



The Guildhall Trust
Annual Report 2019-20

Chair's Report

As I write this report the last financial year and the 'normality' that it represented seems a lifetime ago. The impact of Covid'19 has been acutely felt in the live entertainment sector and curtailed all activity since the last fifteen days of March.

The year was one of promise, development, and growth. We had our second Portsmouth Comic Con which drew larger audiences than the year before and mixed the highly creative, as represented by the world's best comic creators, with the diverse as evidenced by the cosplayers from all walks of life. Our concerts continue to represent the very best of national and international talent, and the Bournemouth Symphony Orchestra continued to present a first-class concert series.

Last October, we devised Dance Live!, a digital dance competition for the region's schools. The Trust has always prioritised the development of young talent and skills at the heart of its offer. Thousands of young people took part, my only sadness was that they were prevented from competing in the Finals due to the lockdown. We will return stronger and better next year!

The Guildhall is core to our organisation. It's stature and history enable the community to connect with our work. The culmination of the *Discovering the Guildhall* project allowed so many people with cherished memories to share them through an outstanding exhibition and two documentaries. We are grateful to the National Lottery Heritage Fund for their invaluable support. We hope to continue the legacy through the creation of a new Guildhall archive and further exhibition work in the future.

Portsmouth City Council entrust us to run the Guildhall. This year they displayed their ongoing commitment to the venue's future by committing £1.7m to the Guildhall Renaissance Project. We are very grateful to the Council for their support and continued investment as landlords.

At the time of writing despite the early lockdown we're reporting a small surplus for the year. This is a strong result for the Trust as the cost of running the Guildhall has significantly increased.

Finally, I would like to thank the fantastic management team and our employees for their hard-work and dedication. The team has evolved over several years and they continue to show their commitment in the knowledge that the impact of Covid'19 will require them to dig deep to secure the Trust's future.

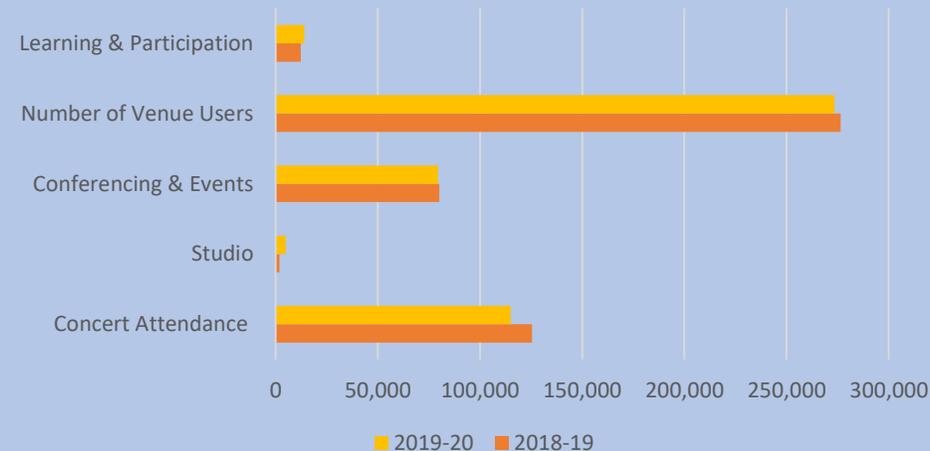


Mark Turner - Chair

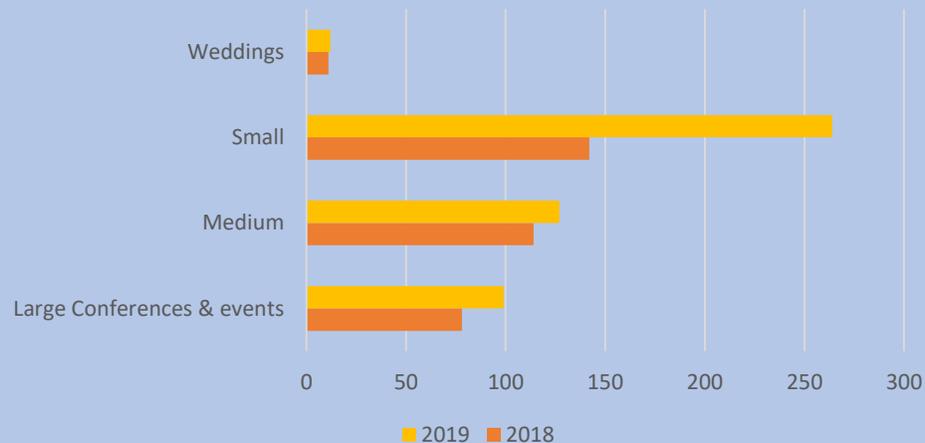
The Year in Summary

- 275,344 users and visitors to the Guildhall.
- 115,000 people attended concerts in the concert hall.
- 5,000 people attended theatre, comedy and gigs in the Studio
- 79,500 users attended conferences, meetings, dinners and exhibitions.
- 6,500 people attended Portsmouth Comic Con and 1,800 Guildhall Games Fest.
- 13,990 people engaged with our Learning and Participation Programme.
- 507,474 unique hits on Guildhall website
- 19,000 Facebook followers, 14,000 Twitter and 3,500 Instagram

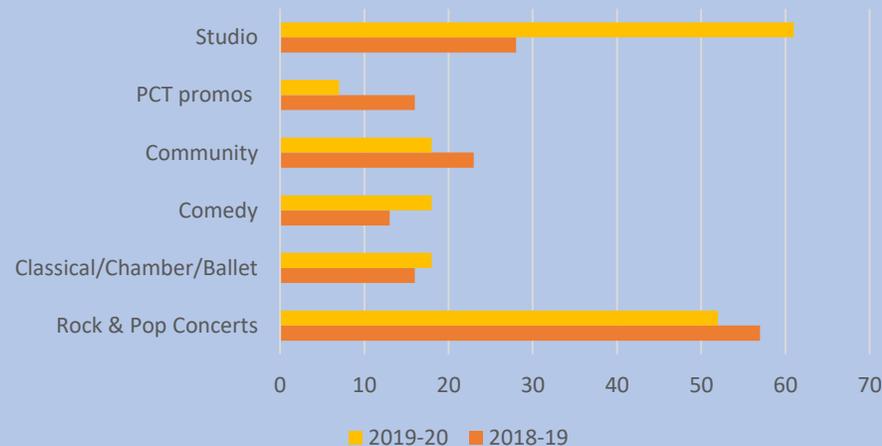
User Analysis



Conferencing & Events



Concert Analysis



Who We Are and What We Do

Background

The Guildhall Trust was formed in 2011 under its original name the Portsmouth Cultural Trust. The organisation became a charity in 2013 delivering a programme of local arts and education opportunities through people's engagement with the Portsmouth Guildhall and its programme of concerts and activities.

In 2018-19 the trustees and senior management undertook a strategic review of the organisation. This initiated a re-brand and name change to the Guildhall Trust plus a redefining of core purpose, mission, vision and values.

Our Core Purpose

To deliver inspirational opportunities so that people want to engage with culture and the creative economy.

Our Vision

The Guildhall Trust will become a leading cultural organisation which places our communities at the centre of everything we do so that we can inspire, entertain and transform lives.

Our Mission

The Guildhall is committed to investing our skills and resources so that we can deliver cultural and learning experiences of the highest quality whilst becoming increasingly more resilient and sustainable.

Our Values

To Educate – to promote the arts and our heritage to support local education through performance and creative participation.

To Inspire – to continue to inspire our communities through our work and our passion for the arts.

To Collaborate – we work and develop partnerships so that we can achieve more together.

To Develop – to continue to develop our people so that they can contribute more towards our success.

To Diversify – to develop and diversify our offer, thereby engaging with our audience and client base.



Review of the Year

Concert Hall Programme

The Guildhall stages a mixed programme of concerts in the main concert hall. Working with national, regional and local promoters the work spans music and comedy. In 2019-20 there were 52 rock and pop concerts and 18 comedy, this was the same number as the previous year.

Our audience attendance for most strands of our work was slightly down against last year due to the loss of March events. Concert audiences were 71,698 a drop of 18%, Comedy 33,489 down by just 5% and classical 10,493 down by 15%. Our analysis shows numbers would have been consistent with the previous year had all shows taken place.

Several contemporary and international artists featured including *Emili Sande*, *Melanie Martinez* and *The Dead South*. We welcomed back former *Genesis* guitarist *Steve Hackett*, 80's progressive rockers *Marillion* and *OMD*. Nineties dance music and DJ's was well represented with the *House and Garage Orchestra* and *Show Me Love*. Comedy represents a substantial part of the programme; local and regional audiences saw some of the best comedians touring the UK. *Rhod Gilbert* returned to touring for the first time in several years and sold out his concert last October. We also welcomed for the first time German comedian *Henning Wehn*. In September the stars of *Would I Lie to You*, *Brydon*, *Mack* and *Mitchell* featured over 3 successive nights.

The concert hall programme draws in audiences from far and wide. Whilst a significant proportion are local to Portsmouth, audiences regularly travel up to an hour to visit us. The Guildhall is the only large concert hall in Hampshire. The programme is marketed extensively throughout Portsmouth and the region including train stations in Havant, Petersfield and Fareham. The marketing team have a partnership with Global Radio to reach new audiences, utilise all the resources Ticketmaster can offer and support promoters with local campaigns. Digital marketing makes a significant impact and we increased engagement on Facebook and Twitter with a renewed focus on Instagram.

Our classical programme is split between performances by the excellent *Bournemouth Symphony Orchestra* and the *Portsmouth Chamber Music Series*. The latter is supported by the University of Portsmouth. The BSO's 11 concerts were reduced to 9, with classical offerings including *Holst's Planets*, *Beethoven Symphony No.6* and *Tchaikovsky's Romeo and Juliet*. Equally they performed popular contemporary works of film music by Hans Zimmer and John Williams. *The Portsmouth Chamber Series* welcomed back *Ensemble 360* and other concerts included the *Esme Quartet* and *Trio Martinu*.





A Great Year of Music



A Great Year of Classical Music



A Great Year of Comedy



Guildhall Studio

The Studio opened in October'18, a 150-seat black box venue, with standing of 180 for gigs. By March'20 the programme was well established. Audience attendance increased from 1927 to 4919 for 69 events, yielding an average audience of 81 an increase of 17% against the previous year.

The programme settled down with an equal mix of children's theatre, comedy club, gigs and theatre. Our Associate Producer, Ben Clabon, nurtured several young aspiring promoters who created new evenings for young bands and artists, many of whom were local. Children's theatre included *You've Got Dragons* and *Under the Frozen Moon*, the target age group 3-7 year olds. New drama included one of the hits from the Edinburgh Fringe *Police Cops in Space* as well as *The Bureau of Untold Stories*. Several established musicians performed including *Kiki Dee and Carmelo*, *Ian McNabb* and *Deborah Bonham*. Emerging comedy artists such as *Harry and Chris*, *Alex Edelman* and *Max and Ivan* drew in great audiences.

Exhibitions Programme

The Guildhall supported a wide variety of exhibitions. The highlight of the year was our very own *Discovering the Guildhall* exhibition, the culmination of a year's work by local volunteers and our project team. The exhibition gives a fascinating insight to the music, civic and social history of the Guildhall including two 15-minute films, recorded memories, archive material and memorabilia. The project was generously supported by the National Lottery Heritage Fund.

In the Guildhall's basement area, a new exhibition emerged, under the title **Respect Gallery**, created by young people. Working with London based street artist *Philly Bhambra*, local young people created a vast mural on the basement wall. The mural was a representation of their response to the importance of the Guildhall's cultural heritage, with influence from their own personal struggles and drawings. The work was achieved in collaboration with *Artswork*, a regional arts organisation which enables children and young people through arts and culture to find their voice.

The Portsmouth Music Experience on the first floor continued to draw in thousands of people throughout the year. The exhibition is managed by volunteers and covers several rooms featuring a history of music in Portsmouth from the late 1950's.

The University of Portsmouth continued to curate an exhibition programme in the lounge on the first floor. Student led work often chosen through competition featured for up to three months.

The Guildhall's exhibition programme is free of charge, the public are encouraged to visit it throughout the day and during concerts.





The Guildhall Studio in Action!

1950s

THE GUILDHALL A NEW BEGINNING

1,205 days after reconstruction began the rebuilt Guildhall was ready for staff to move back in. Operation Re-entry 'took place smoothly ... [in] four hours' on 11 August 1958. The first council meeting was held on 9 September 1958, 17 years after it last met there. The following year – on 8 June 1959 – the Guildhall was officially opened by Her Majesty The Queen, marking the beginning of a new era for this much-loved building...



Her Majesty commanded me to write to you without delay to tell you how greatly she and the Duke of Edinburgh enjoyed their visit to Portsmouth yesterday. Their only regret was that so many of your citizens who gave them such a splendid welcome must have got extremely wet during the morning. I letter to the Lord Mayor of Portsmouth, from Buckingham Palace, 7 June 1959



The Queen at the opening of the Guildhall



The Queen cutting the ribbon across the front of the Guildhall

Jazz At The Guildhall?

POLICY MAY NOT BE 'MUSIC FOR SQUARES ONLY'

Will there be more jazz at the Guildhall when Portsmouth's newly rebuilt civic centre opens for its first year?

I should definitely be opposed to any suggestion that the Guildhall should feature popular artists

WINDOW SMASHED IN 'TEENAGE 'ROCK' SCENES

Police officers were called to the Guildhall yesterday to deal with a window which had been smashed in by a group of teenagers.

I should definitely be opposed to any suggestion that the Guildhall should feature popular artists



It is fitting I feel that the first public use to be made of the beautiful and spacious Large Hall should be to hear a concert of music played by an orchestra which we in Portsmouth have come to look upon as our own orchestra – an orchestra of great talent and musical ability.

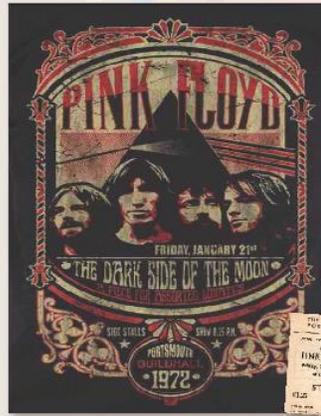
It was quite exciting when we realised we were having jazz here. When I did book up for the events, waiting for the performance to start, reading the programmes, it was magical to see all these names that I'd only hear from records and on the radio: Ella Fitzgerald, Count Basie, Woody Herman...

David Baker describing jazz coming to the Guildhall for the first time

1970s

The Queen and Rock Royalty

The Guildhall played host to a wide range of events during the 1970s. Big names in music like Pink Floyd and T. Rex played the venue and the Guildhall's Silver Jubilee celebrations were attended by the Queen herself, and a multitude of memories were made for local residents...



We were really surprised Pink Floyd came to the Guildhall, they were rather well known at the time. This gig was so significant as it was the first complete live performance of the Dark Side of the Moon. That was supposed to be the night before at Brighton Dome but because of technical difficulties they didn't get through the whole set. Classic concert album which was released two months later and became one of the world's top albums of all time.

David Sawford describing Pink Floyd gig in 1972

It was a sell-out, very, very busy, hundreds of people coming in...there was a real hubbub of excited expectation and people were very happy... I had really no expectations at all of what kind of material they might be playing... My memory is somewhat fuzzy for two reasons, one is that it was 47 years ago and the second is that there was a great deal of strong Nepalese hashish being smoked at the time...the joints were just going along the rows.

Martin Bidley describing his memories of the Pink Floyd gig



I was presented to the Queen, so the staff were lined up to be presented and she came by, and she was eye level with me, and I had to curtsy and touch her hand. Then Prince Philip came behind with Mr Hasselgrave, the Chief Executive and 'remember' that Mr Hasselgrave said 'and this is Gillian and she does all the typing' and Prince Philip said 'what all the typing?' and I said 'no, not all the typing' and Mr Hasselgrave said 'nearly all the typing' and that was our conversation.

Gillian Edom worked at the Guildhall during the 1970s and remembers the Queen's Coronation visit



1940s

THE GUILDHALL IN RUINS

The bombing raid devastated the Guildhall – only the clock tower and the outer walls were left standing. The piped organ, pictures and statues were all lost, destroyed by the fire. Of the treasures housed by the Guildhall, only the civic plate collection – miraculously – survived. The Guildhall cat was never seen again – the hope is he ran away to safety – but he lives on in the Box Office mural...



'It's all perfect and not a speck of dust on it.'

PORTSMOUTH'S PLATE ESCAPED THE FIRE

The civic plate collection, including the Guildhall Plate, was saved from the flames which destroyed the Guildhall in 1940.

Despite the devastation, life went on at the Guildhall – the police cells in the basement remained in use, the officers based there started a male voice choir to pass the time when they were on stand-by, and the Guildhall steps continued to provide a focal point for civic events.

Left with no way to get home to Bournemouth after her train terminated at Portsmouth at 2 a.m. one August morning towards the end of the war, Ellen Bailey and another young woman travelling on the same train unexpectedly found themselves spending the night in a cell...

Ellen Bailey describing her night in the cell as a teenager trying to get home to Bournemouth



America's New Robot Bouncer

Replacing the civic plate collection after its recovery, the Guildhall was pleased to note it's all perfect and not a speck of dust on it!



Pounding a musical beat

The Guildhall is where the choir started. Prior to the Blitz and the Guildhall being blown up there was a police HQ here in the basement of the Guildhall. When the Blitz came, the police officers were also fire officers in three days; they were on fire duty as well as police duty. In their spare-time periods when they were allowed to rest they started to amuse themselves by starting singing. The singing got into harmonising... They started going around singing at concerts to raise money for the Lord Mayor's Appeal...

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Brian Wareham describing the formation of the Portsmouth City Police Male Voice Choir



After landing in Portsmouth following their tour of duty in 1946, the Royal Family were given a warm welcome here on the Guildhall steps.

Dance Live! 2020

The biggest development in 2019-20 was the creation, and launch, of our brand-new school's dance competition **Dance Live!**

Embracing an ever-evolving digital world and how this is changing the face of modern performance, *Dance Live!* saw schools and colleges compete with choreographed routines to the backdrop of a giant digital screen, with pupils showcasing a range of skills from dance, performance and off-stage technical skills to creative design.

Each school created a 2-minute introductory video showing their journey to the competition. Schools reflected how they chose their theme and how content was created for the giant LED screen which they would dance in front of at the Guildhall.

The heats were intensely competitive at junior and senior level. Over 5 days 39 schools and 2,187 young people participated. Each day saw 3 schools progressing to the Finals held in April'20. Sadly Covid'19 stopped a live final event, instead a virtual final took place with winners voted for a Junior and Senior level.

Congratulations to;

Junior Winners: Rowner Junior School

Senior Winners: The Gryphon School

Dance Live! has a focus on raising aspirations and developing skills for creative career choices. Nearly every schools that participated took advantage of a free workshop, we offered, a choice including choreography and how to create content for the large LED screen.

Dance Live! has much to recommend itself;

- It has links to Ofsted and Gatsby benchmarks
- Gives young people the chance to perform on stage and experience performance in a professional environment.
- Develops offstage technical and creative skills.
- Brings students together as a team, developing friendships.
- Helps build confidence.
- Provides health and wellbeing benefits.
- Improves attainment and aspiration levels.
- Showcases participating schools.





Get Involved

It was an exciting year for the Trust's *Get Involved* programme; not only continuing with the diverse range of activities presented in previous years, but also launching a brand-new schools dance initiative. Despite a slight drop in events, from 232 to 224 due to the Covid-19 pandemic, instances of engagement continued to rise to a new high of 13,990, an increase on the previous year by 1,630. We continued working with existing and new partners to develop our initiatives, including the BSO, Music in the Round, Portsmouth University, Urban Vocal Group and the Schools Music Hub.

Schools and Groups

Young Creatives

We extended its reach with this year's *Creative Careers Roadshow*, delivering 18 sessions at local secondary schools to 540 young people in years 8-11. The roadshow is a free, hour long, interactive presentation, aimed at informing young people about the career opportunities, and routes into employment within the creative industries.

Following on from this activity in the autumn term, in January we hosted our 6th free Creative Choices Day. 80 Young people in years 9-11, came into the Guildhall for a day of workshops; from Stage Management, Lighting, Front of House Management and Event Production, students got the chance to experience what it was like to work in the industry for the day.

Community

Our Tickets for the Community programme saw the Trust support 22 organisations across the city, providing 849 free tickets to shows and events. The scheme is designed to give socially and economically disadvantaged groups living within the PO postcode area, who would otherwise not have the chance, the opportunity to attend live events. Groups included schools with high levels of pupil premium funding, care homes and community groups working with patrons who are living with a disability, amongst others.

We continued the delivery of regular activity for the community, which is growing year on year. These include our monthly *ABC Baby Concerts*, where families can introduce their babies and small children to high quality classical music, and our monthly programme of activity for over 60's. These include our weekly *Recharge Singing workshops*, where a dedicated group meet to rekindle their love of singing or are introduced to it for the first time. An opportunity to not just develop musical skills and confidence, but also to socialise, with a primary objective of reducing isolation and loneliness, and improving mental wellbeing.

Finally, *The Southsea Skiffle Orchestra* continue to offer free performances once a month, to an ever-growing audience, raising funds for local music groups and emerging artists in the process.



Community Initiatives

The **Discovering the Guildhall** is a lottery funded programme seeking to uncover the story of the Guildhall, the local community and to hear from local people about their memories. The impetus behind the programme was the Guildhall's story which goes back to the Second World War when it was bombed.

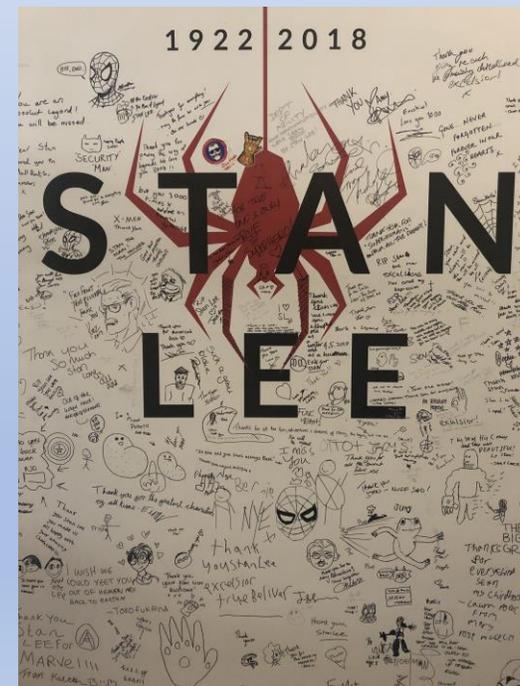
Portsmouth Comic Con returned in May'19 for its second year. In its first year the event established a particularly high standard due to its focus on national and international creative talent. The 2019 event continued to set a high bar with guest artists of the calibre of *Roy Thomas*, after Stan Lee perhaps the most important person at Marvel Comic, *Steve Englehart* who worked on Doctor Strange and creating the Defenders and *Tommy Lee Edwards* one of the most respected creators working today.

The event attracted 6,500 people, an increase of 30% again with over half those attending coming from 'PO' postcodes. The success of the event owed much to local partners *Dice*, *Novotech*, *Game Over*, *The Gosport Steampunk Society* and *Go Geek*. Associate Producer *Tripwire* magazine provided the specialist knowledge and advice on artists which lent credibility to the Com.

Hornpipe : Since 2017, The Guildhall Trust has been Steward for the charitable affairs of the Hornpipe Theatre Company. The Company, formed in 1982, has throughout its history operated with aims similar to those of the Guildhall Trust making grants available to charities and non-charities within the city. Each year, artists, organisations and schools across Portsmouth are invited to apply to the Hornpipe Small Grants Fund for projects which will increase engagement with the arts through enhanced activities or support learning inside and out of the classroom. This year we allocated funds to Portsmouth Arts Network and Aspex Gallery.

Guildhall Games Fest returned over a whole weekend in February'20. Produced by the Guildhall in partnership with local companies *Dice*, *Game Over* and *Novotech* was a hugely successful event attracting 2,600 people of all ages and returning a good profit to the Trust. A retro/hi tec and board gaming activity, the event was popular with young children as well as adults. The Studio contained the latest gaming on hi-tec consoles supplied by Novotech. The main concert hall featured board games played by hundreds of people supplied by Dice. On the main stage *Insomnia*, one of the UK largest games festivals supported the event supplying some of the latest gaming consoles.

The 2020 event utilised the whole of the Guildhall, this included *Game Over* taking over the first-floor lounges which featured dozens of retro games dating back to the 1970's.





Discovering the Guildhall



A Great Year for Community Events

Portsmouth
Comic Con,
May 2019



Commercial Initiatives

The Board recognise the importance of generating increased income from commercial activity. The Council grant to the Guildhall has come down most years since 2013. In 2019-20 the grant was reduced from £227k to £177k, a reduction of £50,000. The Trust has to balance the risk of carrying out its charitable activity against the need to increase income to offset these funding cuts.

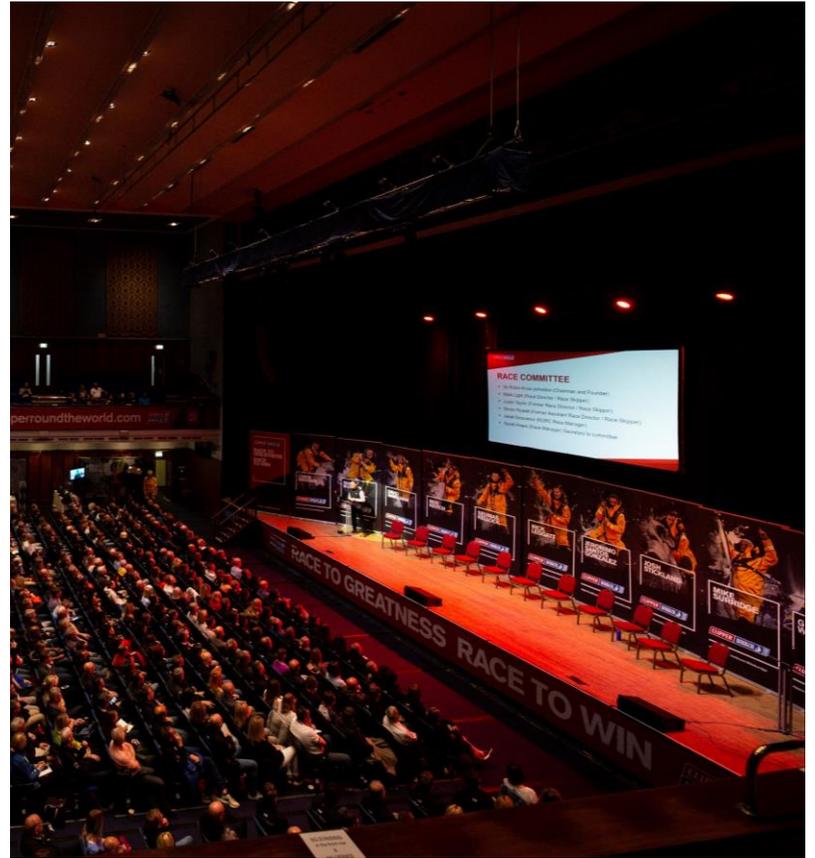
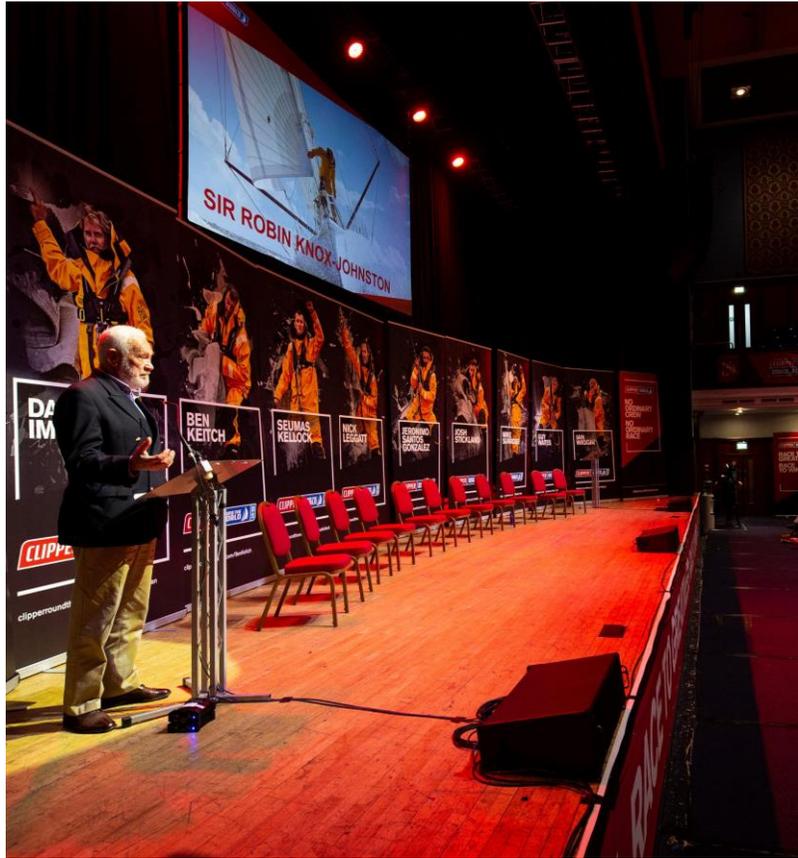
Our Development Manager continued to bring in funds by means of sponsorship. A major sponsorship of £30k was secured with the Energy Check over three years. A range of smaller sponsorships were secured with local firms such as Aqua Cars, Solent Networks and Hampshire Street Food Awards. A £5k sponsorship deal for Dance Live from Prospero Recruitment helped to secure the event in its first year.

This year saw record income achieved for Conferencing and Events, £794k, an increase of £183k over the previous year. This was brought about by large multi-day events and an increase in the regular use of our larger rooms. As a percentage of income against total turnover, this now accounts for 32% compared to 27.6% in 2018-19.

The continued development of conferencing and events is a key component, increased income allows the Trust to continue to invest in charitable activities. The Trust continues to view the Guildhall not only as a concert hall but one of the region's main conference and event centres. The success of this strategy is born out by 80,000 people attending conferences and events each year.



Commercial Income Initiatives	2019-20	2018-19	2017-18	2016-17	2015-16
Conferencing and Events	£794k	£611k	£590k	£559k	£532k
Cafe	£84k	£101k	£80k	£79k	£76k
Pre-show dining and Hospitality	£36k	£39k	£39k	£24k	£24k



Our Best Year for Conferences, Meetings and Events.

Future Plans

Trustees and management are excited with what the future offers the Guildhall Trust. With new Strategic and Business Plans in place the Trust is seeking to expand its interests utilising the skills and experience of its employees.

Guildhall Renaissance, the Trust's programme to refurbish and improve the Guildhall is a strategic priority. The delivery of the Guildhall Studio, part of the first phase, highlights the Trust's dedication to widening and improving its cultural offer.

The Guildhall Trust had a successful series of meetings with the City Council concerning the Guildhall Renaissance Project in late 2019. A new 'Project 1' Business Plan was produced seeking Council investment for the front-of-house areas. In February'20, the Council allocated £1.7m towards the project. The Trust are grateful for the ongoing support the Council have in the project to transform and upgrade the Guildhall.

The Trust is also keen to expand Dance Live! regionally and nationally over the next 2-3 years. Plans are being developed for a series of pilot events across the south of England in 2021.

Structure, Governance and Management

The Guildhall Trust has a Board of Trustees who meet quarterly. The Board monitors the progress of the Trust, this is achieved through quarterly Board Meetings, regular contact between the CEO, Finance Manager and trustees and the scrutiny by sub-committees.

There are three sub-committees each with a trustee Chair, the relevant senior management and a second trustee. The oldest and most established committee is Audit and Finance. This oversees budget setting, reforecasting, the annual audit and appointment of auditors. It has a key role of scrutinising the management accounts and assessing the ongoing business risk. The Committee receives reports from the Director of Finance who sits on the Committee along with the CEO.

The HR and Nominations Committee meets up to four times a year, and receives reports concerning HR related activity which the management feel warrants their advice and attention. The Committee seeks to ensure that the Board is diverse and representative. The Chair of this committee receives recommendations concerning possible new trustees' nominations, meeting with them and discussing their merits with the Board and Chair.

The Marketing and Audience Development Committee met twice. There was some significant work to oversee following the rebranding of the Trust and the introduction of a new Guildhall Trust's website and services. Consideration regarding our future ticketing requirements was also discussed. The Committee reviewed and responded to the departmental Audience and Marketing Development Plan.

Trustees enjoy a close and harmonious relationship with the leadership team. In this year trustees lent their advice and support at meetings with the City Council and sat on various task and finish groups. Their expertise was sought and highly valued and they freely gave of their time.





Governance

Trustees

MARK TURNER

Chairman of the Board

ANTHONY BROWN

Community Trustee &

Chair of Marketing Committee

SIMON FROST

Community Trustee &

Chair of Audit and Finance Committee

CHRIS GILDER

Community Trustee &

Chair of Renaissance Committee

CLAIRE HARDY

Community Trustee

TREVOR KEEBLE

Community Trustee

DECLAN MURPHY

Community Trustee &

Chair of HR and Nominations

Committee

SAM COX

Community Trustee

BEN FRENCH

Council nominated trustee

PETER GUNN

Council nominated trustee

The Guildhall Trust Management

ANDY GRAYS

Chief Executive

RACHEL MARYAN

General Manager – Portsmouth

Guildhall

NICK COLES

Head of Events and Support Services

KELLY HASWELL

Head of Marketing

HAYLEY REAY

Learning and Participation Manager

VICTORIA CAMPBELL- PHILLIPS

Conference & Event Sales Manager

SIAN ELLIS

Ticketing & Reception Manager

CRAIG PATTERSON

Stage & Technical Manager

NICK CLARKE

Head Chef

PETER HASLAM

Venue Services Manager

LYDIA COOTE

Venue Services House Manager

SHARON PADDON

Venue Services Duty Manager

