

## REIMAGINING THE FUTURE: MORE MUSIC AT THE ROYAL COLLEGE OF MUSIC



- **The Royal College of Music provides the highest level of music education and professional training for gifted musicians and researchers from around the world, through a commitment to our founding principles of excellence, advocacy and access.**

Professor Colin Lawson CBE  
Director of the RCM

CASE FOR SUPPORT

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# OUR CASE FOR SUPPORT

The Royal College of Music, one of the world's great conservatoires, provides music education and professional training at the highest international level. We are committed to music's transformative power and our founding principles of excellence, advocacy, and access. RCM is a global leader in developing versatile, innovative and influential creators, communicators and curators. We embrace the ideals of an inclusive, open and just society, supporting students from diverse social, economic and ethnic backgrounds and we fulfill our obligation to promote the future of music as an agent for meaningful cultural change.

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Our list of alumni is essentially a Who's Who of musical excellence. But we do not rest on our laurels. During the last decade, the Royal College has undertaken an unprecedented programme of transformation. The central iconic Blomfield building, our Amaryllis Fleming Concert Hall, Britten Theatre, studios, library, and RCM Museum and Collections all inspire our students and the wider public. The estate's recent expansion has almost doubled the RCM footprint, including a new performance hall, performance studio museum, and café. We have also acquired the former site of English National Ballet near the Royal Albert Hall, incorporating the original RCM Concert Hall, visited by Dvořák and Tchaikovsky in the 1890s.

Located in South Kensington, London, the Royal College of Music offers undergraduate, masters and doctoral level degrees in music performance, vocal performance, composition, performance science and music education.



• **Every great institution, no matter how glorious its past, must look to the future.** •

**HRH The Prince of Wales**

RCM President and Patron of the More Music Campaign

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# Thank you to all our supporters for playing your part in securing the future of excellence in music. We are so very grateful for your membership of the wider RCM family.

At the beginning of 2020, our ambitious plans were close to fulfilment, thanks to our supporters. We achieved practical completion of our new buildings just as Covid-19 struck, the most significant disruption in our 140-year history. We remain resilient, despite a financial hit of over £5 million per annum.

## WITH YOUR HELP, WE WILL CONTINUE TO LEAD THE WAY

Over 900 students from more than 50 countries receive a transformative, holistic education tailored to individual needs from our faculty, staff and visiting artists. They give over 500 annual performances at RCM and other venues around London (including the Royal Albert Hall, Cadogan Hall and Wigmore Hall), the United Kingdom, and worldwide.

Our excellence is recognised by the 2021 QS World University Rankings, in which we remain a top institution for performing arts. Dedicated faculty, staff and visiting artists come from around the world. They include respected international musicians at the forefront of their fields. Many are principal players with London's foremost orchestras, contributing to an innovative artistic programme that offers supreme richness experiences. We have learned much from the online environment imposed by the pandemic as we look forward to an even more thriving future of global reach and global leadership.

We deliver a curriculum within a research culture that seeks to prove our value way beyond music, focusing upon health and well-being, education and creativity. The Centre for Performance Science works with a cross-section of society and has earned a global reputation.

Furthermore, our Creative Careers Centre offers students countless prestigious opportunities to perform and share music with the broader community. Higher Education Statistics Agency reports consistently show that RCM graduates are in high demand. In the most recent survey, 100% of respondents moved into employment or further study within six months of graduation.

Our work changes lives – through performance, research, community initiatives, and global collaboration. Our many exchanges distinguish the Royal College of Music with leading European, American, Chinese, Japanese and Australian music conservatories and universities.

“Any visit I make to the College is worthwhile as I’m guaranteed being thrilled with the quality of student and the performances they give.”

Sir Thomas Allen

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**WITH YOUR HELP, WE WILL PROVIDE ENHANCED ACCESS**

Recognising our responsibility to be a relevant, persuasive advocate for music in the UK and beyond, we pursue access and engagement locally, nationally, and internationally. Our online resources are open to a global audience and expand the RCM community across all age groups. We also provide a range of ways for the musically gifted and enthusiastic of all ages to engage with an inspirational learning experience.

We also support the most talented students, whatever their financial means, through scholarships, bursaries and hardship funding. Our scholarship programme is benchmarked globally with an ambitious forward strategy.

**WE SEEK INSPIRED PHILANTHROPIC INVESTMENT FOR CORE ACTIVITIES TO PROVIDE THE HIGHEST QUALITY MUSIC EDUCATION**

Income streams from ticket sales, venue hire, and student accommodation are crucial to delivering our students' education experience. Still, because of Covid-19, we have lost this income, which totals circa £3 million. Tuition fees and the government funding we receive are insufficient to cover the cost of excellence in music education, including one to one teaching and the rich performance programme.

We will make savings without compromising the student experience, including deferring capital investments and strictly limiting all discretionary spending. However, these savings cannot fully compensate for lost income. We forecast that next year will be even more challenging, particularly with a reduction in government funding on the horizon. We need a philanthropic investment of £8 million over the next three years to ensure we provide the highest quality music education, in addition to the funds we regularly raise for student scholarship support.

6 **All RCM professors share a collective responsibility: to match the aspirations of our amazing students, whose determination and curiosity is inspiring – and often humbling. Once a student myself at the RCM, I reflect on how the musical landscape has changed and how we have evolved in response. This is a demanding profession, and those who choose it need – and deserve – to emerge as the very best artists they can be. The support of our generous benefactors quite simply makes all the difference.**

**Professor Vanessa Lataarche FRCM**

Chair of International Keyboard Studies & Head of Keyboard



The Royal College of Music provides a high return on investment (ROI) on donated income. A 2019 Institute of Fundraising benchmark found that the voluntary sector's average ROI is £3.37 per pound invested. Interestingly, our 3-year rolling ROI, which reflects our relationship-based fundraising, is £5.23 per pound invested.

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# REIMAGINING THE FUTURE: OUR GOALS

## SUPPORT TALENT

- Recruit and retain outstanding teachers and researchers and support their continuing development (Heads of Faculty, Curators, Research fellows, Accompanists)
- Ensure students and faculty have the equipment and instruments they need
- Provide financial assistance to students through scholarships, bursaries and hardship funds, attracting students with outstanding potential and diverse backgrounds



## PROMOTE INNOVATION

- Establish a dedicated Performance Research Hub (Centre for Performance Science)
- Provide opportunities for all students to perform in an outstanding environment, specific to their stage of learning and in all genres – solo, chamber and large ensembles
- Develop and integrate digital platforms further into learning and teaching

## WIDEN ACCESS

- Provide access to music-making to diverse communities and children from hard-to-reach backgrounds
- Deliver outreach and audience engagement as part of the new RCM Museum
- Make our collections available online to all audiences and design virtual exhibitions.

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# YOUR TIME AND INVESTMENT WILL MAKE MORE MUSIC POSSIBLE

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In summary, to make all this possible, the Royal College of Music needs your help. Philanthropy has always been and will continue to be, an essential part of what's made us No. 1 in Europe. Excellence and access require continual investment. Every gift will help secure our future and the vital role we play in ensuring excellence in music education, research and performance. Every year, over a thousand individuals, businesses, and foundations become a community that joins together to support us. We often collaborate develop imaginative and tailored engagement and giving opportunities. If you are already part of the philanthropic community, thank you. If not, please will you consider joining us soon?

‘I’m lucky enough to have been awarded a generous scholarship, enabling me to have the chance to study here, as well as to have on loan the valuable Joseph Rocca violin from the RCM collections. It’s a life-changing experience, a privilege that has really helped forge my development as an artist – I am so grateful. ●

**Anna Lee**  
Artist Diploma (Violin)



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**Our Development and Alumni Engagement  
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**THANK YOU!**

Photography by Phil Rowley

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