



THE SOCIETY OF RECORDER PLAYERS

Registered Charity No.282751/SC038422

President : Jonathan Dove

Annual Conference Friday 12th April 2019

Officers' Reports

This document consists of reports by Officers to the SRP Annual Conference 2019. There are reports from:

- The Chairman
- The Membership Secretary
- The Country and Overseas Secretary
- The Publicity and E-News Officer

Chairman's Report

As a Society for members to meet and play together on a regular basis, the Society has continued to do well and more than 1,400 members have gathered throughout the year at our 52 branches, at playing days and workshops organised by branches and in informal groups. Membership continues to grow slowly year on year and the slow decline of membership in past years has slowed. The festival this year in Durham has attracted almost 250 players, and the varied programme promises to provide many opportunities for playing and listening to music. The Festival will include a Festival Fringe, providing a platform for young performers and the opportunity for our members to hear music of the highest calibre.

The past year has also seen the introduction of some new initiatives that were discussed and agreed at conference last year.

I am especially pleased to see that the finals of our new Composers Competition will take place at the Durham Festival, and will help significantly to enhance the recorder repertoire. The standard of entries was very high, and we will hear the finalist pieces performed in Durham and Jonathan Dove our President will select the winners. The success of this new competition was due entirely to the hard work and dedication of Evelyn Nallen, Barbara Law and the Durham Festival Organisers. Several branches contributed prize money to the competition and I am grateful to Cambridge, Suffolk, Lincolnshire, Durham and Newcastle Branches all of whom contributed.

As agreed at conference last year, we have continued our support for the SRP/Moeck Solo competition with a winners concert taking place in 2018 at the Early Music Show, and planning is now well underway for the 2019 competition.

The Schools Affiliation Programme has not enjoyed the take up that I had hoped for, but there continues to be support for it, and with volunteers prepared to help take it forward it could and

should become a key activity for the Society, helping to promote the recorder and its music in Schools.

We have continued to support Young Players with our Walter Bergmann Fund, although our WBF committee would welcome more applications.

While our conference delegates will elect new committee members this year, we have seen some significant committee departures during the year. David Rollason who was elected as Secretary last year decided to step down from the role, but has continued to work tirelessly in the organisation of the Festival. April Munday was appointed by the committee to take on the role of temporary secretary while we await the election of a new Secretary at the conference. Ulli Burchette our long standing Treasurer will also step down after many years of hard work and service to the Society in this key role.

I too have decided not to stand for re-election at conference, and I wish to thank the current committee for their support of the Society during my tenure, and wish the Society well under its new leadership.

Vic Morris
Chairman

Membership Secretary's Report

I would like to thank both David Rollason (previous Membership Secretary) and Anthony Hall for their support and advice both during and after the handover of roles, and also Ian Davies at Recorder Music Mail for his patience and help. I am also very appreciative of the hard work carried out by Branch Secretaries and Branch Treasurers in updating membership data and in many cases making the step to online entering, rather than submitting by spreadsheets. This time last year some 18 branches were editing online and this number has now doubled and currently stands, very impressively at 36 branches. Entering data online is very straightforward, allowing easy marking of renewals and editing of members details whilst at the same instantly updating the monetary totals of branch subs and donations. This direct and immediate financial feedback can be a very useful tool for branches and whilst the spreadsheet system efficiently served its purpose it did have potential for errors in both the editing and sending process. I hope that by September 2019 all branches will be successfully entering and editing membership data online and I am very happy to provide all the support that is needed in order to achieve this. Please can committees electing new members who will have responsibility for handling membership make them aware that editing online will now be the process used. The exchanging of spreadsheets between branches and the Membership Secretary will no longer be used for updating membership details.

Branch Membership Data (*excluding Central Members*)

At this point in the year branch membership is currently 1291 compared to 1290 at the end of the previous membership year. Please note that this is the total for branch membership only as central membership figures will be reported separately. Out of the 50 branches, 12 branches have exactly

the same number of members, a further 28 branches have very minor fluctuations and 5 branches have more significant losses. Newcastle, Guildford, Oxford, Cambridge and Sheffield have the highest increases in members.

Adult Branch Members	Household Branch members	Young Person/Student Branch members	Life Branch Members	Total
1160	110	14	7	1291*

* This figure includes the 33 members who joined at the reduced rate in January 2019

Membership List

Membership data for 2019 is being finalised and in order to make sure it is accurate please could each Branch Secretary or Treasurer (depending on who handles membership) ensure that members’ addresses and contact details are up-to-date and that preferences (ie ‘name only’ requests) for the members’ listings have been accurately noted. It has become evident that many UK societies and clubs have moved away from distributing printed membership lists and switched to online password controlled (read only) access to members’ details on their websites. This is something we will be looking at for the future as we review our compliance with current Data Protection Regulations. By moving to an online membership list greater accuracy could be maintained as members would be able to request that their data be updated or restricted at any point if required. However, developing the membership system capability in order to implement this would take time and could not happen immediately.

Penny Clarke

Country And Overseas Secretary's Report

Current membership figures: (with figures from April 2018 for comparison)

	Ordinary	Household	Student	Life	Total
UK	81 (69)	10 (12)	8 (7)	2 (2)	101 (90)
Rest of Europe	9 (10)	0 (0)	0 (0)	0 (0)	9 (10)
Rest of World	5 (4)	6 (6)	0 (0)	0 (0)	11 (10)
Totals	95 (83)	16 (18)	8 (7)	2 (2)	121 (110)

Corporate Members: 2 (4)
Orchestras and affiliated groups: 26 (23)

Sandra Foxall

Publicity and E-News Officer's Report

The SRP's Brand Identity

The SRP has several channels that we use to communicate to members that each have their own particular purpose and use case. After working closely with the Web Editors, on the website redesign, I took the green and white colour scheme and font styles used and replicated it across our platforms to create a cohesive brand identity.

The website provides a central hub for perennial content that lets prospective members know who we are and how to get in touch with local branches. It also lets users find out more about the central Society through the minutes of meetings and recorder playing as a whole.

The blog and email alerts that can be accessed through the website sends instant updates for events and other SRP content that users can view whenever they want.

The Facebook Group helps to build the recorder community with members sharing videos and others commenting on what they think. It gives a platform for members to talk about the recorder with like-minded individuals.

On the Twitter account, I mainly use it to connect with other recorder musicians, groups and businesses such as the Early Music Shop and Palisander. I also retweet (post other people's content on our account) funny music-related posts and instructional videos such as Sarah Jeffrey's tutorials.

The eNews gives subscribers a monthly update on the current events one can go to and details on the day to day running of SRP such as current vacancies and festival updates.

The Magazine is for a broader quarterly overview of how the SRP as an organisation is progressing (i.e. the direction we're going in) and our initiatives such as the Schools Ambassador Programme for example. It's also to look back and review how our large events went such as playing days and festivals.

Publicity – Social Media and Flyers

Over the last twelve months, I've published and reposted content on our Facebook group and Twitter account as well as create flyers to advertise us at recorder events.

Twitter has been the main social media channel I've posted on. By cultivating engaging content from prominent recorder influencers, I've encouraged them to return the favour and create posts that mention us. These influencers have thousands of followers that will be exposed to the Society. Benslow and the Early Music Shop are examples of this with their tweets achieving over five thousand impressions.

I also retweet funny music posts that will be picked up by the wider musical community. As noted in my previous Conference report, humorous posts are very popular, and they will help us connect with other musicians.

I aim to post one tweet a day, so I don't bombard our followers but is often enough to appear active to users. The other half of the content that is released on Twitter is automatic. Any blog post that the website hosts is then automatically sent to our Facebook group and Twitter account. This provides a good balance between our content and other people's.

Physical advertising is also a great way to attract people that wouldn't ordinarily be interested in recorder playing or aren't online. I took inspiration from the old flyer and modernised it to fit with our new brand identity and included some of our new initiatives. It was included in the program for a concert for Sophie Rheam that was advertised in the Recorder Magazine.

Next month, I will design another flyer for Benslow's catalogue which has both a digital physical presence. This is a large publicity opportunity because they create over ten thousand hard copies as well as sending it to their email and postal subscribers. They have a huge client base of just under twenty thousand.

E-News – Sourcing Content and Improving Design

In addition to my duties as Publicity Officer, I've now taken over the role of E-News Editor. I updated the design to bring it in line with the new website redesign and separated the content into different sections to make it readable for those using mobile phones.

I also wanted to make eNews unique and add more content apart from text, so I started to include recorder-playing tips and images to supplement the events. However, as the popularity of the newsletter rose, the more events were requested for inclusion.

As E-News Editor, I am always wary of including too much content. Email is a briefer form of communication than a blog post or magazine insert. I don't want to supplant them or drive users to unsubscribe because it's too long. It will also make it harder for mobile users to read as they will have to scroll down a lot.

I coordinate regularly with the Web Editors to make creating the monthly eNews as seamless as possible. The main part of my workflow is to copy the events from the SRP website and those that have been emailed. Because of the recent issues they've been with events that have been emailed to me, I plan on directing everyone to submit them to the website. It makes it easier for me so they appear in one place and there's a handy page that the Web Editors have set up where anyone can submit details of events.

Currently, events are only included for the current month. This means events that happen at the start of the next month don't get included in time. In the future, I'm going to update the current format so that events for the next five weeks (an extra week) are included and link to the relevant website page to see future ones.

Louise Findlay