



National Youth
Orchestra of Ireland
Ceolfhoireann Náisiúnta
Óige na hÉireann

PUBLIC ENGAGEMENT PLAN 2024/25

INTRODUCTION AND AIMS

The National Youth Orchestra of Ireland, in line with the Art's Council's *Making Great Art Work* strategy 2016-2025 is committed to inspiring and reflecting the public through our activities and performances. The NYOI is committed to dynamic approaches to public engagement. In line with our strategic plan 2024-28, we understand that the public is central to our remit and our vision for high level orchestral music in Ireland.

Our aim for increased public engagement is based on **three** main objectives which form the basis of our action plan over the coming years:

1. Orchestral musicians directly engaged in our formal residential courses.
2. Audience members attending concerts.
3. Musicians/practitioners taking part in workshops.

ACTION PLAN

1. ORCHESTRAL MUSICIANS

At present, the orchestra provides performance opportunities for 110 young musicians. In line with our strategic plan 2024-28, we are committed to making engagement in the NYOI a realisable aspiration for any young person with the aptitude and ambition to be involved and increasing the amount of musicians who access the services of NYOI. We aim to increase this by:

- Extending the NYOI upper age limit for musicians to 23.
- Creating a year-round foundation training programme for players aged 11-14.
- Improving access to auditions and increasing numbers of musicians attending auditions and audition training workshops.
- Devising an enhanced bursary scheme to promote greater participation by players where the cost of attending could be a constraint.
- Engaging in youth orchestra exchange programmes with organisations internationally.
- Engaging with the voice of all in the orchestra through the Players Council.

MEASURING SUCCESS

We will measure our success by:

- The intake of older players to the NYOI and their re-engagement year on year.
- The successful creation of a NYOI foundation training programme.
- Positive consultative inputs from orchestral teachers, parents, music institutions and educators regarding player recruitment.
- Partnerships with youth orchestras internationally to engage in exchange programmes.
- Engagement with the orchestra's Players Council.

2. AUDIENCE MEMBERS ATTENDING CONCERTS

As an orchestra of young people, we have a unique voice which we want to bring to the widest possible audience, including audiences of children and young people and audiences overseas.

- **Increasing audiences**
- **Deepening the relationship with the audience**
- **Diversifying audiences**

MEASURING SUCCESS

We will measure our success over the coming years by;

- **Increasing audiences**
 - Increased performances (E.g.: 7 concerts in 2025 as opposed to 4 in 2024).
 - Performing in venues across all of Ireland.
 - Keeping data of ticket sales and audience numbers for all concerts.
 - Accessible ticket pricing to encourage younger audiences, members of local youth orchestras and others to attend.
- **Deepening the relationship with audience**
 - Audience accessible programme notes.
 - Include Visual Guides in programmes, continuing the only Irish collaboration with *Symphonie Graphique*
 - Expanded social media presence to highlight the 'behind the scenes' of the residential courses.
 - Pre-concert talks and workshops for audience members.
 - New engaging NYOI media strategy.
- **Diversifying audience**
 - Introduction of family-oriented and relaxed performances, focussing on accessibility for young people, people with disabilities, and older persons.
 - Collaboration with organisations such as Autism Friendly Waterford in the design of accessible performance experiences.
 - Performing chamber music concerts.
 - Performing at national events, such as Culture night.
 - Recording Audio/Video of concerts and heightened distribution.

3. WORKSHOP PRACTITIONERS

It is the NYOI's aim is to expand its ability to provide more opportunities for musicians and young people to take part in workshops, classes, and fellowships.

- NYOI online festival
- SPARK
- Conductor fellowship programme
- Composer fellowship programme

MEASURING SUCCESS

We will measure our success over the coming years by:

- **NYOI Online Festival**
 - Establishing a new digital classroom connecting the NYOI cohort and young Irish musicians with international orchestral principals and celebrated conductors.
- **SPARK**
 - Establishing a new programme of peer mentorship through collaborative performance between NYOI musicians and national education programmes.
- **Conducting Fellowship**
 - Establishing and engaging young Irish conductors with prime professional development. Selected from auditions to join the NYOI residential activities, conducting fellows receive practical training, sectional conducting, and 1-1 mentorship under the guidance of the Guest Principal conductor.
- **Composer Fellowship Programme**
 - Establishing a professional development programme for young Irish composers, engaging them with prominent living composers during NYOI residencies.