

## **Ely Sinfonia publicity report for the year to 2020**

The year started well enough, with the wonderful Ely Sinfonia twentieth anniversary concert in 2019, when our old friend Martin Roscoe joined us to play Shostakovich's amazing 2nd piano concerto. Our designer, Geoff Shirley, did us proud with a great poster and flyers, which we plastered all over Ely and the surrounding area. Charlotte Dean and a lot of other orchestra members did a sterling job distributing them all round town, as well as in Cambridge and across the region, as well as to friends and family. I'm not going to mention you all individually, but we rely on the whole orchestra to help with this job, so to everyone who helped in any way, a big thank you. Flyers were also dropped in to a huge number of hotels and B&Bs, as well as shops, cafes, garden centres, even doctors' and dentists' surgeries, and anywhere else we could think of to get the word out. In addition, we put the concert onto around 40 different websites and portals, and we had our usual great support from BBC Radio Cambridgeshire and Cambridge 105 Radio.

Geoff Shirley also did a great job on the posters and flyers for May and September 2020, so it was a great disappointment that the concerts were cancelled. But we hope to resume normal business in 2021, Covid willing, and we'll be able to use the designs again because the concerts have been rescheduled for next year.

I know Cambridge Phil has already started rehearsing again, albeit in a small way, and new Covid restrictions may put paid to that. If so and we can't start again for a while, would people like us to put together a regular newsletter to keep members informed? Or would, say, a monthly Zoom get-together be something we could look forward to? This isn't, of course, relevant to people outside Ely Sinfonia, but it definitely comes under internal PR, so I'm flagging it up to see what the reaction might be....