

“Scanning our entrepreneurial experiences”

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Quick caveat

- Must be careful to remember that “being entrepreneurial” is not the aim.
- “Being entrepreneurial” is how we make our aims happen.
- One has to start with the objective, not the desire to be entrepreneurial.

Red Note's Mission Statement

“Red Note exists to create **equality of opportunity for all** to engage with innovative and experimental new music-making at the **highest levels of excellence** both within Scotland and beyond its borders, by **commissioning, developing** and **performing new music** to uncompromisingly high standards, and by creating and developing ways to reach **new and underserved audiences.**”

To fulfil this, Red Note undertakes two complementary strands of work

1. A **Performance Programme**, which focuses upon the development, commissioning and performance of new music to the very highest standards, and;
2. An **Access, Engagement and Participation (AEP) Programme** which focuses upon reaching and developing new and underserved audiences for contemporary music.

We undertake both strands of work with a flexible freelance ensemble of up to 20 players.

>> There are significant **cultural, educational** and **geographical** challenges to the development of access to, and participation in, contemporary music in Scotland.

>> As a consequence Red Note has followed a **creative** and **flexible** approach to the commissioning, production and presentation of new music that addresses the **challenges and opportunities** of building new audiences in Scotland, and enables us to **respond to demand** and **new ideas** quickly and effectively.

>> This includes **site-specific** and **multi-media** performances, **collaborations** with companies and practitioners from other artforms, collaborations with musicians from diverse backgrounds, presentations in **theatrical** or **visual arts spaces**, and a significant amount of work in areas with **underserved populations**.

>> We also develop new formats for our AEP programme such as *Noisy Nights*, *Framed against the Sky* and *Carnival of the DNAnimals*.

>> It also means a lot of **research**: we commission significant amounts of qualitative and quantitative research from respected academic and audience research companies into both our **potential** and **existing** audiences. This informs the development of our ideas and practices, building a greater understanding of what role new music is playing – and can grow to play – in the lives of people in Scotland.

Nearly everything Red Note does is undertaken in **partnership**.

>> Over the past 5 years we have developed a series of **key partnership relations** with particular festivals, venues, promoters, funding bodies, education institutions, researchers, co-producers and government agencies within Scotland, the UK and in Europe.

>> These partnerships are not simply passive or receptive; they are **collaborative**, and involve the **co-development** of new projects, new ideas and new initiatives for Performance and AEP programmes which we can undertake together.

>> Our primary funders are Creative Scotland, trust funds including the Esmée Fairbairn Foundation, and the PRS Foundation. About 35% of our income is from engagement fees.

Red Note has experienced **rapid growth** since start-up

- **Turnover** in 2013/14 was 10x turnover in 2009/10 - Red Note is classifiable as a “high growth” company
- **Audiences** in 2013/14 were 6 times what they were in 2009/10
- **Largest audience** for a single event: 1,400 (out-of-doors)
- **Largest number** of participants for a single AEP project: 1,900

Some things that happened recently that we're proud of:

- Our 3-concert residency at Huddersfield Contemporary Music Festival, 2013
- Our first European co-production (with LOD Muziektheater, Ghent), 2013
- Performances at the Southbank in London, at the City of London Festival, on Radio 3, at the Bath International Festival, and on BBC2 TV.
- Our first CD (*Reels to Ragas*) being included on the KLM Long-Haul in-Flight playlist (!)

Some things coming up that we're excited about:

- Our first European tour (with LOD Muziektheater), including performances at Rotterdam Opera Festival and in Orleans, Clermont-Ferrand, Ghent, Bruges, Dresden and others (2014-15)
- Our second European co-production (with L'Orchestre d'Auvergne) in Aberdeen (Scotland) and Clermont-Ferrand (2014)
- A series of 3 CD recordings with the Scottish Delphian Record Label (*Gramophone* Label of the Year 2014) (2014 and 2015)



RED NOTE



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