



## BRITTEN SINFONIA BOOSTS OVERSEAS SALES AFTER EXPORT COMMUNICATIONS REVIEW

LOCATED IN CAMBRIDGE, BRITTEN SINFONIA IS A CHAMBER ORCHESTRA, PERFORMING BOTH MODERN AND CLASSICAL PIECES AND FEATURING A COLLECTION OF THE COUNTRY'S MOST TALENTED AND CREATIVE MUSICIANS.

The not-for-profit company, which has charity status, is dedicated to attracting a wider target audience than is traditionally associated with orchestras and boasts a repertoire 'ranging from Bach to Zappa'.

The company enjoys significant success in the UK, with residencies in Cambridge, Norwich and Birmingham and a concert series at the Southbank Centre in London. In keeping with a desire to take chamber music to a wider audience, Britten Sinfonia has also focused on securing concerts and residencies overseas, with some success.

Development Director, John Bickley said: "We have already delivered concert series in Latin America and Poland, and recently secured a residency in Krakow. Our overseas performances have been very well received, confirming our belief that there is a broad market for our services outside of the UK."

Encouraged by these successes, John identified export as a key growth area for the orchestra, but recognised that a more organised and cohesive approach would be essential if Britten Sinfonia was to succeed in breaking into overseas markets in a sustained way.

"We want export sales to account for 20 per cent of turnover over the next few years. But even as we were setting these targets, it was clear that we needed to take a more organised approach. One-off concerts are a great way to build awareness, but securing residencies overseas, as we had in Krakow, is the real target.

"It was clear that we needed to undertake a comprehensive review of our export operations and get expert guidance on how we could be more targeted and professional in building long term relationships overseas."

John Bickley –  
Development Director

*Hit the world running* <sup>UK</sup>

John was already in contact with International Trade Adviser, John Marshall, who suggested that an Export Communications Review (ECR) should form part of this wide ranging review.

Britten Sinfonia worked with BCC-registered Export Communications Review Consultant, Sally Archer, focusing primarily on its use of language as well as sensitivity to cultural differences overseas. Sally recommended that the orchestra's website and promotional materials be enhanced for overseas markets, offering local language versions, making information more accessible and using search engine optimisation to make it easier to find. The review focused on Britten Sinfonia's principal target markets in Poland, Spain and Latin America.

"I was quite taken aback at the thoroughness of the review, the insights it delivered and the sheer depth of resources it gave us access to. Sally seemed to understand our business almost immediately – the guidance and report she delivered were right on the money. There is no doubt that the review changed the way we think about our export communications and we are gradually putting all the recommendations in place. We have already added local language

sections to our website, have had Polish language and cross-cultural training for some of our staff and are beginning to look at Spanish language training too, whilst making better use of the language skills we already have."

John believes that Britten Sinfonia is already enjoying the benefits of the review, and the changes they have made.

"Since we started to act on Sally's recommendations, we have seen some real, tangible results. Adding local language sections to our web site had immediate results in terms of overseas enquiries and has helped to really accelerate our export business.

"Our activity in Poland has expanded, with contacts and performances no longer limited to Krakow, whilst our bookings have trebled. It is a similar story in Spain, which I doubt we would have tackled by now if it weren't for the advice and guidance we got from Sally. There is now a really significant opportunity for us there and our sales in Spain already account for 5 per cent of turnover. A lot of that success is down to better communication. We know our product is good, but we are now better able to tell the world."

## THE EXPORT COMMUNICATIONS REVIEW

An Export Communications Review costs £500 + VAT, however SMEs may be eligible for a UK Trade & Investment subsidy of £350 towards the cost of the review.

For more information, please visit [www.britishchambers.org.uk/ecr](http://www.britishchambers.org.uk/ecr) or contact the ECR team at the address below.

You can contact your local ECR Consultant Sally Archer who covers East Midlands on [sally.archer@ecrconsultants.org](mailto:sally.archer@ecrconsultants.org).

The British Chambers of Commerce manages the Export Communications Review on behalf of UK Trade & Investment.

UK Trade & Investment is the United Kingdom Government's lead organisation for supporting UK companies in overseas business, and attracting inward investment.

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