

WIGMORE HALL

Impact Report - Aug 21/Jul 22

This report looks back on the last 12 months and what your donations helped us achieve.

During the 2021/22 Season, we continued to present a bold and innovative programme of the highest artistic quality, despite the significant challenges posed by the pandemic. Conditions for presenting concerts remained very difficult, with government-mandated capacity restrictions and travel restrictions, but despite this the Hall delivered a full season of over 450 concerts.

In 2021/22, we raised over £3 million including memberships, donations, grants and other gifts. Nearly £1 million of these funds came from legacies, and we are grateful to all those in our audience who make provision for the Hall in their Wills. Ticket sales picked up during this period, but the autumn was particularly challenging with social distancing still in place. Concert cancellations due to illness or issues around travel continued into spring 2022. We achieved £3 million in ticket sales this season – considerably more than 2020/21 – but still more than a 20% reduction on the 2018/19 Season.

Audiences from all over the world tuned into our broadcasts, as we went live from Wigmore Hall 2-3 times a week until April 2022, and at least once a week from then. Bringing the joy of music in performance to the many who cannot attend in person remains a priority.

The impact on artists was equally significant, as we were not only able to provide them with engagements, but also to be part of the wider recovery of the arts following unprecedented disruption.

Thanks to you, in 2021/22 we:

- worked with over **2,500** artists, rescheduling cancelled concerts where possible
- introduced a new **priority booking system** which allows for choosing your seat online
- created **opportunities** online and in person for people of all ages and backgrounds to participate in creative arts activity
- invest in new audiences by subsidising nearly **15,000** tickets for the under 35 age group, the highest take up ever
- **cared for our iconic building**, including the replacement of our canopy and redecoration of our public spaces



O/Modern Chamber Orchestra
© Christopher Jonas



Darius Weinberg (General Manager - Wigmore Hall Live/Media Producer) in the Streaming Room
© Christopher Jonas

Your investment matters

Returning to a full season of concerts in 2021/22 was a significant achievement for the Hall and would not have been possible without support from our public and private funders.

The return of International Artists

John Gilhooly appointed 9 Associate Artists in 2021, many of whom made their debuts during the 2021/22 Season. Although international travel was limited for part of that season, we were able to welcome back artists from outside the UK, covering their additional costs and dealing with Covid requirements.

Rescheduling cancelled concerts

Many concerts were cancelled in 2020 and 2021. Our aim is to reschedule these wherever possible, as well as maintaining our existing commitments and adding to these going forward. Many cancelled concerts were slotted into the 2021/22 Season.

A Hall for everyone

This season saw an increasingly diverse Wigmore Hall programme, with the breadth of repertoire on offer greater than ever before. Cutting-edge contemporary composers, rediscoveries of music overlooked by history and our commitment to supporting innovation in performance all combined to create a season characterised by highlights such as concerts by Elaine Mitchener, Héloïse Werner of The Hermes Experiment, Kaleidoscope Chamber Collective, Nitin Sawhney and Christian McBride.

The African Concert Series came to Wigmore Hall for the first time in February for a day of music spanning countries, centuries, and cultures, and will make the Hall its home from 2022/23.

Continued Broadcasts and an expanded video library

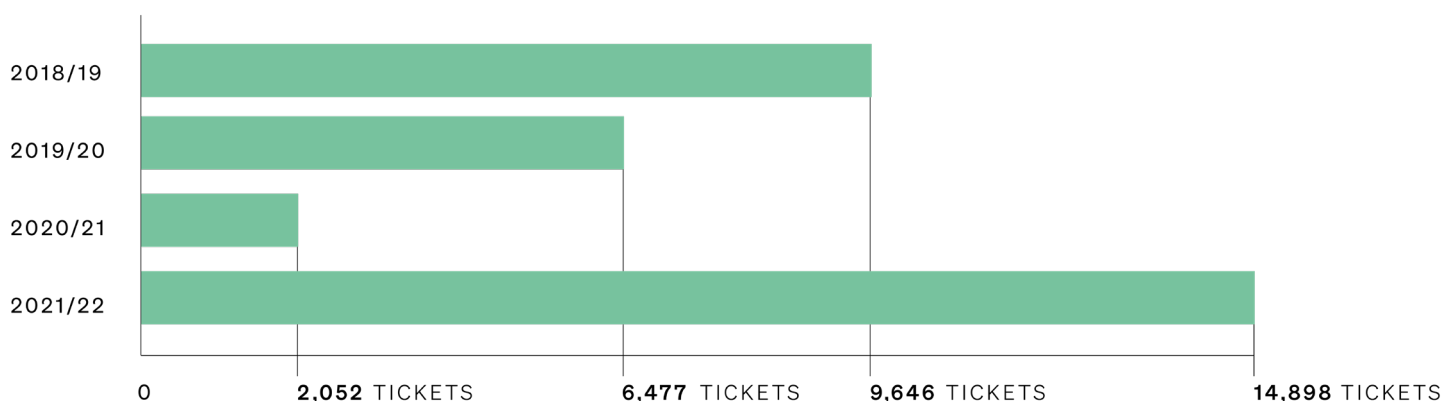
Thanks to your donations, we continued to broadcast throughout the season – at least 2 or 3 times a week until Summer 2022. Each of these broadcasts cost around £3,500 (not including artist and other operational costs). Each concert can cost £10,000-£20,000 overall. Our aim was to make live music making and a library of content available to audiences all over the world, accessible for free. Our live streams, in combination with regular radio broadcasts, meant that Wigmore Hall's profile remained high, and helped draw back audiences in person.

New audiences

We have seen a significant increase in new audience members – people introduced to the Hall for the first time by the live streaming programme, the ever-expanding scope of our concerts or by the highly successful Under 35s scheme. In association with Classic FM, this scheme offers £5 tickets to many concerts throughout the season for those under 35.

£5 U35 TICKETS SOLD :

SEASON



Learning & Community

Over the past year, Wigmore Hall Learning successfully navigated uncertainties that arose due to changing Covid regulations to deliver 461 events and 13,280 engagements, across our Music for Life, Schools, Young People, Families and Pathways programmes.



Family Workshop © James Berry

Our Learning team ensured that each strand of the programme continued to be delivered to the highest quality, despite challenges such as rising Covid cases and outbreaks in partner care homes and schools.

Thanks to our well-developed online practice throughout lockdown and robust risk assessments, we were able to respond and adapt quickly to ensure the safe delivery of all activities. We returned to in person activity whilst maintaining an online programme for those who can no longer attend in person, particularly people living with dementia who participate in our Music for Life programme.

A more lengthy report on the Learning Programme and each strand of activity is available on request. Please contact Marie-Hélène Osterweil in the Development Office mhosterweil@wigmore-hall.org.uk or 020 7258 8229.

- Wigmore Learning won ‘**Best Family Arts Activity Award**’ for our early years practice
- **our Learning Festival** (February 2022) welcomed 671 participants and audience members including families, school groups, young people and people living with dementia
- we launched a **£1 ticket scheme** for families who face financial barriers to participating in arts activity
- a former partner school, with whom we have continued to work, became the first school in Tower Hamlets to be **awarded a Platinum Artsmark**, accredited by Arts Council England
- we introduced **BSL interpretation** to our family concerts

Thank you for your support.

Finances

While over the course of the season audiences began to return in greater numbers, ticket sales remained low by comparison with previous years. In 2021/22 Box Office made up only 50% of our unrestricted income, making grants and donations an essential part of our funding.

In 2021/22 income remained at a similar level to 2020/21 (where severely reduced ticketing income was boosted by unexpected legacies and investment gains). However, expenditure increased from £5.2 million to around £7.2 million, as we returned to a full concert programme. Costs across our operations have already risen by around 30% as concerts return and we are doing everything we can to mitigate inevitable increases as the year progresses, although the surge in energy costs will affect us adversely. Cleaning and maintenance costs have also risen as we deal with a post-Covid environment.

Ticket sales in 2021/22 increased significantly from the previous year to around £3 million. However, this still represents a more than 20% reduction from 2018/19 (our last uninterrupted season pre-covid). Steadfast support from our donors meant that we were able to match this in philanthropic income – including membership donations, grants, major gifts and online giving. This was bolstered by our annual grant from Arts Council England of £305,878 and £350,000 drawn down from Wigmore Hall's Endowment Fund to support artistic projects.

Our Audience Fund is growing, and we are very grateful to the many Friends and members of our audience who contributed to our concert programme through our annual appeal. We raised £158,000 in 2021/22. This season also saw the launch of the Wigmore Ensemble, a group of donors dedicated to supporting the Hall's recovery over the next 3 years. So far, there are nearly 160 members, who contributed over £200,000 over the last 12 months helping to support 40 concerts in the season.

A full statement of financial activity will be available to download once our annual accounts for 2021/22 are published in 2023.

Our plans for 2022/23:

- we will provide **20,000 subsidised tickets** for young people, as part of our ongoing commitment to rebuilding and expanding our audience
- we will continue to **invest** in young artists and emerging talent, helping to secure the artistic future of the Hall as well as providing support for new voices
- **vocal recitals** will form a central pillar of our programming, building on the Hall's lifelong reputation as a leading venue for song. Our investment influences the booking of song recitals across Europe, and preserving this unique artform remains a priority
- we will maintain and grow the scope of our **Chamber Music, Piano and Early Music series**, which continues to be at the forefront of programming worldwide
- there will be **residencies**, giving well-known artists the opportunity to create and collaborate in concerts across a wide range of genres
- our **9 Associate Artists** continue their collaboration with the Hall, each performing 2 or 3 concerts each season

'Once again, thanks to the vital generous support of our donors, we raised over £3 million in the 21/22 concert season. This loyalty in a time of global uncertainty gives us a measure of confidence for the future, and last season we were able to plan almost 500 concerts and hundreds of Learning events. Your help keeps Wigmore Hall at the forefront of the international chamber music world, and as a living, vibrant (and online) hub for musicians and music-lovers nationally.'

John Gilbooly