

# *Kent Police Male Voice Choir*



## NOTES FOR CONCERT ORGANISERS



The following notes, compiled with long experience of concert staging, are intended for use by concert organisers to enable them to get the best results from a Kent Police Male Voice Choir concert.

The notes are not exhaustive but it is hoped they will provide the framework around which a successful and profitable concert may be staged.

We are here to assist you as far as possible in your project so please do not hesitate to ask any questions you may have.

## THE CHOIR . . .

KPMVC is a Registered Charity whose objectives are to assist other charities, groups and organisations to raise funds for charitable or other good causes, by the performance of concerts and to encourage the development of young musicians in Kent by offering them opportunities to give public performances as part of our concert programmes.



Scan the QR code for further information about KPMVC.

**ABOUT OUR REPERTOIRE** We have a very broad repertoire of light classical and popular music, songs from the shows, spirituals, hymns and some novelty items. Our Musical Director has sole discretion as to programme content and tries to ensure it will include something to appeal to everyone. Before the concert date you will receive details of the song titles so you can incorporate them into your printed programme if you intend producing one.

**ABOUT OUR CONCERTS** We perform 12-15 concerts per year at churches, village halls and theatres around Kent, mostly on Saturday evenings. A concert programme will usually start at 7.30 p.m. and end around 9.30 p.m. and include an interval of about 20 minutes. In each half of a concert there may be a “solo” performance. This may be by an individual or small ensemble from among our members, or may also be one or more young musicians, vocal or instrumental, whom we have invited to appear with us as a means of developing their confidence and performance skills in front of a public audience.

**WE WILL PROVIDE** the choir, consisting of up to 40 choristers, our Musical Director, our accompanist, a modern high-quality electronic piano and amplifiers.

**WE ASK YOU TO PROVIDE** the venue, which must have facilities for the choir to change into uniform, and 2 x 13-amp power sockets reasonably close to where the choir is to perform. Most organisers provide interval light refreshments for audience and choir. It is good if a member of your organisation opens the evening by welcoming the audience and the choir, then introducing our Musical Director and accompanist, after which our MD will take control of the concert.

**CHOIR CDs** The choir has produced CD albums which, with your agreement, we like to offer for sale during the intervals of our concerts.

**KPMVC “CHARITY OF THE YEAR”** The choir selects a “Charity of the Year” to support throughout the year. We like to invite our audiences to support us in this by holding retiring collections at the end of our concerts. Legally, and as a matter of common courtesy, we can only do this with the consent of the owners/occupiers of the premises concerned, and so we ask organisers if they will agree to us holding retiring collections as audiences leave the venues.

## THE FINANCES . . .

**OUR CONCERT FEES** Our standard concert fee for churches, village halls and small charities is £350. However, for our **Christmas Concert** series each year we ask for a 50% share of the concert proceeds after deduction of the organiser's expenses, with a guaranteed minimum of £350. For larger venues and organisations and for private engagements a one-off fee is negotiable.

**DEPOSITS** We do not ask for a deposit but once a concert date has been agreed and the booking confirmed, we are committed to meet the professional fees of our Musical Director and Accompanist and any solo artistes if engaged from outside the choir.

**CANCELLATION** If you cancel the concert with less than three months' notice, we would look to you to defray part of our costs with a payment of £185 unless we are able to arrange an alternative engagement for the agreed date.

**HOW MUCH TO CHARGE FOR TICKETS** This is entirely a matter for you. You know your target audience and the numbers you hope to attract to the concert. We do suggest it is wise to think in terms of couples and ask yourself what is a reasonable price for a couple to pay for two tickets. We can advise that the "going rate" currently is between £8.50 and £10.00 per head. This means that if 150 people attended at £8.50 per head, £1,275 would be raised from ticket sales alone and you might also consider holding a raffle or some other initiative to boost the income. Many organisers also offer refreshments on sale during the interval so you may like to consider this as well.

## PROMOTION & PUBLICITY . . .

**ADVERTISING AND TICKET SALES** whilst you will know the seating capacity of your venue and will not wish to over-sell tickets, it is sensible that as many people as possible are attracted to the event to maximise your fund-raising. For us, the bigger the audience the better we sing and there is nothing worse than when there are more of "us" than there are of "them"!

It is down to the organiser to *actively* promote the concert by whatever means are available to them and as far in advance of the concert as is deemed suitable. The organiser is also responsible to make arrangements for selling the tickets. Experience shows that actively selling tickets beforehand maximises the revenue for you.

Local word-of-mouth is seldom sufficient to advertise a concert and we do suggest you spread your advertising into neighbouring parishes or areas and associated organisations. We can assist with copy for posters. Local press and radio are usually happy give a mention to our concerts.

Some thoughts to help you promote your concert . . .

- ★ Publicise through other local church parish magazines and notice boards
- ★ Post details on your church's website
- ★ Place posters in post offices and local shops - supermarkets often have a 'What's On' notice board
- ★ Local radio stations are helpful in promoting events
- ★ Use social media postings
- ★ Free ad newspapers
- ★ What's On websites

Our concerts are listed on our website [www.kpmvc.co.uk](http://www.kpmvc.co.uk)

## **TIMING YOUR CONCERT . . .**

**ARRANGING THE DATE** Usually an organiser will contact us to arrange a concert without specifying a date, and we later offer one or more dates when we could attend. Before deciding on a date, we recommend that organisers consider the need to avoid clashes with other events, local, national and even international which might limit their potential audience. Such possibilities are for example your local town carnival, a concert or other major event at your neighbouring church, the World Cup Final etc. Before agreeing a concert, we will usually arrange for our Concert Manager or a member of our Executive Committee to visit the proposed venue and meet the organiser to ensure that the venue is suitable for a choir of our size, and to discuss arrangements for the concert.