

# Proms 2021



Celebrating a  
fantastic festival in an  
extraordinary year

# We were delighted to be able to put on one of the first live festivals in 2021



*Brimah and Konya Kanneh-Mason*



*Jack Roberts and Peter Edge,  
Hampstead Garden Opera*



*Leon McCawley*



*Joanna Eden,  
Chris Ingham Quintet*



*Roderick Williams and Susie Allan (piano)*



*London Bridge Trio*



# Musicians were as pleased to be performing as audiences were to hear them



Thomas Gould (violin) and Tom Fetherstonhaugh (conductor),  
Fantasia Orchestra



Appreciative audience

## LitFest offered stimulating authors live...



Philippe Sands with Claire Berliner



Simon Lewis with Rory Cellan-Jones



## ...and online

Dame Hilary Mantel with Mark Lawson

## We ran educational events...



*Teeny Prom*



*Magnard Ensemble*

## ...and guided Heritage Walks



*Shakespeare's London walk*

## Raising £60k for Toynbee Hall and North London Hospice



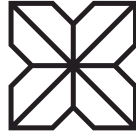
*Jim Minton, CEO, Toynbee Hall*



*Declan Carroll, CEO, North London Hospice*

# All thanks to our generous sponsors, friends and supporters...

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HAMPSTEAD - GARDEN - SUBURB - TRUST

DaCapo MUSIC FOUNDATION



## ...and wonderful volunteers

## 2021 audience comments



- “ It was incredibly well organised and a credit to you all.
- “ Superb organisation. I had been shielding for 18 months and was amazed to feel so safe! All volunteers are to be applauded.
- “ We really loved VOCES8 - the Church is wonderful for unaccompanied voices.
- “ Thanks for going ahead, in such a creative way.
- “ I really liked the concert programme.

## What the media said...

### Book talks and music as Proms at St Jude's goes live

Bridget Galton

Published: 2:35 PM June 28, 2021



Jess Gillam and her Ensemble played the opening night concert at Proms at St Jude's Saturday. - Credit: Michael Eleftheriades

The opening weekend of The Proms at St Jude's saw live concerts and book talks in Hampstead Garden Suburb.

Saxophonist Jess Gillam and her ensemble played an electric programme from Kurt Weill to Bjork, while The Chris Ingham Quartet presented Jazz at the Movies. At Lit-fest, speakers ranged from war doctor David Nott to Hampstead lawyer Philippe Sands, Marina Wheeler, and Kadiatu Kanneh-Mason whose musically gifted children sat in on her talk about her book House of Music.



# Our impact



## OUR AUDIENCE

- Over **5,500** visitors annually (2,600 in 2021\*)
- **25%** of tickets sold to newcomers
- Audience comes mainly from **North London**



## OUR CONCERTS

- Nine days of **world class musical concerts**
- **Recent performers** include members of the Kanneh-Mason family, Nevill Holt Opera, Aurora Orchestra, Choir of King's College Cambridge, Liza Pulman, Jess Gillam and VOCES8



## LITFEST

- **Authors** appearing in 2021: Rory Cellan-Jones, Kadiatu Kanneh-Mason, Hilary Mantel, David Nott, John Preston, Philippe Sands and Marina Wheeler.
- **750** people annually (315 in 2021\*).



## HERITAGE WALKS

- Over **150 participants** annually
- **At least 10 walks** around north and central London
- **Over 750** people participated online in 2020



## WORK EXPERIENCE

- Opportunities provided for **local students**
- About 15 students, **aged 16-18**, each year



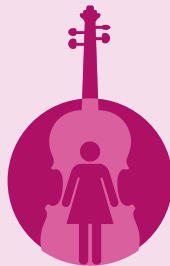
## VOLUNTEERS

- **40 volunteers** on Board and committees
- Over **200** volunteers at the Festival



## COMMITTED TO EDUCATION

- **3,000** local students have attended free live concerts
- Online Schools' Prom and resources for schools reached **4,000** children in 2021
- 400 children have attended **Teeny Proms**
- **Outreach** to children and young people in Barnet and the East End
- Music making and learning – from **babies to grandparents**



## NURTURING YOUNG TALENT

- **Concert performance opportunities** to young and rising musicians
- **Fanfare composition competition** for older pupils
- Support **Youth Programmes at Toynbee Hall**



## CHARITABLE DONATIONS

- **Over £1 million** for charity since 1993
- Youth programmes at **Toynbee Hall**
- Supporting **North London Hospice**

*\*Operated under social distancing during COVID-19 pandemic*



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