

AUDIENCE SURVEY

Please take 5 minutes to help us

Our survey is designed to help us gauge demand for a safe LESW21. There are a maximum of five multiple choice questions that will take you less than five minutes to answer. It really will help us understand what we need to do to best serve everyone's needs. Please click below for the survey or follow the link from the email containing this newsletter.

Thank you.



[Click here for survey](#)



The Ludlow English Song Weekend

Our proposal for a safe festival in April 2021

Live or streamed?

We have carefully considered all the options around live performance, live streaming and recorded streaming. We know from colleagues that the technical challenges with high quality streaming are surmountable but require a lot of additional specialist equipment, skill and financing. Very few streamed performances have been financially rewarding and, as a charity, we simply don't have the reserves to undertake this type of performance to a standard we would wish. Moreover, our feeling is that you want live performance that can be enjoyed in the moment in a special setting – the 'whole' Ludlow English Song Weekend experience.

Length of festival overall

Safety is at the absolute top of our list. We need to safeguard the audience, our contributors, those working with us and indeed Ludlow itself. By streamlining the programme to 1½ days and ending by no later than 7.30pm on Saturday means that the audience has the option (if they can and wish) to travel to Ludlow for the day and return home, eradicating the need to stay. Of course, this means that LESW21 will necessarily not include some smaller discussion events or a late night film. However, we are still curating four main concerts, a Young Composer open working session and one 'Thinktank' discussion event with relevant and pertinent content. That's not bad at all for a condensed but safe festival event!

Catering

The challenge and cost presented by catering safely for large groups of people is something we simply can do without and we have therefore decided to withdraw this option from our 2021 programme. We will instead be offering light refreshments at seat and an elegant pre-booked and sealed 'Afternoon Tea in a Box with Fizz' option for the Saturday afternoon. Ludlow offers a number of eateries and shops within easy walking distance of St Laurence's and, with planning, it is more than possible for audience members to organise themselves a lunch/sandwich/supper as necessary and that suits individual needs.





Venues

Given that we need to keep audience numbers low and therefore safe and also that we no longer need space for catering, we will present LESW21 only in St Laurence's Church. St Laurence's is a large, cathedral like space and lends itself naturally to safe social distancing. We look forward to returning to Ludlow Assembly Rooms in the future when we can fully enjoy the refurbished auditorium and facilities there.

Ticketing

As we have a capped number of tickets available to ensure a socially distanced layout and we believe most people will want to see a number of events, we will initially be releasing only the packaged Festival Pass tickets (details below). Tickets for individual concerts will be made available nearer the time and only if we have any spare capacity after Festival Pass sales. The additional benefit of using one venue and Festival Passes is that audience members can retain their same seating throughout various performances which is obviously safer for all.

Programmes/printing

Regardless of COVID, the industry is moving towards more sustainable methods of producing reference material, programmes etc. It is likely that we will be producing very little (if any) paper based programmes and instead will supply electronic versions to our ticket holders in advance with the option of either printing at home or reading on device in the venue. Insofar as current guidelines apply, the reduction in 'handled' items is again a safety factor for all.

Intended programme

With all the above information, you will agree that we have devised a practical yet safe solution for a live LESW21. You will also understand that with capped numbers and rising costs, LESW21 will be a financial tightrope for us and more than ever, we need your support. For contractual reasons we cannot release full programme details at this time (there are a number of our regular friends and headliners appearing) but this is the framework we are currently working on:

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|---------------------|-------|--|
| Fri 9 April | 16:00 | Young Composer open working session |
| | 19:00 | Opening Concert
<i>feat. Roderick Williams & Iain Burnside</i> |
| Sat 10 April | 10:00 | LESW Thinktank, chaired by Katy Hamilton |
| | 11:30 | Morning Concert |
| | 14:30 | Concert – The Next Generation
Feat. Young Composers, Philip Lancaster <i>Fallen</i>
and related English repertoire |
| | 16:00 | Afternoon tea |
| | 17:00 | Closing Concert |



FUNDRAISING

Please support us either directly or indirectly. We have had no income this year and whilst we have no capital costs, the standing charges for the company and Charity remain. We have widened our fundraising channels so that you can give directly to us via JustGiving AND donate indirectly at no cost to you whilst online shopping with over 4,000 shops and sites. Full details on our website:

[Click here..](#)

Or click links..

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Pricing

To this end, we have devised the following intended tickets and pricing (all prices quoted are TBC and issued as a guide at this time):

Festival Pass GOLD	All six events, afternoon tea box and £50 donation	£220.00
Festival Pass SILVER	All six events & afternoon tea box	£170.00
Festival Pass BRONZE	All six events	£155.00
Saturday Pass GOLD	Four Saturday events, afternoon tea box and £50 donation	£190.00
Saturday Pass SILVER	Four Saturday events & afternoon tea box	£140.00
Saturday Pass BRONZE	Four Saturday events	£125.00

Tickets will only be available for purchase online via our website with credit/debit card. Less than 2% of our ticket sales earlier this year were by other means. You will understand our regret that no concessions can be offered this year. All tickets will be refundable IN FULL in the event that LESW21 is cancelled. They will be refundable in full up to 15 days before the first event in event of customer cancellation.

Summary

We feel that we have designed a festival that is appealing, showcases a wonderfully curated English Song repertoire and is engaging and interesting for all. At the same time, we are mindful of the extraordinary times we live in and have ensured that we can operate this festival safely for everyone. No doubt there will be further changes to life in 2021 but this programme can adapt as necessary and still bring the joy of live music performance. We do hope you will join us.

Next steps

Please! Take a maximum of five minutes to answer our simple questions that will help gauge demand. The link is on the frontsheet of this newsletter (it will work on screen) and also in the email. All being well, we aim to put tickets on sale early in January 2021 and we'll write to you again when we go live. Until then, stay safe and keep well.

Keep 9/10 April 2021 free!