

Tickets in the Community

As part of the sponsorship packages we often receive tickets for performances. We offer these tickets for plays, concerts, operas and ballet performances across our stakeholders. These include community groups, hospices, Age Concern, charitable groups and in competitions in our enews newsletter or on local radio.

Tickets offered to Age Concern and local hospices were used to thank and reward volunteers, other tickets have been used as raffle prizes to raise money and patients have used some. In 2010 Royal Schools for the Deaf, Sea Shell Trust will attend a performance by Dame Evelyn Glennie OBE who is a deaf musician as a part of the International Series at the Bridgewater Hall and they will use our tickets to attract new sponsors for the charity.

The aim of our ticket donations is always to inspire and to provide access for groups of individuals who would not normally experience performing arts. Here are just a few examples of how our tickets have been appreciated:

225 tickets distributed for the Hallé International Series of Concerts to raise money and reward volunteering.



Enjoying a wonderful evening, some of the lucky winners of Age Concern East Cheshire's Concert Ticket Raffle, which made £210 to help buy reminiscence equipment for the Charity's dementia day care group, December 2009.

Mere Parish Council raffled their tickets at their Bonfire and Halloween Event on 7th November.



Cheshire East Hospice used their tickets to take volunteers to see the Tallis Scholars conducted by Peter Phillips, as a thank you for all their hard work, November 2009.



Benchill Community Centre organised a trip for 20 of their users to see Grimm's Tales at the Library Theatre, December 2009.



Styal Village Association raffled their tickets at their annual garden party. The Association raised £1,126, which will be used to restore, maintain and enhance structures within the village, September 2009.

The community benefits of Manchester Airport Arts Sponsorship, April to December 2009

Wendy Sinfield, Manchester Airport Community Relations Manager and Jonathan Martindale a musician from the Hallé Orchestra with young people participating in the Adopt a Player initiative.



Young people participating in a ballet master class led by the Northern Ballet Theatre Company, at the Woodhouse Park Lifestyle Centre, Wythenshawe.

Manchester Airports Group (MAG) is committed to supporting the development of art and culture within our regions. We donate around 1% of our operating profits to arts sponsorship each year, making MAG the largest arts sponsor in the North West and one of the biggest in the UK. By being involved we aim to make the North West Region and in particular Greater Manchester, a more attractive tourist destination and a more diverse place to live.

Through our sponsorship we can offer access to a range of performing arts; offering concerts, workshops, training, master classes, productions and festivals. In many cases our offers to schools and communities are their first contact with professional theatre and may be instrumental in shaping an interest and appreciation for the future.

For schools and young people often the most valued part of our sponsorship is access to interactive programmes of drama, art and dance, in many cases offering opportunities that money cannot buy and certainly that school budgets don't usually stretch to. These programmes are designed to inspire and motivate students and also make them aware of opportunity outside the usual academic and vocational options. We target these offers to areas of social and economic need as well as those schools which are most affected by our operations.

In this review there are some great examples of the benefit our arts sponsorship delivered around Manchester Airport during 2009.

Andrew Cornish

Andrew Cornish
Managing Director, Manchester Airport

Over 740 people have been able to enjoy performances.

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Hallé Orchestra – Adopt a Player

In the autumn of 2009 we worked with the Hallé Orchestra and the Bridgewater Hall on the 'Adopt a Player' programme. The initiative included 120 students from the Manchester Enterprise Academy (MEA) and three of its feeder primary schools, The Willows, Haveley Hey and Peel Hall.

Musicians held interactive lessons in the schools demonstrating instruments and giving hands-on opportunities as well as helping to understand the story of the music. The highlight for many was to attend a concert at the Bridgewater Hall, to be welcomed by the players, introduced to the audience and enjoy the music. Further sessions in the schools followed the concert; culminating in a performance by students and professionals based on the music for friends and family at the MEA.



Young people at Peel Hall Primary School practise with their adopted players.

This project was a wonderful transition tool for children and parents, as older primary children met students from the high school they will attend, as well as providing a showcase for the talent of all of the performers.



At The Willows Primary School young people practise with their adopted players.

The final concert at the Manchester Enterprise Academy.

Northern Ballet Theatre Company

In May the Northern Ballet Theatre Company staged a production of Romeo and Juliet, at the Opera House Manchester. 120 members of the community local to the airport had the opportunity to attend, including schools and residents groups. In many cases theatregoers included people who had never experienced live ballet before.

Dancers from the Northern Ballet Theatre Company followed up the experience by holding a ballet master class at the Woodhouse Park Lifestyle Centre Wythenshawe during the holidays. A dozen youngsters enjoyed the class.

"The performance and workshop were a wonderful experience for Woodhouse Park youngsters, who would not normally get an opportunity to be inspired and involved with ballet at such a professional level."

Keith Howell, Manager of the Lifestyle Centre



Pictured are young people participating in the master class at the Lifestyle Centre Class, May 2009.



The Lowry Theatre Company

Four high schools across Cheshire and Manchester have been able to benefit from the visual or performing arts workshops run by the Lowry Theatre Company. The schools have chosen from sessions based on the art of LS Lowry. One hundred students are supported with travel and tuition in sessions at the theatre, enabling them to experience new environments and tuition from artists rather than teachers.



Pictured are students from Knutsford High School, located directly under our flight paths, participating in at a 'Dance at the Lowry' workshop in November 2009.

Travelling by Tuba

We have sponsored Travelling by Tuba to deliver their 'Music Matters' workshop to 13 schools close to Manchester Airport. The workshops encourage children to appreciate music and even take up learning a musical instrument, by showing them music is fun – whether playing or just listening. Travelling by Tuba showcase some of their weird and wonderful instruments, including their Swiss Alpine Horn, African Kudu Horns, Sousaphone and even their famous 'exploding Tuba'.

Travelling by Tuba concerts are always educational, entertaining and fun involving plenty of audience participation.



Over 3,000 young people have enjoyed the series of Travelling by Tuba events.

"A fantastic event for the whole school to enjoy, delivered with expertise and a smile. Thanks." David Thompson, Assistant Head Crossacres Primary School.

"...a great musical experience for both children and staff. The children had never seen instruments that big before!" S. Osborne, Music Co-ordinator Haveley Hey Community Primary School.

"The performance was enjoyed by both children and staff – excellent management of the children who were 100% engaged during the show." Kristie Wildin, Class 2 Teacher, Moberley Primary School.

The Whitworth Art Gallery

In October we worked with the University of Manchester and the Whitworth Art Gallery on an arts day to celebrate the opening of the Manchester Enterprise Academy. The young people completed different artistic tasks including T-Shirt design, decoration of 'keepsake' boxes and nature photography. Mr Andrew Vaughan, the Learning and Interpretation Manager from the Whitworth Art Gallery, judged the work of the students and selected the best from each year group.

In December the two winning students from each class (60 in total) went to see a performance of White Christmas at the Lowry Theatre.

The Gallery will also be hosting the winners of the MAG Christmas Card competition, showing them behind the scenes before the winners have a special art master class with artist Julia Midgeley.



Years 7 & 8 designed 'keepsake' boxes; pupils pictured here with Receptionist, Bob Molloy.

Years 9 & 10 created their own T-Shirts designs; students pictured here with Alison Booth from HR and Steve Sefton from Engineering.

Andrew Vaughan judging the work of the young people from the Manchester Enterprise Academy, October 2009.

Manchester International Festival

MAG invested £400,000 in to the Manchester International Festival through our arts sponsorship programme. By sponsoring the Festival we were able to be a part of a programme that benefits the whole region, through a range of free world class events and also offered opportunities to engage with our local schools in new and exciting ways.

Newall Green High School's choir teamed up with the world-renowned US singing group Young@Heart whose members age from 73 to 89 years of age. The get-together was arranged by Manchester Airport, as part of its sponsorship of the hugely popular Manchester International Festival. Although the two groups were generations apart, their voices were perfectly blended in harmony at the Special workshop at the Royal Northern College of Music.

"If you put on a blindfold you wouldn't know they were older." Sophie, a member of Newall Green High School Choir.

"It was beautiful. The kids are fast learners, they hear and respond to music very well."

Louise Canady, Young@Heart member.

The rather magical collaboration included a sing along to Boyz 2 Men and Bon Jovi.



Pupils from Newall Green High School in a workshop with international (USA) choir members from Young@Heart, July 2009.