



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

Case Study

No. 45

London Flagship Project

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

The original aims were as follows, but were later revised:

To deliver a day of participative music activities for 8-12 year olds in South Harrow in a fun and creative environment.

To ensure the taster sessions provided musical genres young people may not have already experienced.

To combine a football and music theme to encourage boys to attend the day and devise specific sessions for boys only to ensure maximum participation.

To devise a sharing session of all the music created throughout the day with individual workshop showings and some general "linking music" as a culmination of the project.

To act as a catalyst to get local amateur societies involved in making music with young people.

To raise the profile of local Making Music societies by their involvement in the project.

The area in which to base the London flagship project was based on recommendations and potential target areas already made by the Making Music London Committee, these were Richmond and Ealing. South Harrow was chosen in consultation with the Senior Arts Officer and a community musician. Harrow was a priority area for the borough council as it has a high level of social deprivation and unemployment along with lack of facilities, arts provision and cultural opportunities for young people. The school and football club resting next to each other seemed like a good combination of spaces to hold such an event.

Project Description

A one-day event containing music activities and football coaching for 8-12 year olds in a specific area of South Harrow. The day started in a local school and ended in the borough's football club with a sharing/performance for parents and friends.

Music workshops were facilitated by 4 Making Music societies, the Local Youth Officer and the head of Ealing Music Service. A variety of music styles were included:

Indian Drumming/Tabla (Sanjitanjali), Steel Pan (BT Stell Melodians), Tudor Music (Gems), Singing/Vocals (Johanna Farrer, former member of Nonsuch Orchestra), Samba (Local Youth Officer), Boys Singing/Musical Direction (Ealing Music Service).

Organisation of the project was undertaken by the Local Youth Officer. Due to a change in personnel, the school which had been approached originally to hold the workshops was not contacted for 3 months. They were then understandably cautious about the event and were concerned that children would be unsupervised on the day. The local council were able to reassure the school that the project would be managed appropriately and the young people would be supervised at all times. The football club manager agreed to drop the hire price so that the main space could be used for performance at the end of the day, as well as football coaching free of charge.

The event was publicised through A3 & A4 posters and postcards in bright yellow with a football pitch layout and musical instruments as players. They included an application number to phone so they could request a joining pack. The pack contained information for parents and a consent form which needed to be returned or brought on the day.

Legacy

It was an educational experience for all, and many positive things to take away, i.e. Young People in South Harrow had a chance to be hands on and try many different styles of music, there was a wide ethnic mix of young people and workshop leaders, and young people had an informal music experience and participated in a performance - possibly for the first time.

Improvements

Due to a change in Local Youth Officers, the original project idea was scaled down to a more realistic schedule. The new priorities included

- 1) running the event on just one day
- 2) Confirming the date, venue and title for the project.
- 3) Devising a marketing strategy
- 4) Concentrating on the theme of football for the sports workshop and a basis for as much of the musical material as possible.
- 5) Bringing in a performance element to the end of the day.
- 6) Formatting the workshop sessions and how the participants would move from one to another.
- 7) Disregarding the idea that the day should be connected to the commonwealth games.

On the day it was quite difficult to manage the number of young people and some were challenging, although the number of adult supervision was well over the statutory requirements.

Other improvements are:

More time was needed for workshop set-up and briefing sessions

More time and space for registration was needed

Anticipating the fact that many young people would turn up on the day without booking would have helped.

The transfer from the school to the football club could have been better thought through to allow for more supervision.

Anticipating the fact that the moving venues in the time available would be very inconvenient for the workshop leaders could have helped.

Other lessons include:

Ensure you have a local presence - get out and meet people at the start.

Be clear about what you want to achieve and how you are going to do it.

Set a date for your project as far in advance as possible and start telling people about it - even if the details are not quite ready.

Maintain a good working relationship with key partners, such as schools and teachers, they will help you get more participants if they support the project.

Always add on a month to your proposed schedule!

Don't underestimate how many volunteers you need on the day.

Assign specific jobs to individuals and ensure they are briefed before the day.

Be careful when devising workshop material, are your plans age appropriate?

Get some young people to be on the steering group and help you plan the content of the day if you can - don't assume you know what they'll like.

Always ask for feedback, but think about what you want to find out.

2. Project Details

General Details

Nature of Youth Project

Number of Young People involved

Age Range of Young People

Type of Young People involvement

Recruitment of Young People

Level of LEA involvement

Project budget

Sources of funding

Video available

Audio available

Photographs available

Programme available

Publicity leaflets/posters

Workshop followed by performance

57

7 - 11

workshop participation and final performance

Posters in public places and contacting local schools

Distributed marketing material and general support

0

False

False

False

False

False

Society Details

Name of society

Type of Society

Size of Society

Age profile

Under 19s in society

Under 19s from project

Repertoire

Typical concert budget

Typical performance

Number of performances

Willing to be contacted

London Flagship Project

0

0

0

False

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

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