

Music Manifesto Partnership and Advocacy Group

Monday 22 September 2008

15.00 – 18.00

Classic FM

Chair

Darren Henley

Managing Director, Classic FM

Attendees

Justin Baron

Sibelius

Jane Bolger

Editorial Consultant, MM website

Sara Conway

BMR consultant

Leonora Davies

Consultant on young people's music

Aimee Gardner

Advanced Skills Teacher, Gallions Primary

Nick Howdle

Sound Connections

Marc Jaffrey

Music Manifesto Development Director

Paul McManus

MIA

Nii Sackey

Bigga Fish

Graeme Smith

Croydon Music Service

John Stephens

Salford Children's Services

Barbara Tucker

DCSF

Grace Walter

Music Manifesto

Paul Wilson

Wren Music

Lyndsey Winship

Online Content Producer, MM website

Apologies

Richard Hallam

Music Participation Director

Katherine Zeserson

Sage Gateshead

1. Welcome and Introductions

1.1 Darren Henley welcomed everyone to the meeting. Apologies were given on behalf of Dick Hallam and Katherine Zeserson. DH began the meeting by thanking everyone for their work over the last year.

2. Minutes

2.1 Date of the previous meeting to be corrected otherwise it was agreed that the minutes from the previous meeting were a fair and accurate reflection of the previous meeting.

3. Next steps for MMPAG and MM

3.1 Marc Jaffrey's tenure with the Music Manifesto will be coming to a close at the end of October. Enormous praise and thanks for MJ for his dedication, passion and drive to achieve over the past four years. The achievements of the MM over the past four years have been a result of MJ's work.

3.2 MJ's departure from the Music Manifesto will change things going forward. Darren Henley is currently in talks with the DCSF regarding structure. He has emphasised the importance of having an up to date website and continued administration support. This has also led to talks regarding how the campaign can go forward using digital media.

3.3 It is important to remember that the Music Manifesto is a campaign. The MM must be a resource for its signatories and it must engage with those signatories to increase engagement and reach. The Music Manifesto is a voice and resource for all and this will be developed over the next 12 months.

3.4 A discussion took place regarding messaging. It is important for the messaging of the Music Manifesto to be clear and coherent in order for the message to spread across the sector and beyond. For example, the Music Manifesto is funded by government but it is an independent group.

3.5 A discussion took place around the function of the Music Programme Board and its relationship with MMPAG. The Music Programme Board does not require funding and is therefore easier to sustain in some aspects. However, MMPAG has had a high level of output over the last 18mths, it has been a conduit for making people's voices heard and also a sounding board for the sector that has now prepared recommendations to take forward over the next 12months.

3.6 The next two years will involve embedding and driving change using the messaging of core beliefs. These core beliefs may change slightly depending on the wider context and with some of the MMPAG workstreams coming to a natural finish. A discussion took place around a document that could be used as a guide when speaking about the Music Manifesto and MMPAG at conferences. It would help maintain clear and consistent messaging. It would also eliminate the issue surrounding who has permission to talk on behalf of MMPAG. This could be a wider resource that could be used by signatories as well as MMPAG members.

4. Digital campaign and MM films

4.1 The current contract for the website is due to end on 31 October 2008. Darren Henley has asked the DCSF for a form of extension to keep the website live until the tendering process begins. None of the website content will be lost during the extension period or thereafter. Although there have been difficulties with drawing up the tender, it is hoped that the process will begin early in the New Year. There will be no extra funding on top of the current funding to sustain the website.

4.2 Darren Henley and Marc Jaffrey recently met with Angela Ruggles to discuss the digital strategy for the campaign. It is important to remember that the digital strategy is a digital realisation of the overall campaign. The most effective way to move the campaign forward is through digital means.

4.3 The website will be the outward face of the campaign as well as an inward place for signatories. There is a need to do more for MM signatories e.g. linking signatories up with other signatories. This will also help to increase the number of MM signatories.

4.4 Stronger relationships are to be developed with the music industry and Sing Up. Feargal Sharkey is a keen supporter of the Music Manifesto and it is important to link with him in his work. It is important to remind Sing Up that they link with the MM. Sing Up need to be part of the process in order to develop and move forward. It was recommended that Baz Chapman attends MMPAG meetings. There also needs to be a stronger relationship with young people. It was suggested by Nii Sackey that a youth MMPAG forms and a representative from that group attends MMPAG to feedback. This would have to be a diverse group that reflects the activity of music across the country. NS is to liaise with Darren Henley on forming this youth advisory group.

4.5 Sing Up 1st birthday – It will be important for the Government and MMPAG as a board to re-iterate the importance of the campaign. There will be a very public vote of confidence from Lord Adonis on how the campaign is developing and going forward.

4.6 Find Your Talent – there is a need to position MMPAG as being independent but it is important to be a link between the sector and children. Find Your Talent is seen as this government's overarching cultural strategy and the most important cultural offer for young people. The FYT programmes are due to begin this week. FYT met with The Princes' Trust last week to discuss possible links. Marc Jaffrey has

developed a close working relationship with Paul Roberts and it is now time for MMPAG to activate that relationship amongst others.

4.7 Music Partnership Projects – a tender will go out for next year. MMPAG can feed their thoughts to Darren Henley who will take them to the ministers. Margaret Martin-Griffiths has put together an initial evaluation report of the pathfinders. Barbara Tucker is to discuss findings with Lyndsey Winship so a feature can be put up on the website. Nick Howdle raised the issue of to what the Music Partnership Projects link with MMPAG and how they reflect the thinking, themes and attitudes MMPAG are trying to develop through the five workstreams.

4.8 Music Manifesto Films – in addition to the film that was produced for Marc Jaffrey's speech at ISME, a further two films are being produced. The first will be about young people's voices and good examples of young people making active decisions about their learning. The second is about making change, whoever you are, whatever area you work in, change can still be made for the better. Suggestions of good role models: Mark Bick, Feargal Sharkey, Pete Moser, Nikki-Kate Hayes, Katherine Zeserson, John Stephens (Greenwich Music Service), Colin Virr, Weapons of Sound and Fireshow. The youth voices will come from informal and formal settings in order to show balance. There will also be a balance between national, local and grass roots examples. The films will be used as a catalyst for change in itself.

5. Links with the Conservative Party

5.1 There is a lot of misinformation in the public domain about music education and now is the perfect time to establish the core aims of the Music Manifesto and produce clear and effective messaging. The Music Manifesto is still very much a product of five years ago therefore lots of careful thought is needed around the digital strategy to take the campaign forward. The repositioning of core aims, perhaps three or four fundamental aims, could be used to promote the MM in a cross party way at a general election. The campaign can not just lobby for an increase in funding or ring fencing of funding. MMPAG needs to state exactly why the money is needed to drive the campaign forward.

5.2 There is a belief in the power in music from the Conservatives but it is vital that any myths are dispelled and then remind them of MMPAG's core aims. This is to be supported by providing stories and examples of what is happening in their local areas. Local stories are key in supporting the core aims. This can also be a way of drawing in parents and getting their voices heard.

6. Updates from Workstreams

Stronger Frameworks

6.1 There have been several good meetings with various people, including Dick Hallam. The attitude towards the pack is positive. Work on the pack will commence in January 2009 and will be completed by Easter. If the pack is to be released in paper form, it will have to link to a digital version. This will therefore depend on the digital element of the MM.

6.2 Dates have been agreed for the Stronger Frameworks roundtable meetings in December. Further information will be circulated once funding for the meetings has been confirmed. Careful thought is needed about the themes to be explored at these meetings. There must always be links with the other workstreams and reinforcement of their work.

Transition

6.3 Leonora Davies thanked everyone for their feedback on the transition papers. The headlines from the papers have been sent to Lord Adonis which will be followed up by a meeting in October. There will need to be clear objectives set out for this workstream at the meeting with Lord Adonis. The line of action will then be facilitated by government.

6.4. A discussion took place around Wider Opportunities and the next steps for children going into secondary education, personalised learning, the role of technology and the industry. Musical Futures has been pathfinding for secondary learning. LD is very keen to set up a national working party on transition and transfer.

WFD

6.5 There has been good communication and workings with MEC. A discussion took place around teachmusic.org and strategies for signposting from and to relevant websites.

6.6 It is important for MMPAG members to attend various meetings and conferences e.g. MEC and NAME.

Awards

6.7 Classic FM is not partnering with NMC but has united the Teachers Awards which have been widened to 6 categories, Newly Qualified, Peripatetic, Special Educational Needs, Primary, Secondary and Life Time Achievement. Lord Adonis will be presenting the awards at the MFY Proms. MMPAG will sponsor the Life Time Achievement Award.

6.8 A discussion took place around a possible State of Play 2 in 2010. This would give the MM a chance to re-position using a celebration of that scale. It would also be a cross-party celebration. Now is the right time to begin thinking about this opportunity because of funding issues. This is not something that could be funded by the departments because it would be too close to the election. An alternative to that would be to organise a Roadshow celebrating work across the country working with signatories. This could also potentially link with the industry.

Power of Music

6.9 It became clear at the meeting held at Nordoff Robbins that there is a lack of joined-upness within the sector on provision for those children who are at risk, vulnerable, have physical or mental disabilities or those outside of education. Kathryn Deane developed and chaired a MEC forum meeting bringing together the different sectors to describe the ways they tackled these issues.

6.10 Sing Up have commissioned Phil Mullen and Rob Hunter to report on the provision available for primary aged children. This could cover the work on primary education which would allow the group to move onto secondary provision.

6.11 Sara Conway will look at the research that the industry carried out on music provision for those with SEN.

11. AOBs

11.1 Lyndsey Winship to write a piece for the website highlighting key areas of this meeting.

11.2 Darren Henley to discuss funding for the Stronger Frameworks roundtable meetings in December with Angela Ruggles.

11.3 Paul Roberts to be invited to a MMPAG meeting – Darren Henley

11.4 Baz Chapman to attending MM meetings – Darren Henley/Grace Walter

11.5 Darren Henley to attend Conservative Think Tank meetings.

11.6 Conversations to be arranged with Christina Coker, Susannah Simmons and David Sulkin – Darren Henley

11.7 Nii Sackey to liaise with Darren Henley on forming a youth advisory group.

11.8 Sing Up Beyond the Mainstream report to be sent to MMPAG – Grace Walter

11.9 Barbara Tucker to send the Music Partnership Projects report to Grace Walter for circulation.

11.10 Dates for the next meeting to be coordinated by Grace Walter.