



**EFG London Jazz Festival 2019**

# EFG London Jazz Festival 2019

Delivering on its promise of bringing unforgettable performances and ground-breaking new collaborations to all four corners of the capital, EFG London Jazz Festival raised the bar once again in 2019 in the UK's largest celebration of the genre.

This year's festival was praised for its cultural richness, with particular emphasis being given to the breadth and depth of the offering in this year's programme. From our workshops and talks, to our sell-out concerts and intimate jam sessions, we were able to provide 10 days of inclusivity, diversity and educational content that stretched across London. From living legends, to the newest talent from across the globe, we continue to embrace the broadest possible definition of jazz and ensure it is accessible to everyone.

Claiming its rightful place as a cultural landmark in the UK's events calendar, this year's Festival saw more than **2,000 artists** take to stages over the course of its 10 days, performing to audiences in excess of **95,000**.

The Festival was also broadcast across the world, taking it to the widest of audiences, allowing it to be enjoyed by over **25 million people** worldwide. Augmenting this audience, the Festival press reach is in excess of **5.6 billion** monthly unique views.



Christian Sands, Cadogan Hall



Urban Flames, *Jazz Voice*, Royal Festival Hall



# Festival videos

**This year we built on the extensive filming work we did in 2018, producing both promotional and highlights films.**

As in previous years, a promotional video for 2019's Festival was created and launched at September's Launch Party. We made the decision to bolster our organic growth from 2018 with paid for support for the promotional film, which to date has been watched **over 39,000** times, and reached an audience of **1.69 million**.

Content was captured at the Festival across the most diverse range of gigs and activities to date: from headline concerts to late-night clubs shows, family-focused and free stage performances, mass participation projects and our industry talks programme. The content will be crafted into an [EFG London Jazz Festival 2019 highlights video](#) and will form the basis of content created throughout 2020.

EFG  
LONDON  
JAZZ  
FESTIVAL

Produced by  
SERIOUS

15-24  
November  
2019

[efglondonjazzfestival.org.uk](http://efglondonjazzfestival.org.uk)

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Festival London Underground campaign

# Broadcast reach

**The Festival has long been committed to reaching audiences across the UK and the world, and this year did not disappoint.**

2019's Festival saw an overall broadcast audience of **over 25 million**, achieved through live broadcasts of concerts and shows, alongside recordings of panel discussions, interviews with artists and other radio and television coverage.

Our long-standing partnership with BBC continued apace this year with broadcasting across BBC Radio 2, 3, 4, 6 Music, London, and the World Service, as well as BBC One. Indeed, some of the Festival's largest broadcast audiences came through these channels, chief among these being a piece on *Breaking the Silence* on the BBC London News (BBC One, **4.9 million**) and a feature on Urban Flames and their participation in *Jazz Voice* (BBC One, **4.9 million**).

We are excited by the potential opportunities offered by our new collaboration with the Royal Institute of British Architects, with a special late night live broadcast of *J to Z* (BBC Radio 3, **300,000**) recorded in their space in West London, following on from the live broadcast of *Jazz Voice* earlier that evening (BBC Radio 3, **300,000**).

# Digital & press reach

**Our digital growth showed no signs of slowing down in 2019, with an increase in engagement across all digital platforms compared to the previous year.**

The EFG London Jazz Festival website attracted **over 190,000 visitors** in 2019, and received a total of **950,000 page views**, a 10% increase on 2018.

We now have over **103,000 followers** across our social channels, which continue to grow by 7% year-on-year. Meanwhile, the overall impressions of the #WeAreJazz hashtag saw a rise of 62% across all platforms by to **over 79 million**.

**The mix of innovative programming and expert media management meant that 2019's Festival was lauded across a breadth of print and digital platforms.**

Coverage included a total of 13 ★★★★★ and ★★★★★☆ star reviews for Serious-produced shows, and myriad more effusive show reviews.

The print circulation of press featuring the Festival was **18.4 million**, and the digital press monthly unique views reached a staggering **5.7 billion**.

Judi Jackson, Islington Assembly Hall



EFG London Jazz Fest Retweeted  
**EFG International** @EFGInt · Nov 28  
 Every year @LondonJazzFest brings people together from around the world with a shared love of great music. We are proud to be part of the line up. #wearejazz



1 10

EFG London Jazz Fest Retweeted  
**Tomorrow's Warriors** @Tom\_Warriors · Nov 27  
 Great review of @NuCivilisation with @BBCCO @southbankcentre for @LondonJazzFest in @LondonJazz #IAMWarrior #wearejazz



**Jazz Generation: BBC Concert Orchestra, Matthew Barley, etc (2019 ...**  
 Jazz Generation: Matthew Barley, Omar Puente, Peter Edwards, BBC Concert Orchestra, Nu Civilisation Orchestra, StringTing. Conducted by londonjazznews.com

2 5

EFG London Jazz Fest Retweeted  
**Norwegian Arts** @Norwegian\_Arts · Nov 26  
 Standing applause for saxophonist & composer @MariusNeset who blew our minds at @southbankcentre w/ @Ldn\_Sinfonietta last week - now receiving 5 of 5 stars in @thetimes! ★★★★★ > thetimes.co.uk/article/marius... @LondonJazzFest #WeAreJazz 🎷🎷🎷



**Marius Neset/London Sinfonietta review — orchestra and quintet fus...**  
 ★★★★★ Sixty years ago, when the world was young, classical-jazz collaborations tended to be tidy affairs, each brand of music standing a... thetimes.co.uk

EFG London Jazz Fest @LondonJazzFest · Nov 21  
 The @Seriouslive team heading to HMP Wormwood Scrubs for the culmination of a special project from @RhianonGiddens and musical contribution from inmates at @HMPVScrubs in association w/ @KoestlerArts

#WeAreJazz



EFG London Jazz Fest Retweeted  
**Chris Newstead** @ChrisNewstead · Nov 19  
 Super (jazz) birthday... Alice Zawadzki and Rob Luft... and then hidden in all that light Makaya McCraven... #wearejazz showing us all the depth and breadth of the musical brilliance of London. @LondonJazzFest @RobertEms @peinpopcin @Seriouslive 🎷🎷



EFG London Jazz Fest Retweeted  
**Cleveland Watkiss MBE** @CleveWatkiss · Nov 23  
 🎷🎷 THE GREAT JAMAICAN SONGBOOK 🎷🎷  
 "My 60th Birthday Party Celebration Is Here"

TONIGHT! Sunday 24th November The last night of the EFG London Jazz Festival 2019. At Southbank QEH Concert starts 7:30pm Sharp.  
 #wearejazz  
 @Orphyvibes @AyannaWJ  
 facebook.com/567796409/post...



EFG London Jazz Fest Retweeted  
**ISM** @ISM\_music · Nov 23  
 We're at @LondonJazzFest JazzWorks today - discussing education, health & wellbeing, opportunities and challenges in the jazz industry #WeAreJazz



3 5

EFG London Jazz Fest @LondonJazzFest · Nov 21  
 @Bluel blew us away at @TheJazzCafe tonight #wearejazz



6

EFG London Jazz Fest Retweeted  
**John Earls** @john\_earls · Nov 22  
 Breaking down walls and bringing people together through the power of music. Lovely stuff from @DaniloPerezJAZZ's Global Messengers at @southbankcentre's Queen Elizabeth Hall tonight. Terrific finale. @LondonJazzFest #GlobalMessengers #WeAreJazz



1 2

EFG London Jazz Fest Retweeted  
**The Royal Docks** @YourRoyalDocks · Nov 27  
 Today we're taking a look back at the @LondonJazzFest #RoyalDocks Weekender. Did you join us?

Take a look at some of the music, fun and activities from the weekend, ft. @tonykoti @JulietKelly #CollageClub, @pyjaen & @RenatoPMusic

#Wearejazz #jazz #music



6 13

EFG London Jazz Fest Retweeted  
**Chris Caine** @CaineJazzman · Nov 17  
 Just the 5 gigs today @LondonJazzFest there is something for everyone - we have managed 15 in three days - 7 days still to go - Don't miss it! #thebrothersjazz #wearejazz



Dave O'Higgins, Rob Luft, Julia Hütsmann and 2 others

2 9

EFG London Jazz Fest Retweeted  
**Bren Pointer** @quince3759 · Nov 17  
 An extraordinary day of ECM anniversary celebrations @southbankcentre closing with the sensational #JanGarbarek Jazz is in excellent health... #wearejazz @LondonJazzFest



Tweets featuring #WeAreJazz on EFG London Jazz Festival Twitter



Art Ensemble of Chicago, Barbican

# Live Festival audiences

The live audiences for the 2019 Festival – comprising sold-out concerts, club shows, panel discussions, informal pre-concert talks and workshops – saw a 12% rise on last year, with over 95,000 people attending the city-wide programme.

Over the course of 10 jam-packed days, Festival-goers were able to choose from **over 450 shows** at **108 stages** across the breadth of the capital.

**171 of those shows** were sold out – an astonishing **38%** of the wide-ranging Festival programme – compared to 20% last year.



Iggy Pop, Barbican

# Audience feedback

**'It is so good to have a great choice of such events! Thank you!'**

**'So far, so very good. Have one more concert to go to. Always great value, and great gigs.'**

**'Union Chapel was a novel experience; wonderful setting'**

**'Part 2 of Jazz Voice was mind-blowing. Guy Barker's arrangements were fabulous, and the band was really stupendous'**

**'Superb venues. Very well organised. Excellent merchandise!'**

**'Thoroughly enjoyable experience at each venue. Rhiannon Giddens was outstanding, as ever, and the ambiance at each venue was excellent.'**

Christian Scott aTunde Adjuah, Earth

**'She is Jazz is an event that should be done every year. What an inspiration.'**

**'At 72, Iggy continues to amaze and enthrall! 'Free' is a wonderful blend of all of Iggy's finest qualities. The baritone voice has never sounded so confident and yet so frail. The spoken word pieces are particularly effective and the audience responded respectfully.'**

**'It was wonderful! If they could have played until 6am I would have happily stayed!'**

**'On a recommendation, I saw Gazelle Twin (having never come across her before) and was absolutely blown away. Stunning performance, visuals, use of space. I am so happy to now be able to hear more of her.'**

**'The pre-gig talk was excellent'**

**'Best concert I have been to'**

**'The show was excellent and surpassed my expectations. Fabulous arrangements and lovely choice of music'**

**'I went with a friend visiting from abroad who is a keen jazz fan and who knows a lot about it. I know nothing, and had no idea what to expect. And I loved it - the music, the playing, the players themselves, and the whole atmosphere. I'm so pleased to have come across something new and original, and hope to hear more. What an energizing experience - thank you.'**

**'It was all absolutely wonderful. Just as well only ten days as I am exhausted.'**

**'An outstanding concert. The players were on fire, particularly Gregory Privat.'**



# Audience survey

The Festival is enjoyed by tens of thousands of live audience members and millions more across the world through broadcasts and recordings every year. In order to better understand the people attending our concerts and ultimately improve their experience of the Festival, we issue an audience survey each year to canvas opinion.

323 Festival attendees completed the 2019 audience survey, which is representative of our concert hall rather than club show programme. Of the survey respondents:

- **23%** were attending the Festival for the first time (2018: 37%).
- **87%** were aware they were attending events that were part of the Festival (2018: 85%).

The following percentages of respondents also rated the below aspects of the Festival as *very good* :

- **87%** for quality of performance(s) (2018: 90%)
- **58%** for value for money (2018: 70%)
- **78%** for whole experience (not rated in 2018)

# Press overview

**'This entertaining evening lit the touch-paper to the start of the wonderfully eclectic EFG London Jazz Festival'**

(Jazz Voice, Royal Festival Hall) – Blues & Soul

**'When your only real problem is that you've delivered too many great shows, you know you're doing something right. Bravo LJF, and roll on 2020'**

TheLineOfBestFit.com

**'Flawless nonchalance at a treacherously difficult art comes as axiomatic for American vocalist Cécile McLorin Salvant – the Wynton Marsalis-hailed, Grammy-winning, unflashily charismatic jazz singer who often suggests she could turn the phone book into a spellbinding libretto'**

(Cécile McLorin Salvant, Barbican) – The Guardian

**'The final sequence had the complete packed house up on its feet; everything seemed right with the world as the 79-year old then shook any number of fans' hands, thanked the adoring public and moved on to more of the same at the after-party.'**

(Herbie Hancock, Barbican) – theartsdesk

**'A festival of infinite varieties'**

The Morning Star

Cécile McLorin Salvant, Jazz Voice, Royal Festival Hall

**'It was a spiritual performance interspersed with reflective words and brought an insight into jazz as we know it today.'**

(Christian Scott, EarthH Hackney) – Jazz Journal

**'Deep England felt like a timeless piece of avant-garde performance art, part catharsis and part exorcism. Like Brexit, it could run and run'**

(Deep England: Gazelle Twin & NYX Electronic Choir) - The Times

**'Fifty years after Johnny Cash gave the most famous prison concerts of all time at Folsom and San Quentin, the British penal system finally has an equivalent.'**

(Rhiannon Giddens, HMP Wormwood Scrubs) – The Guardian

**'Suddenly I'm dancing in a hot sweaty circle next to him and it feels like it's 1973, my legs go to jelly and my heart's pounding. This is only halfway through and I spend the rest of the evening in full worship.'**

(Iggy Pop, Barbican) – Clash

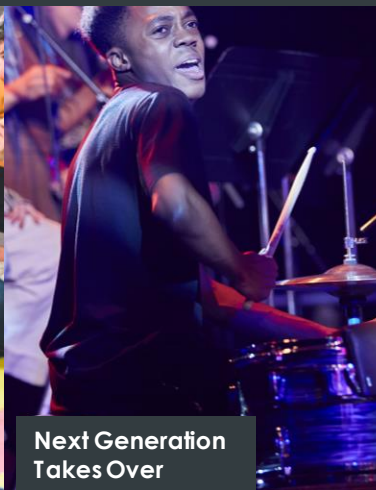
**'It's a fun and funky end to an enormously varied night of music that is a fitting celebration of 50 years of the Art Ensemble of Chicago. Their long-worn banner of "Great Black Music, Ancient To The Future" is as accurate as ever. Long may they continue'**

(Art Ensemble of Chicago, Barbican) – The Quietus

# Other Festival highlights



Jazz for Toddlers



Next Generation Takes Over



Gazelle Twin



She is Jazz



JazzWorks

## Learning & Participation

- This year's Festival included **30 Learning & Participation events**, an increase of 36% on 2018.
- **Over 800** people – of all ages and abilities – took part in these events across the 10 days of the Festival.
- The combined activity of reached a **total audience of over 7,400**, a rise of 147% on last year's L&P activity.

## Free programme

- This year saw our most comprehensive programme of free events yet, including pre-concert talks, free-stage performances, workshops, and panel sessions.
- There were a total of **80 free shows**, making up **18% of this year's Festival programme** (compared to 10% in 2018)
- This meant that audience numbers across our free stage programme totalled **19,440** people in 2019, an increase of almost **50%**

## Talent Development

- This year's Festival included **over 50 performances and collaborations from Seriously Talented alumni**, including Shabaka Hutchings, Abel Selaocoe, Elliot Galvin, Laura Jurd, Seb Rochford, and Camilla George.
- Our *Giant Steps* programme – for more established artists to develop a new area of their creative practice – culminated in three ambitious new projects from Gazelle Twin, Alice Zawadzki, and Soweto Kinch which premiered at the Festival.

## She is Jazz

- This year's mass participation project, *She Is Jazz*, saw an ensemble of **women and gender minorities – aged from 7 to 71** – give a free performance to a packed Clore Ballroom at the Southbank Centre.
- Following an open call for participation, the newly-formed 'She is Jazz' ensemble was led by acclaimed saxophonist Cassie Kinoshi in two rehearsals and the final performance.

## JazzWorks

- *JazzWorks*, the Festival's dedicated industry-focused day, brought together experts from across the sector with participants across four bespoke sessions.
- **Over 150 people** working in or interested in working in music attended the day.
- We have also created a separate report profiling *JazzWorks* in further detail.

Thank you



Postmodern Jukebox, Royal Festival Hall