



**75 YEARS OF SUPPORTING  
AND CHAMPIONING  
VOLUNTARY MUSIC**

# Case Study

No. 63

## Leicester Early Music Association

One of Making Music's five areas of activity is working with and for young people. Through Making Music's Young People's Programme a substantial library of youth project case studies has been developed. These case studies are designed to highlight and share best practice from the experiences of Making Music member societies undertaking youth projects. Many of the case studies arise from Making Music's two national youth programmes *tuned in* (2001-2002) funded by Youth Music and The Carnegie UK Trust and RESOUND (2003-2005) funded by Youth Music, Scottish Arts Council, The Carnegie UK Trust and Headley Trust.

### 1. Project Description

#### Project Aims

To offer live early music to people who would otherwise be unlikely to hear it

To find new audiences for early music, particularly among young people and families

To provide a forum for young professional performers

To provide a forum for makers, music/book sellers and similar of early musical instruments in the Midlands

Specific aim in 1998 to expand audience base to include students, with a particular emphasis on the three universities in Leicestershire.

#### Project Description

Youth events at Leicester Early Music Festival:

Leicester Early Music Association founded the Festival in 1990 and has run it each year since over the late Spring Bank Holiday. The main aim of the Festival is to present professional Early Music as the exciting and colourful spectacle that it is, especially to people to whom it would otherwise be a closed book. Thus the audiences include many young people (and their parents) who view the recorder as an instrument for beginners, used at school before progressing to a "real" one; they include many of the people who have bought "The Four Seasons" but do not realise that Vivaldi and his contemporaries wrote much other exciting music, and they bring together many whose interests may be as diverse as dance, rhythm, social history, authentic recipes, and families who want some "different" entertainment for a Bank holiday. The potential audience is enormous, but probably does not include those for

whom no music is good enough unless performed in the very building in which it was written, with antique instruments played in the authentic way. Not that the organisers feel that the latter is unimportant – but they passionately believe that Early Music should be able to be lived and enjoyed by all, regardless of their musical background.

The Festival uses St. Mary de Castro Church as a base. At the heart of Castle Park, the church is one of the oldest in Leicester and seats over 600. In addition to concerts, workshops and exhibitions, each Festival has featured a Family Day, including mock fights in full armour, buskers, a masque day and dance day, opportunities for Junior School children and those interested in small consort playing and master classes. Events and exhibitions take place in city Museums.

After Market Research was undertaken for the 1998 Festival, targeting was done in several ways:

Target Workshops as Fun Days for individual children, with leaflet saying "WANTED! children aged 7-11 . . . for an exciting day in Leicester Castle".

Target concerts at students (Early Bird Concerts daily at 5-6pm, FREE with a student card and including a free slice of pizza and glass of wine or beer!)

Target Families "Castle Park Capers" on Bank Holiday Monday, including music, dancing, medieval games, treasure trails, exhibitions, refreshments, etc etc. Admission for the day is free; for the concert which ends the day at 5.30 - £2 per family including an interval drink for all and free cake for children.

### **Legacy**

About 20% of the students who attended "Early Bird" concerts with a free pizza attended a further concert. This successful format has been repeated in 1999.

The 7-11 workshops are fully booked again for 1999.

Close liaison with Museums in the city is emerging.

Sponsors clearly like youth involvement.

### **Improvements**

It is clear that one has to research one's audience and target different types of events to match their expectations. Much was learned from the initiatives in 1998, and this helped to target the marketing even more effectively for future years.

Students at the Universities wanted outwardly lighthearted events and this has been taken into account in planning for 1999.

## **2. Project Details**

### **General Details**

Nature of Youth Project

Number of Young People involved           **0**

Age Range of Young People

Type of Young People involvement

Created by Making Music

Updated May 2007

Recruitment of Young People	<b>A variety of methods used including mass leafletting and targeting</b>
Level of LEA involvement	
Project budget	<b>Over £5,000</b>
Sources of funding	<b>Foundation for Sport and the Arts - £3,350; Leicester City Council - £1,200, ticket sales</b>
Video available	<b>False</b>
Audio available	<b>False</b>
Photographs available	<b>False</b>
Programme available	<b>True</b>
Publicity leaflets/posters	<b>True</b>

## **Society Details**

Name of society	<b>Leicester Early Music Association</b>
Type of Society	
Size of Society	<b>0</b>
Age profile	
Under 19s in society	<b>0</b>
Under 19s from project	<b>0</b>
Repertoire	
Typical concert budget	
Typical performance	
Number of performances	
Willing to be contacted	<b>False</b>

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## **This information sheet can be made available in large print and other formats on request. Please telephone 020 7422 8280.**

We hope you find this Making Music document useful - it is intended to give a reasonable summary of the position at the time of writing. If you are aware of any changes to the situation described or have suggestions for further information to be included please contact the Membership Services Team at Making Music 020 7422 8280 or [info@makingmusic.org.uk](mailto:info@makingmusic.org.uk). Please note that no responsibility for loss occasioned to any person or group acting or refraining from action as a result of any of the contents of this information sheet can be accepted by any of the authors or by Making Music, the National Federation of Music Societies.

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