

ORCHESTRA IN A FIELD

Date	2012
Region	South West
Artform	Music
Audience numbers	3,461
Annabel Jackson Associates Ltd role	We evaluated Orchestra in a Field
Methodology	Online audience survey

Background

Orchestra in a Field was a two-day classical music festival at Glastonbury Abbey in Somerset developed and hosted by British conductor, Charles Hazlewood. The festival was piloted in 2009 and then held on 30th June and 1st July 2012.

Description

The festival was a joyful mix of classical and contemporary music, talks and live performances, camping and children's entertainment. Performers included Adrian Utley (Portishead) and Will Gregory (Goldfrapp) the Scrapheap Orchestra, the British Paraorchestra, Prof Green and Labrinth, with a fully staged performance of Carmen by a cast of professionals and local choirs. There were 2,636 adults audience members and 825 children (who were free), plus 160 professional artists and 780 other performers.

Audience views

There was a good balance between people attending as part of a family group, with friends, in a couple, and some on their own. Audience members were attracted by the mix of music, the link to Charles Hazlewood, the insight into performance from live rehearsals, the reasonable cost, the informality and the novelty.

Flying Seagulls parade, Oil Photograph by Shoshana



More than 80% of 160 respondents said that Orchestra in a Field was probably or definitely memorable, welcoming, enjoyable, relevant to them and inspiring. 94% of respondents said that Orchestra in a Field was special/different

from other music events.

All of the respondents said it was a good idea to have a festival to bring classical music to more people.

90% of respondents said that the setting of Orchestra in a Field enhanced the experience.

94% of respondents said it was a good idea to bring classical music and popular culture together.

92% of respondents said that Orchestra in a Field should happen again.

This is an exceptionally positive reaction.

Evaluator's reflections

In his book, *The Blank Slate*, Stephen Pinker suggests that movements combining high and low culture herald a resurgence in the importance of the arts, as an essential element of human nature. Orchestra in a Field is one example of what this approach looks like.