



# Article

Jersey

June 2015

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## **JEP CSR Supplement**

### **Fostering understanding through music**

Increasingly for firms, effective community engagement is becoming more about building relationships than just donating money or supporting one-off projects.

Deutsche Bank's support of various community groups across the Channel Islands is a case in point. Having adopted a carefully formulated long-term community engagement strategy some years ago, it is focused on bringing about societal change and nurturing local talent through sport and the arts, by forming partnerships with specific groups that are pertinent to its business or that share similar cultural values.

In Jersey, this includes a range of grassroots sports development programmes and cultural partnerships, such as the Jersey Eisteddfod.

### **Liberation**

This approach was particularly apparent this year, when the Bank struck up a significant partnership in a milestone year for the Channel Islands, as they celebrated the 70<sup>th</sup> anniversary of their liberation from occupation during the Second World War.

In a pertinent move reinforcing the Bank's support of bringing music to the community, Deutsche Bank became involved in a special and unique concert by the Berlin Philharmonic Octet as part of the Jersey Liberation International Music Festival - as well as a similar concert during Guernsey's celebrations.

The idea of inviting the Octet to visit to coincide with the anniversary of the Liberation was first mooted as long ago as 2012, and was the brainchild of Chris Betley, Guernsey Hon Consul for Germany. He worked with the organisers of the Guernsey Victor Hugo International Music

Festival, who then approached their counterparts in Jersey to offer the opportunity to bring members of the Octet to both islands.

It was a real coup - the musicians who make up the Octet are not only part of one of the world's leading orchestras, but are themselves amongst the best musicians in the world, including the Orchestra's principals for Horn, Clarinet, Viola and Bass plus first Concertmaster amongst their number.

It was a natural fit for Deutsche Bank, which has a 25 year global association with the Berlin Philharmonic Orchestra, to become actively involved not just as a sponsor but as an active partner for the initiatives, with senior bank staff regularly attending planning meetings. Knowing that Mourant Ozannes shares a similar approach in supporting the arts and educational activities in the local community, the Bank approached the legal firm to become involved in the project too.

"It was fitting for the Bank to support this important historical anniversary," says Andreas Tautscher, Chief Country Officer of Deutsche Bank in the Channel Islands. "As a strong supporter of artistic endeavour locally, we were delighted to play a part in welcoming musicians from the Berlin Philharmonic Octet, who are feted in festivals all over the world."

## **Concerts**

Ultimately, the concert at the Jersey Opera House was a huge success and attended by a capacity audience. The first part of each concert, entitled 'Captivity, Life & Liberation', featured works by composers who had lived through World War Two, whilst the second half was devoted to movements from Schubert's Octet in F.

In an added initiative to give the concerts further depth and resonance, a twelve month long research project was undertaken prior to the concert to dig into the island's libraries and archives to unearth never-before-seen letters, memoirs and diary entries relating to local residents' experiences of the Occupation, which were assembled into a script that would outline the island's story during the years 1940-45.

That script was narrated over the Octet's music in the first half of the concert by British television and film actors – and husband and wife team - Trevor Eve and Sharon Maughan.

"We were extremely pleased that two such renowned actors agreed to take part in the concerts," adds Andreas. "The high calibre performance they produced was extremely fitting and perfectly complemented the quality musicianship of the Octet."

## Education

The partnership with the Octet was not just about the concert, however. The Bank is extremely focused on nurturing talent locally and giving young people an opportunity to develop life skills, so it was very much part of the plan to draw on the talents of the Octet and ask the musicians to facilitate a very special workshop.

That meant that students aged between six and 16 from the Jersey Academy of Music were able to benefit from the guidance of the Octet's musicians during their visit to the island. In the 'open rehearsal' style workshop, the young musicians were introduced to members of the Octet and their instruments, and given some expert tuition on performance and musical interpretation.

It was a fantastic way to draw on the talents and ethos of the Octet - globally, the Berlin Philharmonic Orchestra has a structured educational programme aimed at making its music accessible to as many people as possible. Fittingly, it has been supported financially since its inception in 2002 by Deutsche Bank, and runs projects aimed at people of all ages, different social and cultural backgrounds and talents all around the world.

"We have a strong belief that nurturing talent plays such a crucial role in the development of young people, and for that reason this was such an exciting project to be involved in," explains Andreas. "To be able to help bring the Octet to Jersey for such an anniversary, to help promote reconciliation and understanding, and to deliver a unique event for school children was particularly special."

Ends.