

Press Release
3 July 2019



OPERA
NORTH

OPERA NORTH AND bdb: A PARTNERSHIP BETWEEN BUSINESS AND THE ARTS

Forging a strong commitment to a closer relationship between the arts and business community in Yorkshire, Opera North welcomes Harrogate-based financial planning service **bdb** as its latest **Corporate Member**.

Taking a collaborative approach to building meaningful partnerships, Opera North works closely with its corporate members to meet each business's individual needs. The range of benefits available to partner companies includes engagement with the company's education and community outreach work, backstage tours, employee workshops and creative training opportunities with Opera North's team. Members can also access hospitality packages for staff and clients, from tickets to Opera North's innovative productions, to special receptions, networking events and private performances.

Celine Delasalle, Head of Communications & Strategic Partnerships at bdb, said:

“At bdb, we measure wealth in terms of time, relationships and experiences, and are committed to offering our clients a bespoke service to ensure they can get the most out of their lives both now and in the future. We were attracted to the fact that Opera North share our values of quality, expertise and excellence as they create memorable and inspirational experiences for everyone. We were most

impressed by the team's collaborative approach to working with businesses to ensure an excellent return on investment."

Richard Mantle, Opera North's General Director, said:

"A major player in the Leeds economy, we have recently embarked on an ambitious £18 million redevelopment project to cement Opera North as a creative powerhouse in the heart of the city. We are proud to develop a new partnership with bdb, a renowned Yorkshire business which, like us, has at its heart an ambition to enable its patrons to experience the extraordinary every day.

"The support of our corporate members plays a crucial part in the success of Opera North, whether enabling us to ensure that opera of the highest quality is accessible to everybody through our £20 Try It ON ticket scheme for new attenders, delivering music education projects with real impact, or reaching more people in our city and region through our pioneering community engagement work."

A registered charity and one of the UK's largest arts companies, Opera North is funded through a combination of public and private sources, earned revenue from ticket sales, and support from individual and corporate donors. Through its partnerships with companies such as bdb, Opera North aims to build increasingly strong connections with successful business leaders who value the role the arts play in making the North of England a vibrant place to live and work, and who are keen to further Yorkshire's vast cultural, social, and economic potential. Other corporate members include Emerald Publishing, Sagars and Trinity Leeds.

Businesses can find out more about partnership and other opportunities with Opera North at www.operanorth.co.uk/membership-support/ or by emailing natasha.brice@operanorth.co.uk

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Notes to Editors:

bdb offers financial planning for business owners, entrepreneurs, senior executives and partners looking to build a secure financial platform for the future while bringing more balance to their lives today. The company's ethos is that money is an enabler and that real wealth is measured in time, experiences and relationships rather than bank balances.

Since a good financial plan is as unique as the person it is formulated for, bdb's experienced team of chartered and certified planners adopt a bespoke approach, working with clients and their families to discover what true success means to them. Founded in 2006, they offer an alternative to the

traditional financial advice and wealth management model, removing unnecessary costs, risk and complexity and keeping the person's needs and aspirations firmly in focus.

They are renowned in Yorkshire for delivering life-changing financial planning to 'time poor' successful and discerning couples, families and individuals.

www.bdbfinancial.com

Opera North is a national opera company based in Leeds and is a leading UK arts organisation. Rooted in the North of England, international in outlook, we create extraordinary experiences, every day. Our award-winning work tours to theatre stages and concert halls throughout the North and beyond, including to London and major international festivals, and we curate an eclectic artistic programme of gigs, concerts, spoken word and film in the Howard Assembly Room. Our aim is to make bold, innovative, ambitious work and share it in new ways.

Opera North believes opera and music is for everyone, and champions diversity in artists, repertoire and audiences. Opera North Education connects with communities and inspires each generation, aiming to enhance the health and well-being of people in the communities where we work through arts participation and performance.

Opera North is grateful for the generous support of Arts Council England and Leeds City Council, sponsorship from the private sector, trusts and individuals, the Friends of Opera North, the Opera North Future Fund and the box office income from its audiences, which allows us to continue to mount our award-winning work.



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