony Chorus

TICKETS £5-£25 at:
www.mayflowerconcert.co.uk or
www.eventbrite.co.uk or
Worcester Live Box Office
01905 611427

Mayflower 400

Worcester Festival Choral Society

MAYFLOWER 400

In the Autumn 2019 issue of the Choral Chronicle I previewed the Mayflower 400th anniversary celebrations.

Worcester is playing a significant part on account of county-born Edward Winslow who I profiled. Two events of very special significance can be drawn to WFCS members' attention.

Friday 17 and Saturday 18 April. Worcester Cathedral.

Mayflower: Faith and Freedom, a 2-day Conference.

www.worcestercathedral.co.uk

Saturday 25 April: 7:30 pm: Worcester Cathedral: Mayflower Gala Concert: English Symphony Orchestra and Worcestershire Mayflower Chorus, Conductor Neil Ferris (Director BBC Chorus), April Fredrick soprano, David Stout baritone: Copland *Fanfare For The Common Man*, Vaughan Williams *Fantasia On A Theme Of Thomas Tallis*, Copland *Appalachian Spring*, Philip Sawyers *Mayflower On The Sea Of Time* (World premiere, Worcester Commission).

Toby Hooper (T)

SOCIAL MEDIA: WHY DOES IT MATTER TO WFCS?

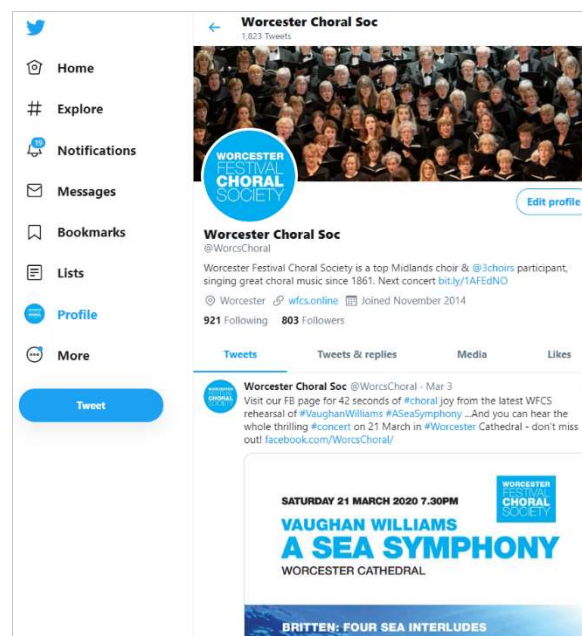
In 2014, Worcester Festival Choral Society took its first steps into social media – specifically Twitter and Facebook – with the main aim of further publicising our concerts and our existence as a choir. Today, our Twitter account has 800 followers and our Facebook page has 560 followers. But why do we bother? WFCS marketing officer Michelle Whitefoot explains the basics.

Why is social media relevant to WFCS?

- WFCS needs to take every opportunity to raise its profile as a high quality large classical choir, and to promote its concerts so that we sell as many tickets as possible! Many traditional marketing routes, such as newspaper advertising, outdoor hoardings, backs of buses etc are far too expensive for WFCS to consider, and much of this spend would be wasted anyway as the vast majority of people seeing such adverts would not be interested in what we offer. In addition, people today (of all ages!) are increasingly using their phones, laptops and other mobile devices (rather than newspapers and directories) to get the latest news, entertain themselves and find out 'What's On'.
- As well as finding cost-effective marketing routes, WFCS needs to keep up with the times and reach people in a modern way. It's also why we re-launched our WFCS website 5 years ago, and now sell most of our concert tickets online. Twitter and Facebook are a further part of the plan. Through these routes, we can reach well-targeted audiences (especially classical music-lovers age 40+ living in the Worcestershire area!) more often, as cheaply as possible.

What are Twitter and Facebook?

- Twitter is a free, online social networking system enabling individuals and organisations with an 'account' to communicate to the wider world via short messages (Tweets) of up to 280 characters, often accompanied by photos, and website or video links. Users can follow other account holders, like their Tweets, and share them to others.
- Facebook is also a free, online social networking system where individuals and organisations with an 'account' can communicate to the wider world with 'Posts' containing information, photos and links, but with no theoretical limit to the message length. Users can like other users' pages, place comments in response and share the content to others.
- The aim of both platforms is to make your messages useful and interesting to people and organisations who follow you. Twitter and Facebook can therefore both be helpful to organisations with information and events to promote. Forget the idea that they are all about people posting photos of holidays and plates of food – the topics are infinite! Simply follow accounts and people that interest you, and you will find your Twitter feed / Facebook page packed with things you enjoy; from up-to-the minute news updates and local event details, to ideas, advice and opinions, fun competitions, quizzes and photos – and much more.



Why have we chosen Twitter and Facebook?

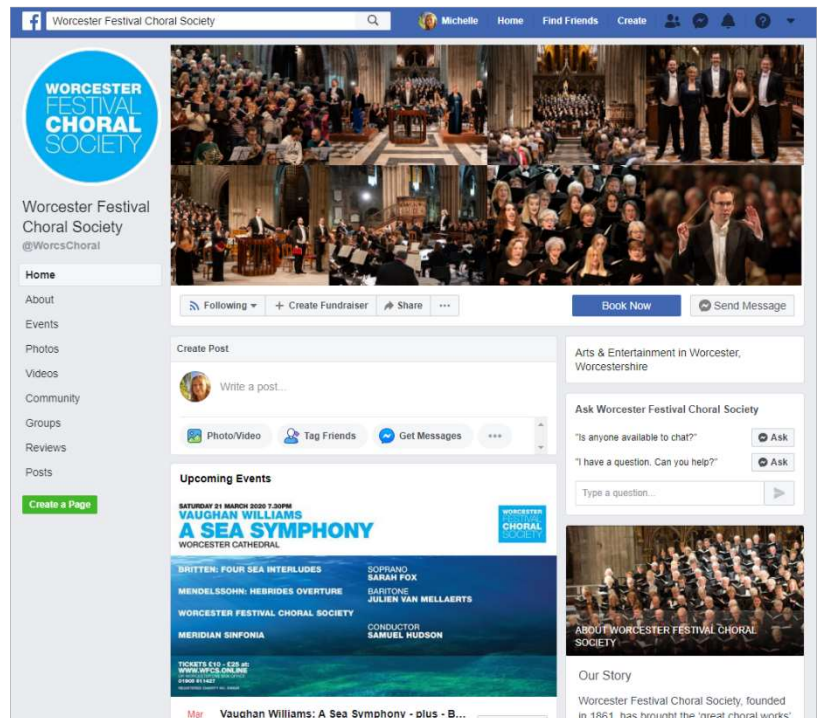
- Twitter and Facebook are extremely widely used social media platforms through which we can reach the most relevant people, free of charge, as frequently as we wish. For example, almost 45 million UK residents currently use Facebook: 67% of the population – many of whom are middle-aged and upwards (like it or not,

our main audience!). Twitter is used by more than 20% of the population – including many useful organisations, businesses, charities and music-related users.

- By regularly placing interesting, relevant information on these platforms we stand a good chance of being 'Liked' and 'Followed' by people who are either directly relevant to us, or who know/influence other relevant people – thus spreading the message.
- In the case of WFCS for example, we follow, and are usually followed by, other users such as Worcester Cathedral, Worcester News, BBC Hereford & Worcester, Samuel Hudson, our soloists, many concert goers, many Chorus members, other choirs and orchestras, the Three Choirs Festival, Making Music, the Vaughan Williams Society etc etc. The content they post can be useful to us, and they in turn can share our content with their own followers.

How about Instagram, YouTube etc?

- In the future we might well set up other social media accounts on (for example) Instagram or YouTube, but for now Twitter and Facebook meet our audience needs, suit our kind of content, and are our first priorities.



How do you build 'followers'?

- As an organisation on Twitter and Facebook, our aim is to be 'Liked' or 'Followed' by as many relevant, interested individuals and organisations as possible. When they see our posts, they not only become aware of our events etc, they also have the opportunity to 'Like' and/or 'Share' these posts to their own friends and followers. This means that our WFCS information and concert news etc is seen by many more people than would be possible on our own!
- To gain lots of relevant followers, we therefore need to post good quality, relevant content to interest our target audiences. We also follow other people and accounts who interest us. Those people and organisations will then often follow us back; continually building our reach.

What does WFCS post on Twitter and Facebook?

- WFCS aims to place posts/Tweets several times a week, all year round, to maintain our presence. Principally, we use both platforms to promote its concerts and events. For example, we might post details of our concert and Come & Sing dates, soloist photos, music snippets, composer notes etc. to catch the eye of potential concert goers. And we always include a link to our website, to enable people to book tickets there and then!
- A month before each concert we spend around £25 per concert on Facebook, to create a special 'video' advert targeting Facebook users in (say) a 25 mile radius of Worcester who love classical music or singing, or attend plays etc, but who aren't necessarily already following our page. This helps us reach more relevant people, cost-effectively

- We recently used social media very successfully (alongside traditional media PR) to find new Tenors to join our ranks – and three, fabulous new Tenors have since joined WFCS as a direct result
- After concerts, we always use Twitter and Facebook to showcase lots of lovely photos from concert night and thank all who took part
- At other times, we might share a wide range of content posted by other sources, such as music-related quizzes, news of special events in the County, updates from Worcester Cathedral, County Council etc, flooding alerts, charity successes etc – all designed to interest our regional target audiences, invite feedback and build an engaged audience
- We often also 'tag' (mention) other relevant organisations' account names in our Tweets / posts as a useful way of gaining their attention and sharing our key messages more widely.

How can I see what's happening and make a difference?

- To see / share our social media posts you simply need to have an email address and set up your own Twitter or Facebook account. (This is free and is easily managed from your PC, Mac, laptop or iPhone etc to see posts from whatever people and organisations interest you – not just WFCS!) Then simply 'Like' our FB page / Twitter account to see everything we post – and if you choose, to share it on to your own friends and followers.



If you are on Facebook, please [Like our Facebook page www.facebook.com/WorcsChoral](https://www.facebook.com/WorcsChoral) and Like/Share our posts to your family, friends and music-loving contacts.



If you are on Twitter, please follow our WFCS Twitter feed www.twitter.com/worcschoral and Like/RT our messages to the wider world.

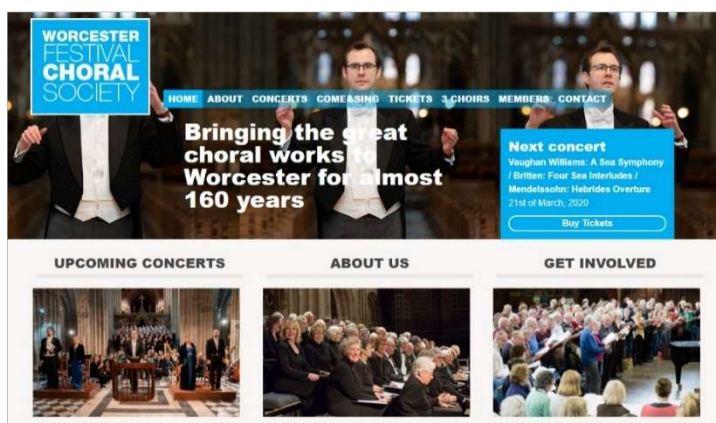
Why I find Social Media useful

by Joanna Clutterbuck (S)

"I use social media both personally and professionally. Working in healthcare social media is extremely useful in terms of finding out about new research that may change what we are advising patients. By following experts in the various areas for which I am responsible I can find out when guidance changes and when new research is published much more quickly than previously. It also allows me to share this with other people very easily.

Personally, other than keeping in touch with friends, I also share what we are doing as WFCS and the Three Choirs; the more people that do this, the more the word is spread about our activity which hopefully translates in to increased ticket sales. Also it has the advantage of finding out what other choirs are up to and other events that are taking place locally."

... AND DON'T FORGET OUR NEW WEB ADDRESS!



As well as being the place to buy our concert tickets online, the WFCS website is continually updated with concert and event information, latest news releases, audience testimonials and Chorus member dates, updates and information. If there are ever any emergency messages you'll also find them here, as well as on our Facebook page.

Please visit often – and mention it to your friends – to make the most of this great resource!

www.wfcs.online

WORCESTER THREE CHOIRS FESTIVAL 2020:

Saturday 25 July - Saturday 1 August 2020

Sam Hudson is Festival Artistic Director. Ben Cooper is Festival Chairman. Sam has described the 2020 Festival as shaped by the concept of journey and the 400th anniversary of the sailing of the Mayflower. He features music by American composers including Horatio Parker, the first American composer to feature at a Three Choirs Festival, in 1899. Elgar premiered the *Enigma Variations* at that Festival.

The opening concert on Saturday 25 July will include Copland's *Fanfare for the Common Man* and Elgar's *The Music Makers*. The concluding concert on Saturday 1 August will include, in Beethoven's 250th anniversary year, his *Calm Sea and Prosperous Voyage*, Vaughan Williams' *Songs of Travel* and Walton's *Belshazzar's Feast*. Other notable concerts events include an English Symphony Orchestra double bill on the morning of Wednesday 29 July 2020 featuring Philip Sawyers' *Mayflower on the Sea of Time* and Beethoven's *Seventh Symphony*. (Elsewhere in this issue of the *Choral Chronicle* we draw your attention to the world premiere of the Philip Sawyers work in Worcester Cathedral at 7:30pm on Saturday 25 April 2020).

THREE CHOIRS FESTIVAL WORCESTER 25 JULY – 1 AUGUST 2020					
	EARLY	MORNING	AFTERNOON	CATHEDRAL EVENINGS	LATE
25 July SAT	CONCERTS AND EVENTS FOR FAMILIES ALL WEEK: Including the world premiere of Jonathan Dove , author Zeb Soanes and illustrator James Mayhew's first live concert adventure for Gaspard the Fox with orchestra-in-residence, the Philharmonia	 Festival Opening Service Festival Eucharist: Vierne Messe solennelle	 National Youth String Orchestra in Tewkesbury Abbey. Programme to include Howells Concerto for String Orchestra and Beethoven Grosse Fugue	 Copland Fanfare for the Common Man Nico Muhly Senex puerum portabat Stephen Paulus Sea Portraits Elgar The Music Makers <i>Marta Fontanals-Simmons, Samuel Hudson (c)</i>	FESTIVAL LATES INCLUDE: Fenella Humphreys playing Paganini and other solo violin caprices Poet Nicola Harrison and her band in epic poem <i>The Becoming</i> Lay Clerks in Concert The Basin Street Brawlers and choir in a night of spirituals and jazz Early music soprano duo Fair Oriana
26 July SUN					
27 July MON		 Celebrity Organ Recital: David Briggs plays Vierne , his own 'Variations on the A Train' and an improvised symphony with themes from the audience.	 Robert Plane and the Elias Quartet : Howells Rhapsodic Quintet Beethoven String Quartet No 11, 'Serioso' Bliss Clarinet Quintet	 Gabrieli Consort and Players conducted by Paul McCreesh present Purcell's <i>King Arthur</i>	
28 July TUE	BREAKFAST TALKS INCLUDE: The art of reconstructing forgotten scores Louis Vierne and blind musicians Worcester's Mayflower connections The English Choral tradition in America	 Roderick Williams , Adrian Partington (c) and the Philharmonia Chamber Players tell the tale of the Spanish Conquest's voyage to South America in Colin Matthews' The Great Journey	 "Beethoven, Wordsworth and the French Revolution" with David Owen Norris , Zeb Soanes , and the Jupiter Ensemble Beethoven Violin Sonatas and contemporary reflections from Daniel Tong and Krysia Osostowicz	 Dobrinka Tabakova Centuries of Meditations John Rutter Visions Britten Saint Nicolas <i>Three Choirs Festival Youth Choir, Worcester and Gloucester Girl Choristers, Joshua Ellicott, Geraint Bowen (c)</i>	
29 July WED		 English Symphony Orchestra Double Bill: Philip Sawyers Mayflower on the Seas of Time Beethoven Symphony No 7 James Francis Brown Symphony (premiere)	 The Orlando Consort sing music from the lifetime of Joan of Arc to accompany Carl Theodor Dreyer's stunning 1928 silent film <i>La Passion de Jeanne d'Arc</i>	 Mendelssohn Hebrides Overture Copland Appalachian Spring Gilbey Odysseus <i>Ruby Hughes, Njabulo Madlala, Adrian Partington (c)</i>	
30 July THU		 The Linarol Consort of Viols and James Gilchrist present music from the court of Maximilian in "Will niemand singen?"	 Vocal ensemble The Marian Consort : Scarlatti Stabat Mater Dani Howard new work (premiere) Gabriel Jackson Stabat Mater	 Beethoven Egmont Overture Howells Cello Concerto Elgar Symphony No 3 <i>Guy Johnston, Anna-Maria Helsing (c)</i>	
31 July FRI		 Matthew Schellhorn gives a recital of recently discovered piano works by Howells .	 The Three Cathedral Choirs of Gloucester, Hereford and Worcester : Bach Magnificat Buxtehude Membra Jesu Nostri <i>David Stout, Benjamin Esalunga</i>	 John Adams Short Ride in a Fast Machine Erik Satie The Pleiades Gabriel Jackson Festival Commission (premiere) <i>Nick Pritchard, David Hill (c)</i>	
1 August SAT		 National Youth Choir of Great Britain sing Tallis' <i>Spem in Alium</i> and music by Matthias , Roxanna Panufnik , Kerry Anderson , James MacMillan , Eriks Ešenvalds and John Caskin .	 ORCHESTRA-IN-RESIDENCE philharmonia orchestra	 Ireland A London Overture Beethoven Calm Sea and Prosperous Voyage Vaughan Williams Songs of Travel Walton Belshazzar's Feast <i>Božidar Smiljanić, Samuel Hudson (c)</i>	

The Three Cathedral Choirs present the Bach *Magnificat* and the Buxtehude *Membra Jesu Nostri* at an afternoon concert on Friday 31 July. A significant feature of each Three Choirs Festival is the Evensong which the three Cathedral Choirs sing together. This is usually broadcast live on BBC Radio 3. In a striking innovation at this service at this Festival, which will deservedly attract national attention, girl choristers will sing with the adult Cathedral Choirs.

In recent years Three Choirs Festival Artistic Directors have provided a platform for youth. The Three Choirs Festival now supports a Participation Manager facilitating this objective. The Festival is, as Sam nicely puts it, "mindful of those more recently embarked on their musical journeys."

The Worcester Contingent of the Festival Chorus will commence their rigorous rehearsal schedule in the early summer. Let's all support them! Look out for booking opening soon: www.3choirs.org

DIARY OF A CONCERT DAY

We are on the platform in the Cathedral. Sam Hudson is about to stand us up to perform our Concert. As my Editor's leaving tribute to my colleagues on the WFCS Committee I would like to reflect on their work behind the scenes which has brought us to this moment. Committee members' details are set out on Page 13, so I refer to them by first name alone. I also mention others who contribute preparatory work.

Toby Hooper



WORKS, SOLOISTS & ORCHESTRA

It all starts way ahead. Ben, Lesley, David and Sam discuss and decide the concert programme for the season. This is necessarily far in advance of the commencement of the season, for the making of arrangements and to tell us what we can look forward to. The programming exercise is multi-dimensional, involving careful choices about opportunity and challenge for Chorus and audience, delicate costings, and the choice and availability of soloists and the size and make-up of the orchestra.

Within the costings Lesley prepares the contracts for soloists and orchestra. Lesley deals with soloists' agents; David agrees the orchestra fees with the Meridian Sinfonia manager, Richard Thomas. Lesley arranges the hire agreements with the Cathedral underpinning rehearsals and performance. Jenny sources the vocal scores,

sometimes necessarily from more than one library. All the while Sally has enrolled us, arranged our auditions, and maintained the registers validating our appearance on the platform on Concert Day. Sue has devised and arranged our social programme. For valuable fundraising Deirdre Myers (A) has run the 100 Club and Ruth Reeves (A), Penny Searley (A) and Mary Kenchington (A) have looked after the raffle. Throughout Lesley has guided the administration, and David has stewarded our finances.



2019-20 Committee members (in addition to Toby)
Top row L to R: Ben Cooper, David Norledge, Lesley Bellerby. **Middle row:** Jenny Brumhead, Judy Jenkins, Sally Rees. **Bottom row:** Anne Renshaw, Sue White, Michelle Whitefoot.

MARKETING

Alongside this activity Michelle co-ordinates publicity and promotion for the Concert, starting up to 6 months in advance, including registering 25+ online events listings, writing and issuing long- and short-lead regional media news releases; preparing and issuing two promotional Mailchimp e-shots to our past ticket purchaser database (plus Chorus members via Sally); and continually updating the WFCS website with a rolling masthead, concert info, poster, soloists photos and news releases. Publicity nowadays extends to running regular promotional, tagged posts on Facebook and Twitter including

messages to Classic FM, BBC Radio 3 and BBC Hereford & Worcester, setting up a boosted promotional post on Facebook to reach targeted users beyond our own Facebook followers. Michelle also circulates details to likely organisations that might promote the concert such as the Vaughan Williams Society and the Diocese. She organises a Chairman's BBC radio interview and sometimes a local press ticket competition. She briefs the photographer (about whom more later). She monitors poster visibility at various display locations and liaises with other concert organisers to arrange distribution of our concert flyers at suitable events taking place before ours. She sometimes invites useful media and marketing-related concert guests, and co-ordinates relations with WFCS hospitality sponsors Côte Brasserie about each concert prize draw (and about that more later also).

Supporting Michelle, Anne spearheads the creation and production of publicity materials throughout the year, liaising closely with our designer and the printer on Concert publicity posters, Patrons materials, new season poster, Come & Sing materials and annual bookmark. Leon Joynes (T), a former WFCS Chairman, then picks up and makes these available to members, to the Cathedral and to our poster distributors Direct Publicity. Sally

circulates soft copies of this artwork to Chorus members and other regional choirs and contacts for e-forwarding.

PATRONS

Anne also manages the fundraising arrangements of the Patrons scheme, for renewals and new joiners, and, with Judy and her husband Andrew Jenkins, the allocation of seating in anticipation of Judy's and Andrew's ticket selling operation. It is Anne who you see setting up and providing the Patrons refreshment during concert intervals.

TICKETING

And what particularly of the ticket-selling operation? Well, each June and July, Judy checks the WFCS seating plan with the Cathedral to ensure continuing compliance, and checks ticket prices with David. Judy then prepares the WFCS seating plan for the TicketSource online ticket selling facility which Judy and Andrew devised in 2016 and which the Committee believes has been such a significant boost to our ticket sales. Judy calculates and reserves an appropriate ticket allocation for Worcester Live to sell at their Huntingdon Hall box office, having negotiated and signed a service contract with them. Judy has also to reserve Patrons seats on the basis of information which Anne provides. All this requires completion before ticket sales go "Live" on 1 September. Judy factors into the ticketing process complimentary seats for invited guests who we know are helpful ambassadors for WFCS, and any special arrangements for those requiring assisted access seating and for their carers. She also collates the list of ticket buyers opted-in to each Côte Brasserie pre-concert dinner prize draw.

From the start of each Season to each Concert Day Judy collates sales from TicketSource and Worcester Live and prepares weekly totals for Ben and David. Thus we can be informed about sales progress at rehearsals.

PROGRAMMES

Several weeks in advance of each Concert, Michelle researches and writes the Concert programme, including music and composer write-ups, co-ordinating contributions from relevant Committee members and soloists. Lesley provides the Meridian Sinfonia orchestra names. Michelle also sources the photos for inclusion and co-ordinates the reciprocal advertisers.

Jim Norris (T) procures and co-ordinates the paying advertising for the Concert programme, securing new and existing advertisers as well as their artwork. And it is Jim who initially master-minded the popular and successful Côte sponsorship and Prize Draw initiative with the support of Ben and Michelle.

Michelle then works with our designer on the programme artwork, and with the printer on production. Leon collects the printed programmes and makes them available to Chorus members at the preceding Monday rehearsal and at the Saturday rehearsal, and to audience members on Concert day (with Cathedral stewards selling them, as to which, again, more later).

On the day before Concert day David, Judy and Jenny work together on the ticket float arrangements for the on-the-door ticket sales and for the audience programme selling.

IT'S CONCERT DAY!

Between 10:00am and 1:00pm Lesley marks out the seating places on the platform and lays out the seating registers. She has settled the Chorus seating layout after taking advice from Sam. Judy and Andrew, often ably assisted by other members of their family, mark out the audience seating rows and numbers.

Lesley liaises with the Cathedral Verges and arriving orchestra and soloists until our employed Concert Manager, currently Lucy Potter, takes over at 12 noon and is responsible for the orchestra layout in conjunction with Sam as well as for looking after orchestra members and soloists for the duration of the rehearsal and of the Concert. Not all are familiar with the glorious labyrinth of this great Cathedral and its precincts.

Also around 1:00pm Michelle sets up our two WFCS promotional banners in the Cathedral to catch the attention of Cathedral visitors during the afternoon rehearsal and puts up other posters around the Cathedral highlighting the evening's event.

We rehearse. Then Sue caters the soloists and orchestra teas in the Song School. She brings in all necessary tea urns and other hardware, and all the refreshments. She co-ordinates Chorus members' contributions of sandwiches, sausages, cakes and other nourishment which I have it on good authority from soloists and orchestra alike contribute to making a WFCS Concert known to be a very good gig.

When the Worcester Live box office sales close at 5:00pm Judy prints out an up-to-the-minute seating plan showing seats available to be sold on the door.

There is a rush of activity before the Concert.

The Cathedral Choir Association set up the interval refreshments for the Chorus. Anne sets up the interval refreshments for the Patrons. Michelle lays out publicity flyers or bookmarks promoting our next event on the audience seats. Jenny meets with the Cathedral Stewards at their 6:15pm briefing meeting, and hands out the programme sellers' floats which David has prepared, in the red bags which Judy has prepared, and manages audience queries. David oversees the programme selling, with Jenny and Leon in support. Anne distributes complimentary programmes to Patrons as part of their subscription package. Judy and Andrew run the on-the-door sales. Ben greets the invited guests.

Lesley shepherds us into our line-up in our seating order. We walk on to the platform. We are relieved to observe those involved in the concluding preparations scrambling nimbly up to join us.



The beginning of our Handel Messiah concert in December 2019

AND THEN WE SING!

Sam has directed and rehearsed us all term with sensitivity and purpose. Nick Freestone has tirelessly accompanied and sometimes rehearsed us also. Ed Jones has added his support. Now it's down to us.

Michael Whitefoot, the professional photographer (www.michaelwhitefoot.co.uk) who provides his services free of charge to WFCS, photographs and films the Concert, as he has done for the rehearsal, discreetly and

unobtrusively capturing during the day some 2000 images - from which he later selects the best for our marketing and PR use, and, greatly beneficially to our coffers, our calendars.

After the concert, Jenny collects and sorts the scores for prompt return to their hirers in a demanding logistical operation the following week. All, with the Cathedral Stewards, help to pick up the labelling and other left materials while the Vergers and the Cathedral service team rearrange the Nave for the next day's services.

On the Sunday Judy counts the ticket and programme money and later banks it. Judy and Andrew crunch the ticket sales numbers and report to the Committee by email that very day, for Ben and David to announce the result at the Monday rehearsal (March Concert, by email to members).

David has arranged payment of all the professionals engaged. He now collates all the bookkeeping and enters it into the accounts, and completes returns on audience numbers and income to the Cathedral Chapter Office so that the Cathedral can calculate any Performing Rights Society charges due to them.

Michelle selects from Michael's best Concert images and places a selection on Facebook and Twitter, with captions and a thank you to all participants, removes the Concert masthead from the WFCS website Home page and adds the next one, places a Concert news report on the website, and analyses click-throughs on the Facebook promotional post and website traffic.

Jim sends copies of the Concert programme to our paying advertisers for their records and as a thank you for their much-appreciated contribution in pictures and payment.

... And repeat. As WFCS has done in one way or another for 159 years. I believe that a Cathedral-linked Choral Society in the great City which is Worcester which combines this cultural heritage with the contemporary vigour and communications which WFCS boasts today can be justly proud, collectively and individually, and can look forward to a sparkling future in the music making of great choral singing.

NON-WFCS EVENTS FOR YOUR POTENTIAL INTEREST

Saturday 14 March: 7:30pm: Worcester Cathedral: Bach *St Matthew Passion*

Malvern Festival Chorus with James Oxley, Giles Underwood and The Musical & Amicable Society:

www.worcesterlive.co.uk; www.amicables.co.uk

Sunday 29 March: 3.00pm: Elmslie House, Malvern: The Hills Singers, featuring several WFCS

members: Music by Lotti, Byrd, Rossini, Rutter, Macmillan and others: www.hillssingers.com

Sunday 5 April: 6:30pm: Worcester Cathedral: Stainer *The Crucifixion*: Worcester Cathedral Chamber

Choir: www.worcestercathedralchamberchoir.co.uk

Saturday 11 April: 6pm: Old Baptist Chapel, Tewkesbury: Reflective Music for Eastertide: Purcell,

Telemann and Handel: Musical & Amicable Society, with Nicola Wemyss mezzo: www.amicables.co.uk

Saturday 25 April: 10:15am: St Martin's Church, London Road, Worcester: Ensemble Echos, featuring

Claire Horacek of WFCS on Cello: Music from a Georgian Drawing Room, Coffee Concert: Handel, Arne, Oswald and others: Admission free, charity donations invited: www.echosensemble.com

Saturday 16 May: 6:30pm: Elmslie House, Malvern: Ensemble Echos: Programme TBA:

www.echosensemble.com

Saturday 4 July: 7:30pm: Himbleton Church: Worcester Cathedral Chamber Choir: Vivaldi con Vino:

Worcester Cathedral Chamber Choir: www.worcestercathedralchamberchoir.co.uk

WFCS KEY DIARY DATES 2020-21

Friday 13 March 2020

Quiz Night & Supper: Powick Village Hall

Saturday 21 March 2020

1.30pm - 4.30pm Rehearsal
7:30pm **Spring Concert**
Britten: *Four Sea Interludes*
Mendelssohn: *Hebrides Overture (Fingal's Cave)*
Vaughan Williams: *A Sea Symphony*

Saturday 4 April 2020

9.30am for 10.15am start; finishes 4.30pm
Come & Sing workshop – Elgar: *The Music Makers*
Worcester Cathedral (Conductor Sam Hudson,
Accompanist Nicholas Freestone)
Tickets required, from WFCS website

Monday 7 September 2020

First rehearsal of Autumn Term

Monday 26 October 2020

No rehearsal: Half Term

Saturday 14 November 2020

1.30pm – 4.30pm Rehearsal
7:30pm **Autumn Concert**
Elgar: *The Dream of Gerontius*

Saturday 28 November 2020

1.30pm – 4.30pm Rehearsal
7:30pm **Winter Concert**
Handel: *Messiah*

Saturday 12 December 2020

1.30pm – 4.30pm Rehearsal
7:30pm **Cathedral Christmas Concert***

Monday 4 or 11 January 2021 (TBC)

First rehearsal of Spring Term 2021

Monday 15 February 2021

No rehearsal: Half Term

Saturday 20 March 2021

1.30pm – 4.30pm Rehearsal
7:30pm **Spring Concert**
Bach: *St John Passion*

March or April 2021 TBA

Quiz Night & Supper: Powick Village Hall

Saturday 10 April 2021

Come & Sing workshop -
Brahms: *Ein Deutsches Requiem*

Please note the permanent change in Concert Day Afternoon Rehearsal times (always subject to 'finish by' modification).

Rehearsals at St Andrew's, Pump Street: During the 2020-21 Season we may occasionally rehearse at St Andrew's, Pump Street when the Cathedral cannot accommodate us (for example on the occasion of special services). The Church is on the second floor of the building (lift available). Please listen out at rehearsals or keep an eye on the website for St Andrew's dates.

*** The Cathedral Christmas Concert:** We are delighted to confirm that WFCS has again been invited to participate in the Cathedral Christmas Concert. This is the Cathedral's event. The Cathedral organises it. WFCS are invited as guest participants. Members of WFCS participate if they choose to do so. We will be asking nearer the time for notification of intention to participate for platforming purposes.



Our orchestra, soloists and conductor for the upcoming A Sea Symphony concert on 21 March

OFFICERS & COMMITTEE

PRESIDENT
**THE LORD BISHOP OF
WORCESTER**

SENIOR VICE PRESIDENT
THE DEAN OF WORCESTER

VICE PRESIDENTS
DR CHRISTOPHER ROBINSON
CVO CBE

ADRIAN LUCAS MA

**CONDUCTOR AND
DIRECTOR OF MUSIC**
SAMUEL HUDSON

ACCOMPANIST
NICHOLAS FREESTONE

CHAIRMAN
BEN COOPER
b.cooper@lineone.net
01684 541421

TREASURER
DAVID NORLEDGE
dnorledge@moog.com
07930 982752

GENERAL SECRETARY
LESLEY BELLERBY
bellerbylp9@btinternet.com
01562 820409

LIBRARIAN
JENNY BRUMHEAD
jmbrumhead@gmail.com
01905 763299

TICKETS SECRETARY
JUDY JENKINS
jgjenkins@btinternet.com
01905 354533

MEMBERSHIP SECRETARY
SALLY REES
rees.sallyjane@gmail.com
01684 564721

PATRONS SECRETARY
ANNE RENSHAW
annerenshaw@me.com
01905 351736

SOCIAL SECRETARY
SUE WHITE
susan.white.wfcs@gmail.com
07970 597229

**MARKETING &
PUBLICITY OFFICER**
MICHELLE WHITEFOOT
michelle@whitefootpr.co.uk
01886 812779

REGISTERED CHARITY NO. 506826

www.wfcs.online



[Worcester Festival Choral Society](https://www.facebook.com/WorcesterFestivalChoralSociety)



[@WorcsChoral](https://twitter.com/WorcsChoral)

*All WFCS, Sam Hudson and Meridian Sinfonia photographs:
copyright Michael Whitefoot, with grateful thanks! www.michaelwhitefoot.co.uk*