

Orchestrated profits for City of Birmingham Symphony Orchestra

CLIENT:	City of Birmingham Symphony Orchestra
SECTOR:	Musical Performance
COST CATEGORIES:	Office Supplies, Print, Electricity, Communications, Postage, Mailing House

The City of Birmingham Symphony Orchestra (CBSO) was particularly attracted to Expense Reduction Analysts proposition due to its self-funding, risk-free nature.

THE CLIENT

CBSO has been central to the culture of the Midlands for over 80 years. The CBSO provide a range of services, from orchestral and choral concerts in Symphony Hall and chamber music performances in CBSO Centre, to music-making in schools and community halls.

THE CHALLENGE

CBSO is dependent upon funding and sponsorship and for this reason it is deemed particularly important that expenditure be tightly controlled wherever possible. Alistair Scott, Director of Finance for CBSO comments, "I knew that any additions to the bottom line achieved through a profit improvement exercise could be used to fund artistic projects and I was particularly attracted to Expense Reduction Analysts proposition due to its self-funding, risk-free nature. Iain explained that because Expense Reduction Analysts operated on a no-profits, no-fee basis, CBSO would incur no cost if he and his colleagues were unable to identify savings."

Further to several meetings with Alistair Scott, Iain began reviewing CBSO's levels of expenditure. Iain says, "My first task was to investigate the overhead areas of office supplies and print. I felt confident that I could achieve savings in these areas and so undertook the project work myself." CBSO's Alistair continues, "Having seen the savings that Iain could achieve on office supplies and print, I was happy to open up more areas for review."

Iain invited fellow consultant, and energy and communications expert, Andrew Appleton to analyse CBSO's expenditure upon communications and electricity. Iain, with the help of Expense Reduction Analysts consultant Nadim Vanderman, commenced reviews into postage improvements, including a thorough analysis of CBSO's mailing house.

Nadim explains, "The review of these latter two categories has involved long processes and a number of trials have been undertaken with a new mailing house with which both Melanie Brooker, Marketing Manager and Sarah Gee, Director of Communications are entirely happy. The proposals are likely to be fully adopted imminently."

SUMMARY OF SAVINGS

Office Supplies	26.2% (£2,922)
Print	39.2% (£3,231)
Electricity	37.1% (£3,263)
Communications	30.5% (£2,613)
Postage (projected)	£15,592
Mailing House (projected)	£38,349
Office Supplies (revisited)	37.98% (£5,799)
Print (revisited)	13.81% (£1,196)



"Having seen the savings Expense Reduction Analysts could achieve on Office Supplies and Print, I was happy to open up more areas to review."

ALISTAIR SCOTT,
DIRECTOR OF FINANCE, CBSO

Alistair and his colleagues are delighted with the savings achieved by Iain and his Expense Reduction Analysts colleagues. Richard York, Company Secretary, states, "We have much appreciated Expense Reduction Analysts' contribution to increasing our profits and I shall continue to sing the praises of Expense Reduction Analysts' wherever we can. It's been a real pleasure."