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2024 Annual Report

An informal peek into Clifton Edition's innermost workings!

Thank You

- To the delightful team at <u>Stainer and Bell</u> who are responsible for all sales and distribution.
- To <u>Caligraving</u> who have printed our books with great skill and professionalism.
- To *Jayson Mackie*, *Chris* and *Frances Nex* and others who have selflessly given up their free time to help with proofing and typesetting.

Pat and I continue to enjoy being immersed in all things publishing once again and we're proud to represent the work of all our composers, arrangers and editors, to whom we proffer grateful thanks.

Come and say 'Hello'...

It would be fun to meet up in *Islington* if you are available to visit the <u>Music and Drama Education Expo 2025</u>, on the 30th and 31st of January. Pat and I will be there during both days, lurking in the general vicinity of the Stainer and Bell stand (C24).

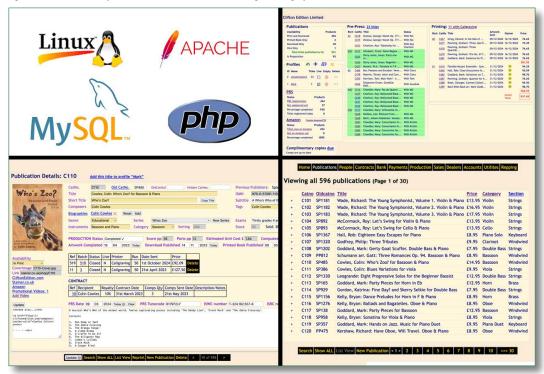
Contracts

It's sometimes proved challenging to track down the copyright owners of the legacy titles that we hoped to rescue. Unfortunately we had no access to the old Spartan Press content management system (called **Zeus**) which included, amongst other benefits, a huge name and address book! But we've benefited from help and support from the sheet music industry generally and have managed to locate and successfully sign up almost all of the composers and arrangers concerned.



Brunel

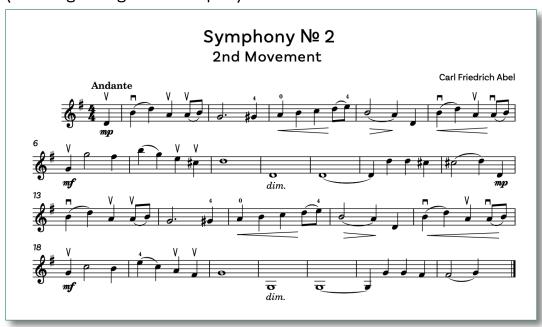
We've been writing a new content management system to replace the famous **Zeus**. This new software, called **Brunel** (given our proximity to that famous engineer's stunning <u>Clifton Suspension Bridge</u>) is a webbased resource built around an SQL database sitting on Linux/Apache and powered by PHP. Suffice to say that it includes a print management system to keep track of some heavy duty production.



Music Typesetting

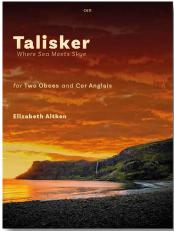
Our books are typeset using a specific Clifton Edition 'House Style', using Sibelius Ultimate and Adobe Creative Cloud.

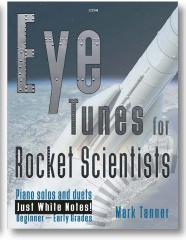
The music typeface we use within Sibelius is based on the **Norfolk** music font (a derivative of **Bravura**). For the text throughout the score for items like '**Andante**', we use **New Century Schoolbook** while general body text (including throughout this report) uses **Basic Sans**.

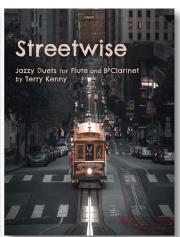


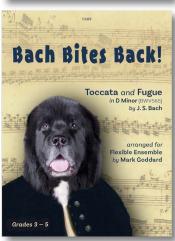
Cover Design

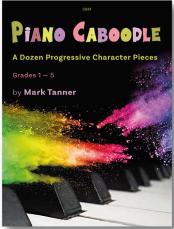
We've relished redesigning every cover from scratch, making good use of Caligraving's high-spec. digital printing machinery. In the early Spartan days, we had to make do with single colours and limited graphics capabilities. In these wonderful modern times, all covers can now be full colour at no extra cost, all are laminated and printed at full 'Concert Size' (12 inches x 9) in the proper manner!

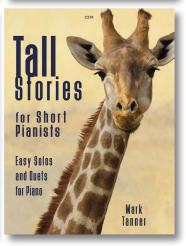




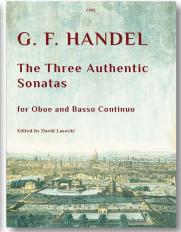


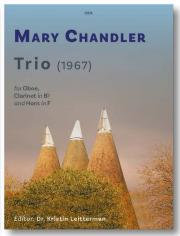






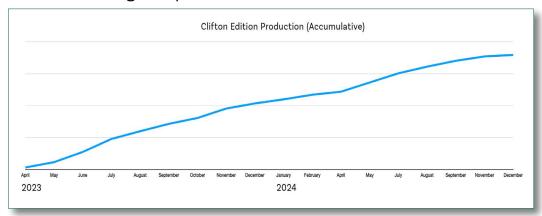






Printing

We've now managed to produce over 500 titles since March 2023.

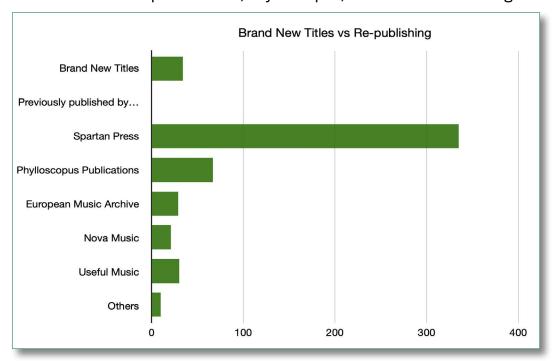




Previous Publishers

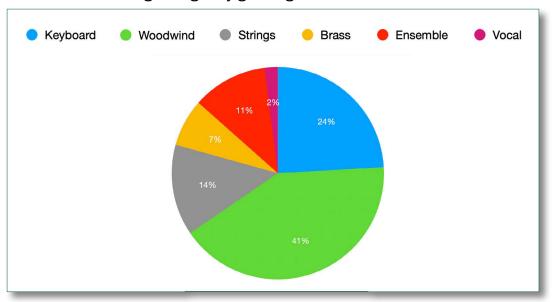
34 of our new books are published for the first time, including first editions of piano music by Teresa Carreño (edited by <u>Clara Rodriguez</u>), <u>Nancy Litten</u>, and <u>Heather Hammond</u>, plus many other gems including previously unpublished oboe music by Mary Chandler (edited by <u>Dr. Kristin Leitterman</u>) and the Mozart Horn Concerto Cadenzas by <u>Pip Eastop</u>.

But the main body of the current Clifton catalogue comprises upgraded editions of former Spartan Press, Phylloscopus, Nova and other catalogues.



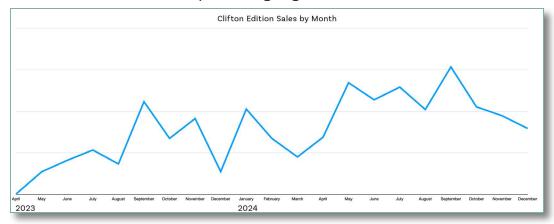
Catalogue Profile

We clearly have a woodwind bias, but keyboard and strings are also strong, with the other categories gently growing too.



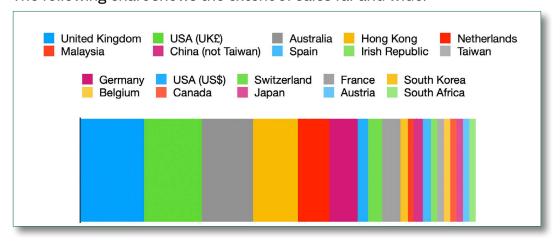
Sales

Sales have grown in direct proportion to our growing inventory and in line with the traditional music publishing vagaries of the seasons..



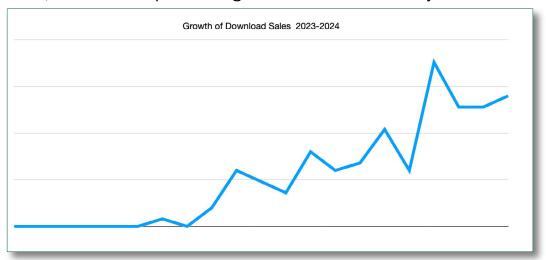
Worldwide

The following chart shows the extent of sales far and wide.



Downloads

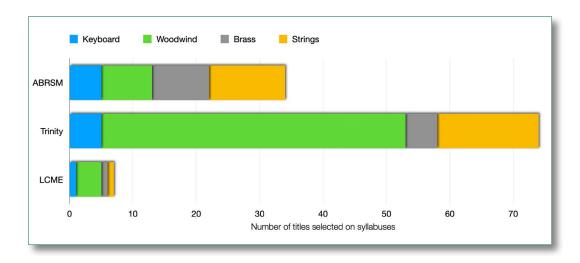
We were slow to provide Stainer and Bell with downloadable versions of each of our books, but once these files were created and offered for sale via www.Stainer.co.uk, the sale of downloadable PDF versions of each title grew wings! Particularly handy for customers is places the other side of the world, or even in Europe following the extra costs incurred by Brexit.



UK Examination Boards



We've had a terrific response from the major UK examination boards (ABRSM, Trinity and LCME) who have all been amenable to both licensing Clifton copyrights within their own publications and also setting our editions on their various instrumental syllabuses.



More exciting exam board news to follow officially during 2025.

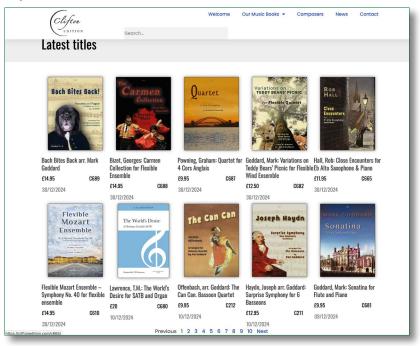
Useful Music

It was sad that the legendary composer and publisher *Graham Lyons* passed away in the summer of 2024. In his will, Mark Goddard was named as the custodian of the *Useful Music* legacy. A contract was signed with the executor of the estate and Useful Music is now part of Clifton Edition, who are currently engaged in updating and republishing as many works from the Useful Music catalogue as possible.



www.CliftonEdition.com

It's become clear that we need to continually improve our on-line presentation. For example, the inclusion of audio and /orvideo clips of each product. The help and support from our 79 composers and arrangers to provide mp3, mp4 files and **YouTube** links to performances of their own works is key here.



www.Stainer.co.uk

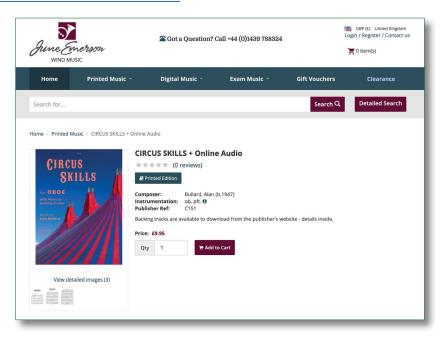
While Clifton Edition run their own website, all our products are also on the Stainer and Bell website, which offers a full e-commerce music shop.



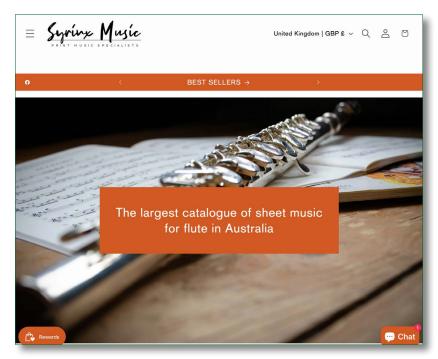
Other Websites

We have agreements with a number of specialist websites, who offer a full range of Clifton titles, particularly in downloadable format.

June Emerson Wind Music



Syrinx Music

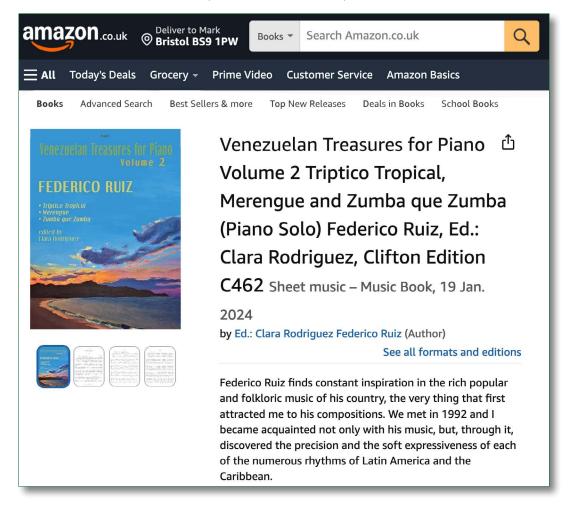


The Music Realm



Amazon

We've finally successfully navigated the thorny terrain called "Amazon Market Place" and are pleased to report that all of Clifton Edition's printed books to-date are now for sale on **www.Amazon.co.uk**, thanks to enthusiastic support and advice from our old friend and stalwart on-line retailer Jonathan Kershaw (Kershaw Music Ltd).



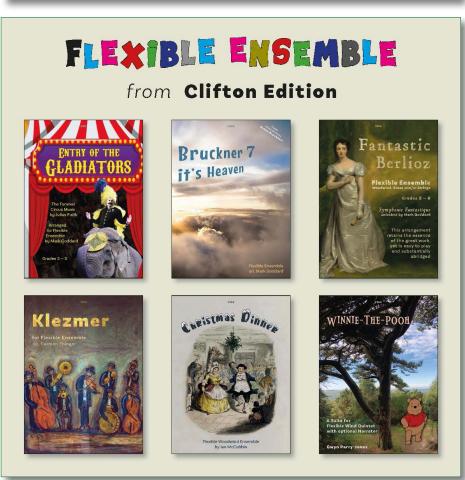
Social Media

Clifton Edition have a gently growing presence on Facebook. <u>Please follow our new page here</u>.

We add articles regularly.

If you would like to contribute, please get in touch!





Rep Visits

We've made a number of good old fashioned 'sales rep' visits to major shops in London, Manchester and locally. As you know, there are very few specialist sheet-music specialists left in the UK but those I visited were welcoming and generous in their support for our initiative. And I've really enjoyed meeting up with them all once again. More are planned for 2025.



