

City Wind Orchestra Five-Year Plan (2025–2030)

Our Vision

To be a vibrant, welcoming orchestra that inspires both members and audiences through diverse, challenging, and enjoyable musical experiences.

Strategic Goals

1. Foster a Supportive and Inclusive Community

- Build and maintain a friendly, open environment where all members feel valued and supported.
- Promote diversity, equity, and inclusion in every aspect of orchestra life.
- Encourage connections within sections and across the entire group.

2. Deliver Inspiring Musical Experiences

- Curate a rich and varied repertoire that excites, challenges, and develops our musicians.
- Invite all members to suggest new pieces through a transparent, accessible process.
- Plan music and term dates annually, providing ample time for preparation and communication.

3. Grow and Engage Our Audience

- Cultivate a loyal audience base while actively reaching out to new listeners.
- Proudly welcome audiences and new members, sharing our passion for music.

4. Ensure Financial and Organisational Stability

- Operate as a financially sustainable charity or not-for-profit, choosing the best fit for our needs.
- Maintain a strong, well-defined committee with clear roles published on the CWO website.
- Encourage member participation in leadership and organisational roles.

5. Strengthen Our Identity and Communication

- Launch a new website and logo that reflect our values and mission.
- Clearly communicate who we are and what we offer to both current and prospective members and audiences.

How We Want to Feel as a Group

- Welcomed and included in a positive, open community.
- Confident in the orchestra's future and direction.

- Supported by fellow members and the Musical Director to grow and excel together.
- Proud to perform for our audiences and to invite new members to join us.

Our Core Values

- **Creativity:** Embrace ambitious, innovative approaches to performance and programming.
- **Supportiveness:** Foster mutual encouragement and continuous musical development.
- **Community:** Build strong connections within the orchestra and with our wider audience.
- **Equity:** Ensure everyone has what they need to succeed, celebrating diversity and inclusion.