



GUILDFORD PHILHARMONIC CHOIR

President: Sir David Willcocks CBE, MC

From the Chairman
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4th August 2004

Dear All,

I hope you are all having a good summer and enjoying the good weather. On a personal front, our youngest daughter was married on Saturday (31st July); we had a fantastic day, with wonderful weather. However I am afraid with all the preparation for the wedding and a hectic end of term, GPC has had to take a bit of a back seat.

At the AGM, I was able to report, yet again on a very successful season as far as the concerts were concerned; however the size of our audiences is still a problem. Jeremy and I have been analysing this in our planning discussions, and it seems that over the years our largest audiences are produced when we put on programmes that are more adventurous, like the two Mahler concerts, the Vaughan Williams etc. Jeremy has proposed that we try to capitalize on this by re-branding the choir, giving ourselves a new name, creating a recognisable identity, better marketing etc. Your committee have, after much discussion agreed with the whole principle and I therefore put it to the AGM, who agreed virtually to a member. Those of you who were not present can present any views you have on the subject to me either by phone or at the first rehearsal. There is much work to be done, but we hope to have the re-launch ready for the first concert in our new annual 'Contemporary Choral Classics Cycle', which will be in May 2005. If you have a suggestion for the new name, please let Noreen Ayton have it as soon as possible. We wish the new name to be more in keeping with a modern 21st century choir.

We hope that our new image will give us a wider appeal and attract more people of all ages to come to our concerts and fill the Cathedral. The quality of our product is first class, and really appreciated by those who are unconnected with the Choir (as well as our friends and regular supporters) who come to the concerts having been attracted by our programme and publicity.

Our Christmas concert is going to be different this year in that it will be in Holy Trinity and without the Guildford Symphony Orchestra although it will still be in conjunction with the Rotary Club. However we shall be putting on a different style of programme. The change in venue has been forced on us because of the demise of the Civic.

The season starting off with Gerontius promises to be an exciting one, and hopefully will lead us to greater heights.

I look forward to seeing you all on September 6th

With best wishes

John