

Wiltshire Music Centre

Auditorium lights upgrade project

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Thursday 6th June 2019

Greening your capital projects webinar - Julie's Bicycle

Introduction to the Wiltshire Music Centre

- **30 years ago:** an ambitious vision for Wiltshire
- **Today:** a multi-purpose Centre maximising the opportunities for live music to inspire, enrich and transform people's lives
 - A 300-seat **concert hall** hosting over 160 events a year across all music genres (WMC or 3rd-party)
 - A **Creative Learning house**, with c. 30 projects delivered at WMC and across Wiltshire every year
 - A **community hub**, with many different individuals and groups practising, rehearsing every week
- **An Arts Council England National Portfolio Organisation and registered charity**
- **Built to high environmental and accessibility standards**



The auditorium lights upgrade project

- **In 2017, stage lighting system and infrastructure**
 - Dating back to WMC creation for the most part, i.e. 1997
 - Limited front stage lighting
- **On-going multi-year energy saving programme**
 - Lighting in the back stage and front of house areas gradually changed to LED
- **WMC's 20th Anniversary Appeal launched in 2017 with 3 priorities:**
 - 1. Music-making for all:** our Creative Learning programme in the community
 - 2. Artistic excellence:** bringing the UK and world's best musicians to Wiltshire
 - 3. A greener future:** new auditorium lighting



Key technical elements

- **Lights:** installing new LED lights across the stage
 - Replace 38 existing inefficient lights with latest technology, energy efficient, higher quality and fully dimmable colour LED lights (pan, tilt, colour change and zoom capability)
- **Power infrastructure:** replacing existing dimmer racks
 - Accommodate the new technology, make it more reliable and enable more flexibility for our Venue Technician
- **Control:** installing lighting control protocol DMX and splitters
 - Enabling remote-control system used to operate pre-set lighting states
 - Installing a new lighting desk to take full advantage of the new system, improve audience experience and speed up technician's workflow



Main benefits

- ✓ **Reduce energy costs**
 - 80 watts per bulb instead of the 575 watts per existing bulb
- ✓ **Reduce bulb costs and future proof the set up (incandescent lights phased out)**
- ✓ **Reduce our CO2 emissions and improve the energy efficiency rating**

- ✓ **Slightly reduce our maintenance / testing costs**
- ✓ **Simplify processes and save Venue Technician & Concert Manager time**

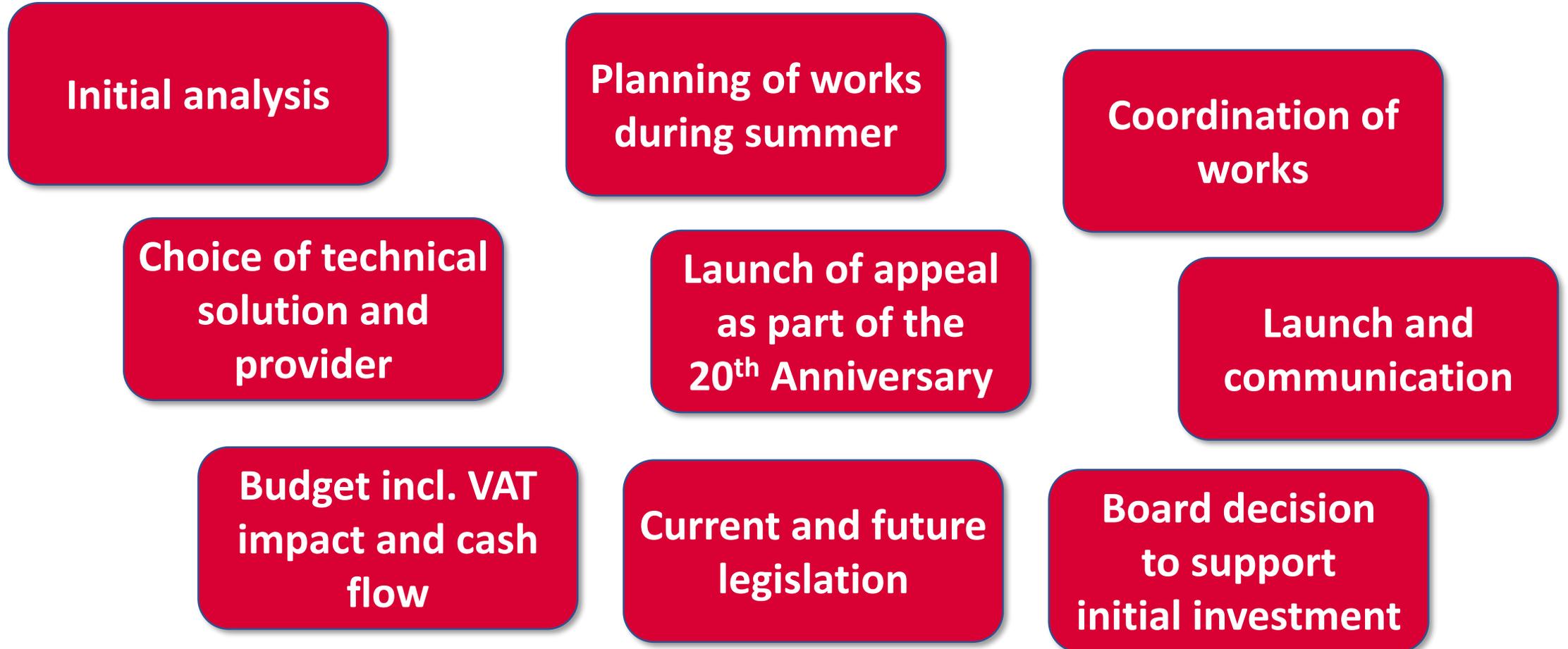
- ✓ **Improve community facilities for 60,000 people per annum**
- ✓ **Diversify the range of performances we are able to host at the Centre**

Costs

- **Overall financial cost: c. £71K + VAT**
 - First significant fixed assets costs for several years
- **Other resources costs:**
 - 2 weeks when the auditorium could not be used
 - 2 weeks of supervision and support by our Venue Technician
 - Communications and fundraising resources
 - Overall team effort



From a blue sky idea to implementation



Communications and fundraising

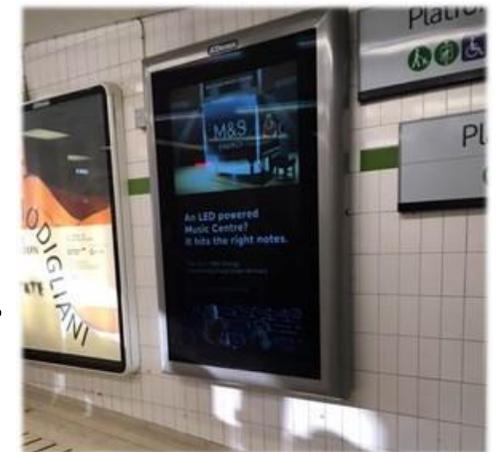
- **20th Anniversary Appeal communication**

- Specific brochure detailing the project
- Highlighted in all regular communication, speeches etc.



- **M&S Community Energy Fund**

- Community fund based on number of votes
- Involving local and regional media, sponsors, Trustees, partner school, Climate Friendly Bradford on Avon, etc.



An opportunity to connect beyond the usual supporters

- **Individual donors**
 - E.g. £5,000 donation from a volunteer
- **Companies**
 - Significant support from the Doric Group / Ashford Homes early on
- **Local initiatives and groups**
 - Bradford on Avon general
 - Climate Friendly Bradford on Avon



A busy summer



All worth it



Definitely worth it



Key insights

- **Manage expectations re. what the project actually aims to achieve**
- **Don't underestimate the amount of resources this will require from the whole organisation...**
- **...but make the most of this project to generate interest, enthusiasm and momentum inside and outside the organisation**
- **Turn the fundraising risk into an opportunity to connect with different groups and networks**
- **Always have a contingency plan: financial, operational**
- **It does not stop with the project delivery – be clear about the expected benefits and how this will be followed up on**



Q&As

Do get in touch:

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