



SUPPORTING &  
CHAMPIONING  
VOLUNTARY MUSIC

# Membership Survey 2017 Summary Report

Compiled by Ben Saffell

## Introduction

We would like to say thank you to the representatives from 20% of our member groups who completed the survey. The survey was designed to find out what our members think about their Making Music membership and what they get from it. The survey looked at:

- Reasons for membership
- Priorities and the future
- Views on the services we offer
- Our communications
- Customer service

The survey has provided some interesting and very useful results. It will help us plan future activities and inform our decision-making around how to best use members' fees and our time, to ensure we deliver the best membership services and value for money that we can.

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## Summary

- Reasons for membership: There are a number of key themes that can be seen throughout the survey in terms of what members most value about membership. These have not changed significantly since our 2014 membership survey:
  - Practical services and advice are consistently the highest rated and it is clear from the survey that these services are vital to members
  - Our lobbying and advocacy role is generally seen as the next most important aspect of membership
  - This is closely followed by artistic services and services that help create a community and network of musicians.
- Priorities and the future: These are broadly in line with the reasons for membership. There is a clear message that the practical services and advice are the top priority.
- Views on services: In line with the above, the key services members use are the practical services and advice. The results suggest we currently do a good job of delivering these services and rating for most have improved since 2014. That said, there are also areas for improvement.
- Communication. The overwhelming preference is for electronic communications.
- Customer service. This was identified as an area for improvement in 2014 and the results show progress has been made and we score well across the board. That is not to say we will be complacent and will continue to find ways to improve.

Overall the results are positive but there are of course things for us to work. There are two main takeaways for areas we need to improve

- Not all members are aware of and use our full range of services and resources. This was also an area for improvement from the 2014 survey. We have made progress since then, but clearly this is an ongoing process and some fresh approaches might be needed.
- Make it easier to find relevant resources on the website. A common theme in the 2014 survey was frustration with the usability and speed of the site. We launched a new site in 2015 and many problems around usability and speed improved vastly (allowing for teething problems and a period of adjustment). However, the resource search is not as good as it should be and something we know we need to work on.

## Who completed the survey

The total number of respondents was 790 individuals representing at least 662 groups, or 20.5% of member groups at the time of the survey.

22.5% of respondents were in more than one member group.

- 61% of groups represented were vocal groups – compared 58% of the total membership
- 30% were instrumental groups – compared with 28% of the total membership
- 10% were promoting groups – compared with 14% of the total membership

By role (respondents could pick multiple roles)

- MM Rep - 23%
- Chair - 18%
- Treasurer 38%
- Secretary - 17%
- Music Director/Conductor - 7%
- Group Member (non-committee role) - 10%
- Other committee role - 18%

## Reasons for being a member

In the first part of the survey we asked members what they valued about their membership and thought of Making Music as an organisation.

**Question: Why do you think your group is a member of Making Music?**

Service	Importance - percentage (2014 results)						
	Very	Fairly	Important	Importance combined	Not very	Not at all	Not important combined
Practical services including insurance, PRS and DBS	84 (84)	8 (9)	6 (6)	98 (99)	1 (1)	<1 (1)	2 (2)
Advice and guidance on the website	41	29	20	90 (87)	9	1	10
Celebrating and raising profile of leisure-time music groups to the general public	28	27	31	87	11	2	13
We are proud to be part of a larger network of musicians*	20 (14)	31 (28)	33 (33)	84 (75)	14 (20)	2 (6)	16 (26)
Representation of leisure-time music groups to policy makers	26 (24)	29 (25)	29 (32)	84 (81)	14 (14)	2 (5)	16 (19)
One to one advice over the phone, via email and in person	26	21	31	78	18	4	22
Artistic support and development, e.g. Music Bank, Adopt a Composer scheme, commissions, subsidised young artists	19 (14)	28 (20)	28 (27)	75 (61)	20 (29)	4 (10)	24 (39)
Local Information & Advice events and national events (Council and AGM) †	15 (37)	25 (30)	33 (20)	73 (58)	24 (10)	3 (3)	27 (13)
Opportunities to connect with other music groups	12	23	34	69	26	5	31

\*2014 question was value not proud

† 2014 question included training events and national conference

The results show a clear ranking of the importance that members attach to the services and benefits we provide, which is consistent with 2009 and 2014 results. Of particular encouragement to us is that whilst the order has remained the same, the percentage of respondents selecting that a benefit is important, rather than not important, has increased. Members attaching increased importance to the benefits they receive can only be positive, and whilst the results don't suggest we should change our priorities they do suggest we should think about the weighting we give to each priority.

Order of importance:

1. Practical services and advice
2. Lobbying and advocacy/representation of leisure-time music
3. Artistic support
4. Connecting members with each other

### Practical services and advice are most important

As expected, these are still very clearly the key factor in groups joining and renewing membership - and will remain our main focus.

### Lobbying and Advocacy

- As with 2014 this rates second overall, but the percentage of respondents selecting reasons relating to lobbying and advocacy has increased slightly. We have always thought our role as the voice of members and the voice of the sector is a fundamental part of what we do, the results suggest members do to.

- The option ‘Celebrating and raising the profile of leisure-time music groups to the general public’ was not included previously but was this year as it is one of our four top line aims in our five year plan. This result reinforces the consultation we did with members when developing the plan. Making Music celebrating what they do is clearly important to members – something we firmly believe in too.

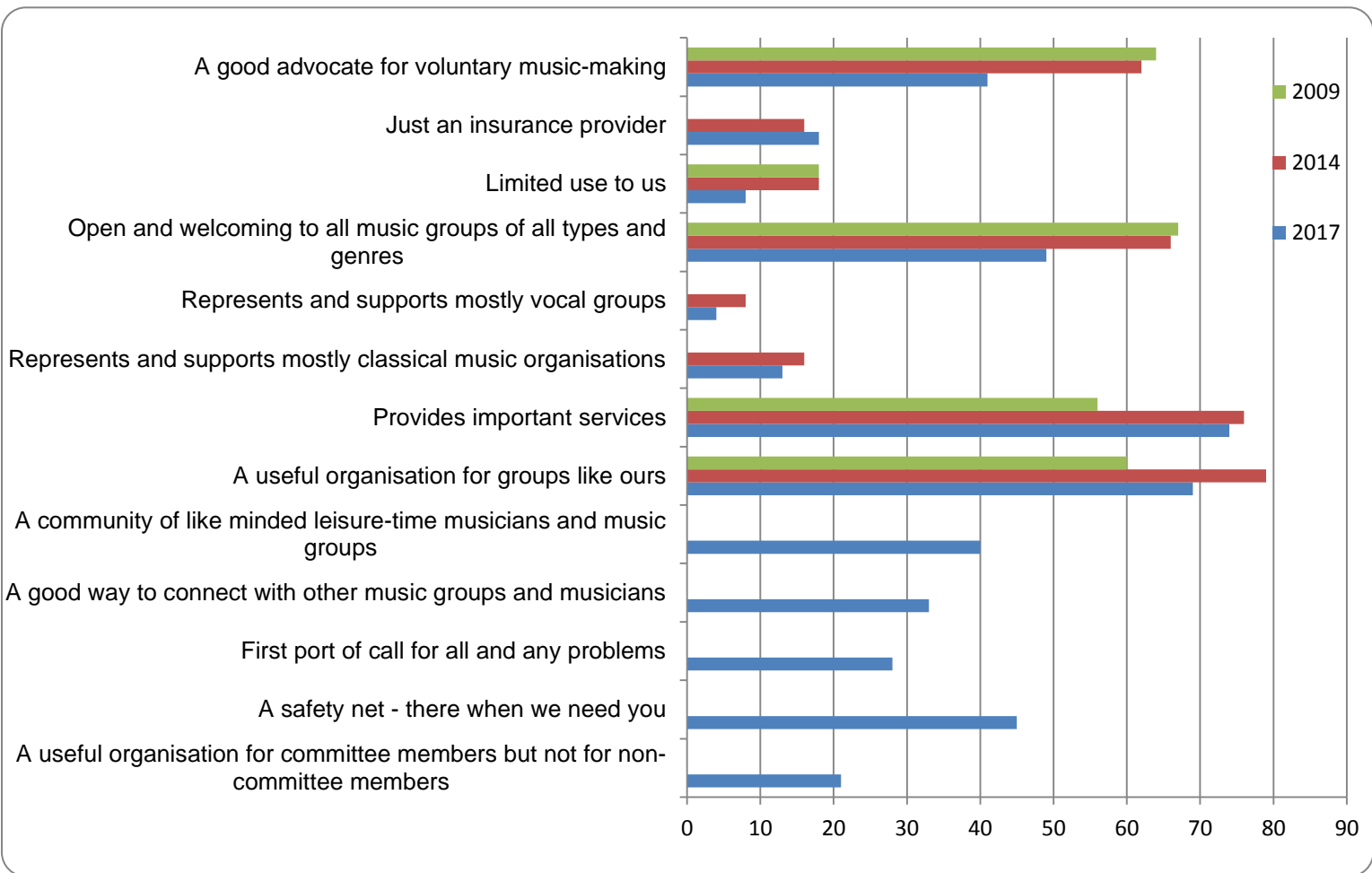
**Artistic support**

These are still rated as less important than practical services and lobbying and advocacy but the importance percentage saw a big increase from 61% to 75%.

**Information and Advice events**

- Whilst the ranking position is the same, the percentage score is significantly higher for 2017 compared to 2014, going from 58% to 73%.
- Previously, the question also included training events and the national conference, neither of which we still offer. The increased score suggests that focussing on Information and Advice events has proved a useful way to support members. This is reflected by the high score for ‘Opportunities to connect with other music groups’ – a key element of Information and Advice events.

**Question: In your view which of the following words and phrases describe Making Music? (Select all that apply).**



## Comments in 'Other' field

Generally positive about services and benefits	13
Value lobbying and advocacy	3
Don't make enough use of the services	3
Generally negative about MM	3
Good but not always relevant for my group	2
Help keep us in touch	1
Provide exiting opportunities and ideas	1
Innovative and forward looking	1

The results are a little mixed here but in comparison to 2014 there are some disappointments. That said they should be viewed in the context of sending the survey to a wider range of people and roles within groups.

- It is encouraging that fewer groups see us as being mostly for vocal and classical groups than in 2014. However the lower score for 'Open and welcoming to all music groups of all types and genres' is much less positive. Whilst it is not a direct comparison (the wording in 2014 was 'Represents all sorts of music organisations') the stand alone fact that fewer than half of respondents think we are welcoming to all groups and genres is a concern, and a perception we want to change. Our Exploring Music Making project has already started this process.
- Finally, the decrease in respondents selecting 'A good advocate for voluntary music-making' is also of concern. We do a lot of work in this area, and not without success. Unfortunately, there are more issues for us to tackle than we have resources for. The visibility, and slow burn nature, of the work in this area may also be factors. Campaigns can take a long time to show results and are often local (e.g. music libraries), so not all members have direct experience of lobbying activity. The previous question shows this is important to members and so we will look at how we better communicate and engage with them.

## Services

The next section of the survey looked at what members thought about the main services we offer, what they are aware of, how satisfied they are with them and how important it is that we continue to offer them.

### Importance we continue to deliver

**Question: We asked how important it was that we continuing to offer individual services.**

The table below shows how respondents rated different services in terms of how important it is that we continue to offer them. Comparisons with 2014 are provided where available. For both 2017 and 2014 importance rating is a combination of people who answered 'very' or 'fairly' important.

	Service	2014	2017	2014 position	Change in position	Change in importance rating
1	Insurance	99	99	1	0	0
2	Online Guidance	64	93	20	+18	+29
3	PRS payment scheme	83	89	3	0	+6
4	Lobbying and advocacy	84	85	2	-2	+1
5	Youth Engagement services* (resources and events)	n/a	70	n/a	n/a	n/a
6	Music Bank - programme notes	73	69	10	+4	-4
7	Funding finder tool*	n/a	69	n/a	n/a	n/a
9	Events listings	69	67	14	+5	-2
10	Music Bank - sheet music exchange	73	66	11	+1	-8

11	Discounts on sheet music hire	65	65	19	+8	0
12	Group profile page	n/a	64	n/a	n/a	n/a
13	Find a group tool	66	63	18	+5	-3
14	Charity registration service*	n/a	62	n/a	n/a	n/a
15	Vacancy listings*	n/a	61	n/a	n/a	n/a
16	Expenses subsidies for booking professional artists*	n/a	56	n/a	n/a	n/a
17	Subsidy for booking Selected Artists*	n/a	55	n/a	n/a	n/a
18	DBS checks	67	53	17	-1	-14
19	Free new music via the Adopt a Composer legacy scheme*	n/a	51	n/a	n/a	n/a
20	Subsidies for booking Philip and Dorothy Green Young Artists	73	51	9	-11	-22
21	Orchestra Tax relief guidance/services*	n/a	46	n/a	n/a	n/a
22	Opportunities to take part in national events/celebrations run by other organisations	n/a	44	n/a	n/a	n/a
23	Discounted piano hire	n/a	43	n/a	n/a	n/a
24	Opportunities to perform in prestigious venues	n/a	42	n/a	n/a	n/a
25	Discounts for online ticketing	48	41	24	-1	-7
26	Online forums*	n/a	40	n/a	n/a	n/a
27	Opportunities to have recordings played on high profile media outlets	n/a	36	n/a	n/a	n/a
28	Discounts on music lessons*	n/a	34	n/a	n/a	n/a
29	Discounts on music recording*	n/a	32	n/a	n/a	n/a
30	Making Music commissions specifically for leisure-time music groups (available to members at reduced rates)	n/a	29	n/a	n/a	n/a
31	Direct Mail service	44	25	28	-3	-20
32	Making Music Mix (create your own CD)	32	21	29	-3	-11
33	Opportunities to take part in competitions	n/a	18	n/a	n/a	n/a

\*new service introduced since 2014.

It is hard to make a direct comparison as there is some inconsistency between the 2017 and 2014 lists due to new services being introduced, some being stopped and changes to how we asked the questions.

However, the results broadly reflect the things members value most about membership with key practical services scoring highly along with lobbying and advocacy followed by artistic support. Some areas of particular note:

- The importance of online guidance saw a significant increase from 2014. Developing our online guidance has been a key focus for the last few years and this increase sends a clear message that we should continue to develop these resources.
- Youth Engagement services scored highly – we know engaging with young members and audiences is a problem for many groups. There are more specific questions on this later.
- Resources that help with funding and saving money rated highly too. For example:
  - Sheet music exchange, Funding Finder tool and Discounts on sheet music hire were all in the top 11
  - Subsidies for booking artist (Expenses, Selected Artists and Philip and Dorothy Green Young Artists) also scored between 70% and 90% for promoting groups – the main recipients of these services
  - Orchestra Tax relief guidance/services also rated as 64% for instrumental groups (the main beneficiaries) versus 46% for all.

Funding and finance is clearly an area of concern for many groups and helping with this is a top priority in our five year plan. We are not a funder and so cannot help in a direct funding sense. What we aim to do instead is give groups the tools and resources to become sustainable, financially and administratively, including help finding volunteers to run the group.' We have made a start with this and the survey suggests these services are valued. However, there is more work to be done and it will remain a top priority.

## Awareness of services

**Question: we asked which of our services respondents were aware of**

The table below shows the % of respondents who said they were aware of individual services and benefits.

Service/benefit	2014	2017	change in %
Insurance	72	97	25
Highnotes*	70	89	10
Information and Advice events	62	87	9
PRS payment scheme	62	81	19
Online resources	43	75	32
Events listings	51	74	23
Group profile page	n/a	56	n/a
Music Bank - programme notes	53	54	1
Music Bank - sheet music exchange	45	51	6
Vacancy listings	n/a	49	n/a
Free new music via the Adopt a Composer legacy scheme	n/a	48	n/a
Charity registration service	n/a	47	n/a
Find a group tool	43	45	2
Selected Artists guide	45	41	-27
Orchestra Tax relief guidance/services	n/a	40	n/a
DBS checks	29	37	8
Subsidies for booking Philip and Dorothy Green Young Artists	48	34	-14
Online forums	n/a	32	n/a
Funding finder tool	n/a	30	n/a
Subsidy for booking Selected Artists	n/a	29	n/a
Direct Mail service	26	19	-7
Expenses subsidies for booking professional artists	n/a	19	n/a
Discounts on sheet music hire	34	18	-16
Making Music Mix (create your own CD)	46	17	-29
Discounts for online ticketing	34	13	-21
Discounted piano hire	n/a	8	n/a

These can be put into four general trend of awareness broadly followed importance rating respondents attached to services:

1. Key practical services (insurance, PRS online resources)
2. The second group includes online promotion tools (event listing, profile page tools) and the Music Bank
3. Less vital practical services (Charity Registration ,OTR, DBS)
4. Subsidies and discounts.

On the whole awareness of services has increased from 2014 results, with some exceptions. Whilst this general increase is very encouraging, many of the open field comments throughout the survey are about respondents not being aware of all that we offer. This is something we have been focusing on and the general increase in awareness suggests we have had some success. However, we want members get the most out of their membership and take advantage of the services and benefits and so will continue to find new ways to get the message across.

## Satisfaction with services



**Question: We asked respondents who had used our services and benefits to rate how satisfied they were with them out of 5 (5 being the most satisfied)**

The table below shows the average score out of 5 for each service/benefit. A direct comparison with 2014 is not possible as in 2014 we asked respondents to say how satisfied they were by selecting: very satisfied, satisfied, neither or dissatisfied. However, some comparison is still possible. 2014 results are listed below as the % of respondents who answered either satisfied or very satisfied.

<b>Service /benefit</b>	<b>2014</b>	<b>2017</b>
Insurance	98	4.8
PRS payment scheme	89	4.7
Charity registration service	n/a	4.5
Subsidies for booking Philip and Dorothy Green Young Artists	86	4.5
Orchestra Tax relief guidance/services	n/a	4.4
Subsidy for booking Selected Artists	n/a	4.4
DBS checks	61	4.3
Discounts on sheet music hire	48	4.2
Expenses subsidies for booking professional artists	n/a	4.2
Online resources	93	4.1
Music Bank - programme notes	82	4.1
Music Bank - sheet music exchange	67	4.1
Discounts for online ticketing	51	4.1
Find a group tool	68	4
Vacancy listings	n/a	4
Discounted piano hire	n/a	4
Group profile page	n/a	3.9
Free new music via the Adopt a Composer legacy scheme	n/a	3.9
Making Music Mix (create your own CD)	14	3.8
Direct Mail service	49	3.8
Events listings	67	3.8
Funding finder tool	n/a	3.8
Discounts on music lessons	n/a	3.8
Online forums	n/a	3.7
Discounts on music recording	n/a	3.5

Overall the results are positive with most services either maintaining a high rating or improving. However, the results were not positive across the board and there are definitely areas that we need to address.

**The good news**

- The key practical services maintain their high scores and two new services introduced since 2014, charity registration and Orchestra Tax Relief also scored highly.
- DBS checks increased from a 61% combined satisfaction rating in 2014 to an average of 4.3/5. This coincides with moving to online DBS checks. This was done with a view to improving the DBS process for members; the results suggest that this has worked.
- The Music Bank sheet music exchange has gone from 67% combined satisfaction rating in 2014 to an average of 4.1 out of 5. We are glad members are finding this service useful. It is especially pleasing as the service was unavailable when we launched the new website in October 2015. When it was re-launched we introduced some changes to how sheet music is searched for and the request to borrow service. The results suggest these have been popular.
- The new subsidies introduced also scored highly. We would like awareness to be higher but it is good to know that those who do use them find them useful.

## Less good news

- Online resources scored 4.1 out of 5, which we think is OK. However, in 2014 it had a combined satisfaction rating of 93%. Given this and the fact that they scored so highly in terms of importance we think we should be performing better here.
- The Funding Finder tool scored 3.8 out of 5. Given that funding is a big concern for members we want the tool to be more useful than this. It is also a relatively new and we are always trying to add content to it and will look at other ways to improve the tool.

## Online Guidance

**Questions: We asked members about how often they use our online guidance and how they find guidance.**

75% of respondents were aware of our online guidance. Of these, in the last 12 months:

- 29% had viewed one piece of guidance
- 60% had viewed between two and five pieces
- 8% has viewed six to 10 pieces
- 3% had viewed more than 10.

93% of respondents said it was important (fairly or very) that we continue to offer online guidance and the average satisfaction rating was 4.1 out of 5. This suggests the service is well-used and valued, although as was mentioned in the satisfaction section we do want to see the 4.1 average score increase.

However, there was less positive news about accessing and finding resources:

- 48% of respondents did not know that anyone in their group can have their own login for the website and access resources. There is no direct comparison with 2014 for this. Whilst we have been pushing it and registration stats show an increase, the survey result show there is more work to be done.
- When asked to rate how easy it was to find the resources they were looking for, the average score was 6 out of 10 (10 being the easiest). We also asked for any comments on how easy it was to find resources:

Generally negative	21
Generally positive	9
Problems accessing content	3
Music Bank negative	3
Problems logging in	2
Music Bank positive	2
Request for alerts for forum post	1
Problem with website speed at busy times	1

Given how important members see online resources as being, these results are not as positive as we would like. We are aware the resource search menu does not work as well as it should and are looking at ways to changes to how it works and new ways of presenting the resources we have available.

## How members find out about resources and guidance (respondents could select multiple options)

	No. of responses
General website search for topics I am interested in	310
Highnotes magazine, iNotes or other emails	302
Resource search tool for topics I am interested in	206
Internet search to look for topics I am interested in	112
Told about them by someone else in my group/another group	95
Information and Advice events	79

Directed to them as a result of calling or emailing the office	67
Other (please specify)	27

## Youth Engagement Project

**Questions: We asked members if they know about our Youth Engagement project, if so, what they thought of it, and if recruiting young people was a problem for their group.**

Awareness of Youth Engagement project was a lot lower than we had hoped:

- Only 30% of respondents were aware of the project in general
- 21% were aware of the online resources created as a result of the project
- 20% were aware of the Information and Advice events we run on this topic
- These figures are broadly the same across vocal, instrumental and promoting groups.

This suggests even people who know about the project in general don't know about the specific help we provide.

The people who are aware of our services do find them useful, although we would like to see slightly higher scores:

- Online resources scored an average of 3.9/5
- The Information and Advice events scored 4/5

The final question in this section asked respondents to rate how big a problem recruiting under 35-year-olds is for their group on a scale of 1 to 10 (1 being no problem at all). The average score was 6.8.

This reinforces our belief that this is a big problem for groups and one we need to continue to tackle. The other results suggest we are doing OK in terms of what we offer (although there is always room for improvement), but a key area to work on awareness and engagement.

## Events

### Information and Advice events

We receive feedback from each Information and Advice event we do so the survey focused on awareness of events and reasons people *don't* go to events.

- Awareness was high at 87% but only 39% of respondents had attended an event.
- Those who were aware of the events gave the following reasons for not attending (respondents could pick multiple reasons)
  - Too far to travel - 201
  - Days and timings not convenient - 166
  - Topics not relevant - 70
  - Other (please specify) - 58
  - I felt I already knew enough about the topic - 50

Distance will always be a problem. We aim to have at least one event within in an hour of each group every year. With limited staff time and budget this can be difficult but ensuring we travel around the UK as much as possible is always a consideration when planning.

**Topics not relevant:** there are lots of topics we can cover in Information and Advice events but it is impossible for us to do every topic in every location. However we have changed our approach to topics recently. Events are now less focussed around a specific topic and are more general (e.g. Helping your group to thrive). This gives those present more of the chance to set the agenda and raise and discuss the topics that are relevant to them.

We have also recently implemented one to one visits – which gives members the chance to discuss whatever is relevant to them.

## **Annual General Meeting (AGM), Young Artists presentation concert and the Making Music Council meeting**

Awareness of the AGM was high (89%), but awareness of the presentation concert, which is part of the same event as the AGM, was low (39%). This suggests that members are aware that we have an AGM, but don't necessarily engage with it as an event. 11% had attended the AGM.

65% of respondents had heard about the Making Music Council and only 4% had attended.

Having an effective way to hear from (and listen to) members and giving them a chance to input into the running of their organisation is hugely important to us. The Council and AGM play a vital role in this and the responses suggest they are not working as well as they should be. This is something we are already addressing for 2018.

We asked people for their reasons for not attending the AGM and Council. 279 people responded, the main reasons were:

- Distance/travel – 106
- Too busy – 81
- Not relevant/appropriate/interested – 56

We also asked what would make them more likely to attend. 162 answered and by far the most common response reflected the issue of distance and time mentioned above.

- Location – change it every year or have regional events instead - 54
- Webinar/live feed of the events where members can maybe vote online too - 8
- Have a big headliner e.g. well known band or artist/spokesperson/ Information and Advice event - 8
- More publicity surrounding the events - 5
- Tell everyone that one member from the group has to attend - 2 people
- Opportunity for members to perform - 1 person

There is a pretty clear message here and one we have already listened to. Previously, we have had one Council event per year that moved around the county. For 2018 we will hold multiple regional Council events around the country.

The AGM has always been in London for practical reasons, and will be in 2018 again, but it is something we will review in future years.

### **We also asked if there were any other ways members would like to engage with Making Music and have their voice heard.**

- Regional visits/meetings that are more local from a Making Music member of staff (10 people)
- More interactive options on the website e.g. chatbox/suggestions box/online forums and webinars (8 people)
- Email and phone calls (8 people)
- More focused surveys (5 people)
- Direct contact with HQ (5 people)
- No (53 people)

We do already offer a lot of these options (local visits/events by staff, chat box, forums, phone and email) so there is perhaps some education work for us to do around promoting these.

More focused feedback is an interesting point and one we have been considering. A large membership survey every three years is very useful, but there are perhaps ways we can get more regular and specific feedback from members.

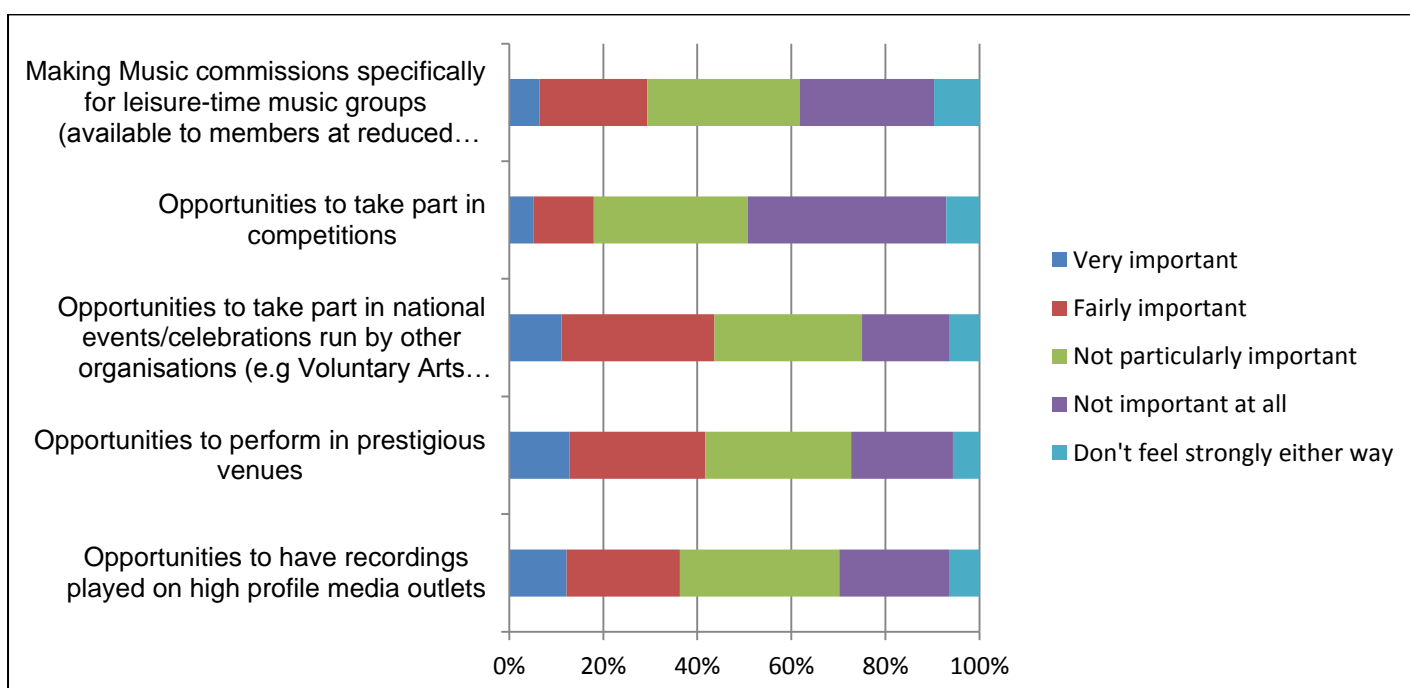
## Projects and Opportunities

**Question: We asked if members were aware of the following projects we run.**

Project	2014	2017
Adopt a Composer	57	78
The Philip and Dorothy Green Young Artists	n/a	41
Member recordings played on national radio	n/a	35
Lady Hilary Groves Award	n/a	33
Jonathan Dove commission	n/a	16

It is encouraging to see awareness of Adopt a Composer has increased since 2014. We would like to see awareness of other project increase across the board in the future.

**Question: We asked how important is it that we tell members about different types of performance opportunities for their groups and what factors are important in deciding whether to take part.**



- All options scored more highly for not important (either not particularly or at all) than important (very and fairly). This was reflected in the email communication questions on this topic which showed emails about opportunities to be less valuable than emails about other topics.
- Clearly promoting opportunities to members is not the most important thing we do. However, some members do see value in it (see table below) and it is something we will continue to do, always being mindful of how much time and resource we put in to it compared to other areas which members value as being more important.
- As is mentioned in the email section below we can perhaps work on email our preferences to help ensure members are receiving emails about the things that are important to them.

**Question: which factors are important in deciding whether or not to take part in projects and opportunities?**

Factor in deciding	No. of responses (430 respondents)
Helps to raise the group's public profile	322
Helps to develop audience	265
Helps to recruit new members	250

Gives existing members a sense of purpose and pride	218
Helps develop musical knowledge and skill	210
Helps with member retention	136
Helps to expand repertoire	118
Other (please specify)	28

## Lobbying and Advocacy

**Question: We asked groups if they are aware of our lobbying and advocacy activities and how important they are.**

	2014 (%)	2017 (%)			
		All	V	I	P
Aware	59	56	51	64	68
Importance	84	85	82	88	84

Awareness and importance are broadly in line with 2014 results. Clearly members do think our activities are important, although awareness is lower than we would like. Interestingly responses in the email communication section (below) did not reflect the importance members attach to these activities. Only 60% of respondents felt it was important that we send emails about lobbying and advocacy (and only 15% very important). There is likely to be some campaign variation here; people may think music libraries in general are important but members in Carlisle, for example, may not think it is important to hear about a music library in Bristol.

**Question: we asked members to choose up to four of the issues in order of importance their group**

The table below show an aggregated rating for each issue.

Issue	2014	2017
Music licensing and permissions - Copyright, PRS etc.	1st	1st
Legal/regulatory framework e.g./Gift Aid, Charity law	4th	2nd
Music libraries	New	3rd
Venues (cost, VAT, suitability, availability)	6th	4th
Funding	3rd	5th
Music education for young people	2nd	6th
Local authorities and networks	5th	7th
Child licensing	New	8th

The results show priorities have shifted slightly from 2014. Music licensing and permissions remains top but Legal/regulatory framework has climbed to second. These are both areas we do focus on. The works tends to be through relationships with partner organisations and representing member and leisure time music in general (e.g. through consultations). The effect is more of a slow burn than a campaign led issue such as music libraries.

It is interesting to see venues further up the list – this has been on our radar for a while and is something we will continue to look at.

Finally, we still see the items lower down the list as being important but our approach is to support existing campaigns rather than to lead, Music education for young people and Child licensing are good examples of this.

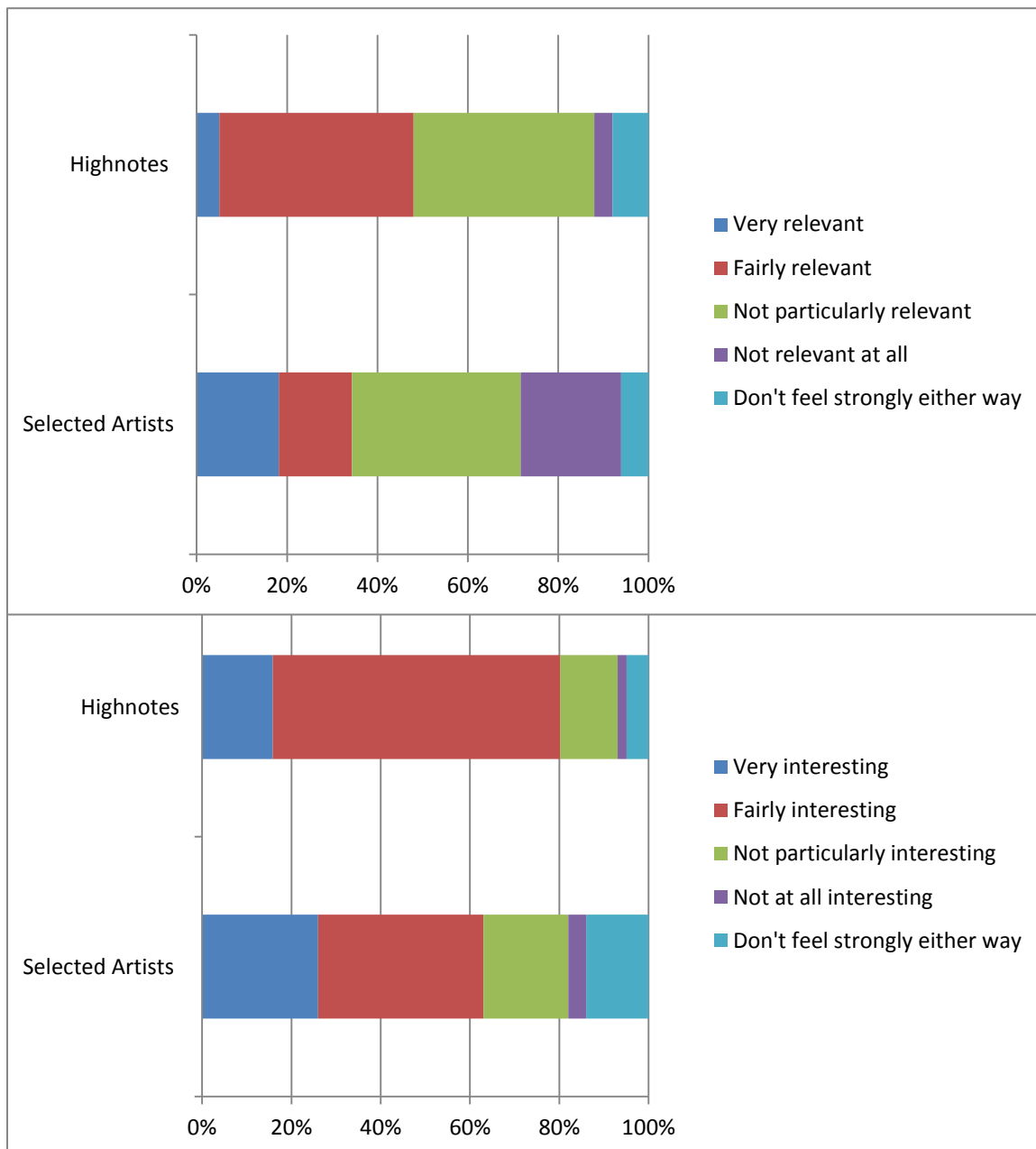
## Publications

**Question: We asked members if they were aware of Highnotes Magazine and the Selected Artists guide, and, if so, if they found the content; a) useful for running their group and interesting and b) generally interesting as a music maker.**

### Awareness:

Awareness of Highnotes was up from 79% in 2014 to 89% in 2017. The news was less positive for Selected Artist Guide where awareness has gone down from 45% to 41%. However, among promoting groups (the main beneficiaries of the guide) awareness was 80%.

### Relevant for running your group



It seems clear from the above result that members find both publications more interesting than relevant or useful in a practical sense for running their groups.

We see the website and email communications as the main channel for the practical services we offer groups and want Highnotes to be a magazine that is interesting to anyone interested in music. We have recently added more pages to Highnotes (from September 2017 issue) and this has been the focus of the new pages.

We also asked members if there was any content they would like to see in Highnotes:

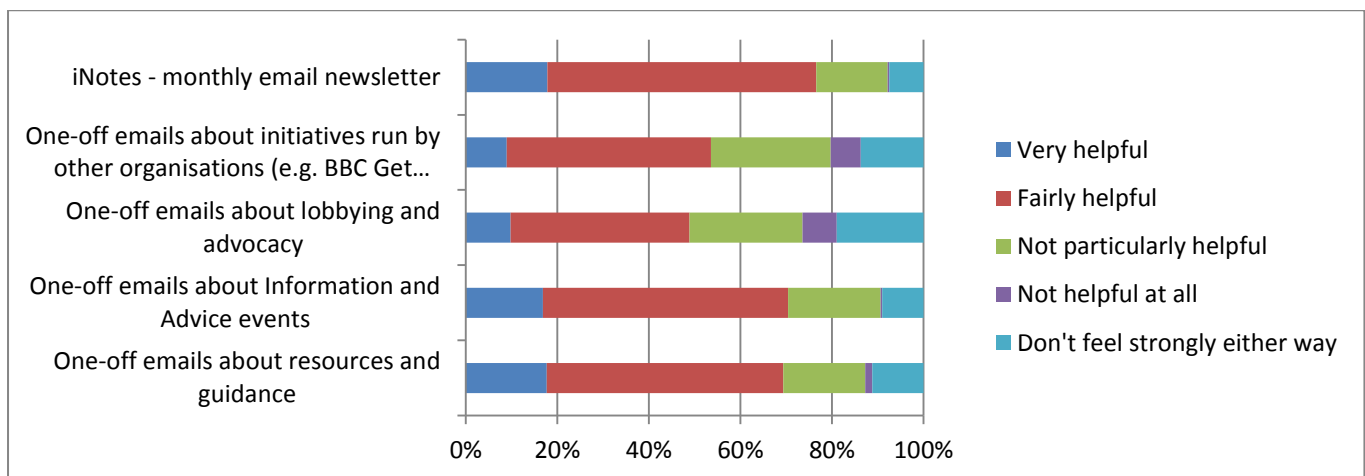
Features on members groups	21
More resources to be features	17
Happy as it is	14
Content on non-classical content	9
More content for promoting groups	3
Request to be sent digitally	2

- More features on groups is something we are keen to do more of with the new pages added to Highnotes.
- More features of resources is interesting too - whilst Highnotes being of general interest is important it is also a membership magazine and finding the balance between the two will always be important to us.

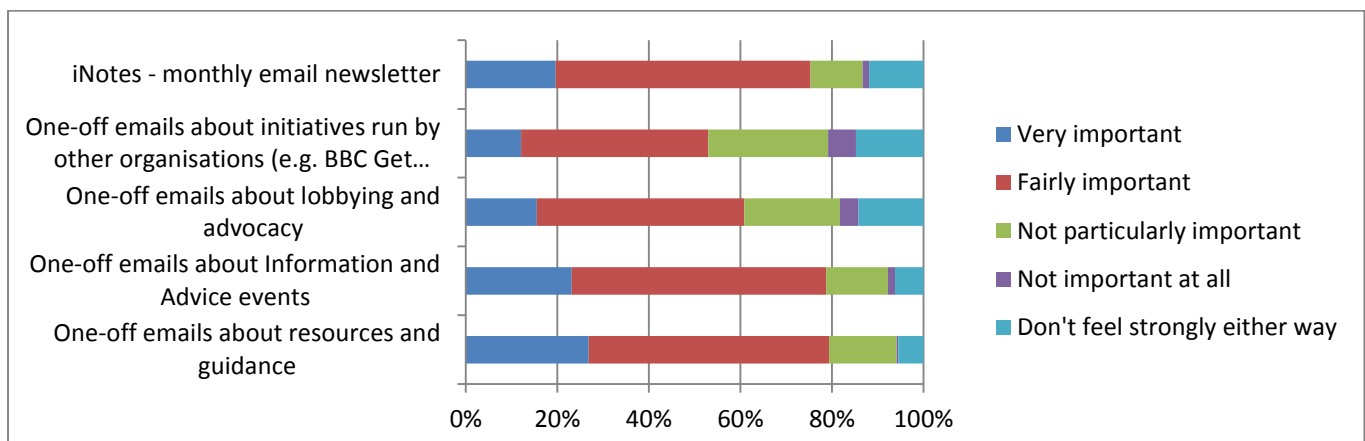
## Email communications

**Questions: We asked members how useful they found the emails we sent, how important it was that we continue and what they thought about the frequency of our emails**

### Useful

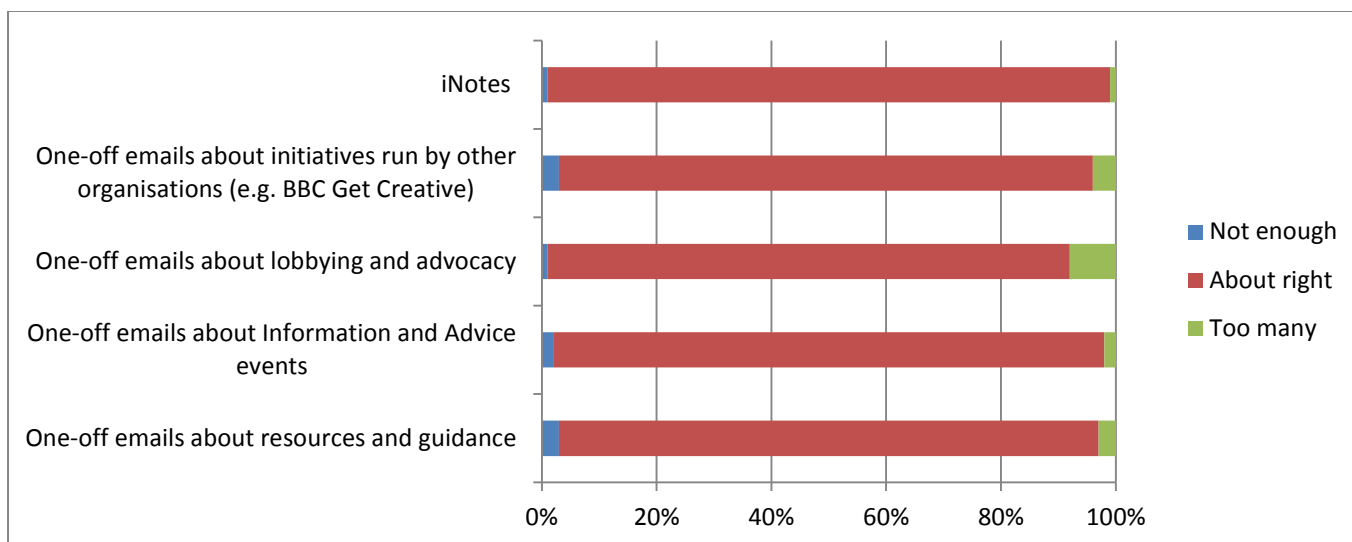


### Important that we continue





## What do you think about the frequency of these emails?



The overall message was that our email communications are valued by, and useful to, groups, but with some room for improvement

- It was clear that emails about events and resources, followed by iNotes were the most popular and useful to groups. these were followed by emails about lobbying and advocacy and opportunities to get involved in external projects. This trend was reflected when asked about how important it was that we carry on sending emails.
- Another trend was that respondents generally found emails to be 'fairly' helpful/important that we continue, rather than 'very'. It is impossible to make every email relevant to every recipient. However, we would like to see the 'very' to 'fairly' ratio move towards very.
- Email is our main method of communication with members about their membership and the benefits and services we offer. We feel the more relevant and useful we can make these emails, the better we can help members to get the most out of their membership.
- One problem might be that only 38% of respondents knew that they could set their mailing preferences by topic. This suggests there is some education to do around this in terms of awareness, and potentially around what the different options mean.
- A very clear positive outcome is that respondents thought we send the right amount of emails.

## Advice by email and phone

**Question: We asked members how many times they had contacted us for advice via email or phone in the last 12 months and to rate the quality of the service**

- 68% had not contacted us
- 30% had contacted us one to three times
- 3% had contacted us four or more times

These who had contacted us were asked to rate different aspect of the service out of 5.

In 2014 we asked how much they agreed with a positive statement about the same aspect of customer service (strongly agree, agree neither agree nor disagree, disagree and strongly disagree). The table below shows:

- The % of people from 2014 who strongly agreed or agreed, in 2014

- The % of people who rated the service 4 or 5 out of 5 in 2017
- The average score out of 5 for 2017.

Aspect of service	2014	2017	
		% of 4 and 5	Average
Response time	81	83	4.3
Professionalism of staff	81	86	4.4
Clarity of response	79	85	4.4
Relevance of response	80	85	4.3

- In 2014, 71% of respondents said they strongly agreed or agreed that staff cared about members. In 2017 members were asked to rate how much they agreed on a scale of 1 to 10 (10 being strongly) and the average score was 8.7/10

The results suggest our customer service has improved from already high levels in 2014, especially the ‘care’ aspect. We are really pleased about this and view the advice and support we give via email, over the phone, and at events (although events are not included here) as a vital part of what we do – and something we will always aim to provide. Whilst the improvement is good news rest assured that we will work hard to maintain, and improve on, these standards.

## Challenges facing you group

**Question: What is the biggest challenge your group faces?**

Challenge	No. of comments
Member recruitment/retention	209
Audiences falling	70
Financial problems	61
Running the group	29
Venue issues (cost, lack of suitable local venues, etc.)	23
Aging performers/audience	23
Trustee recruitment	17
Volunteer recruitment	4
No problems	4
Artistic issues (repertoire, musical standard, etc.)	3

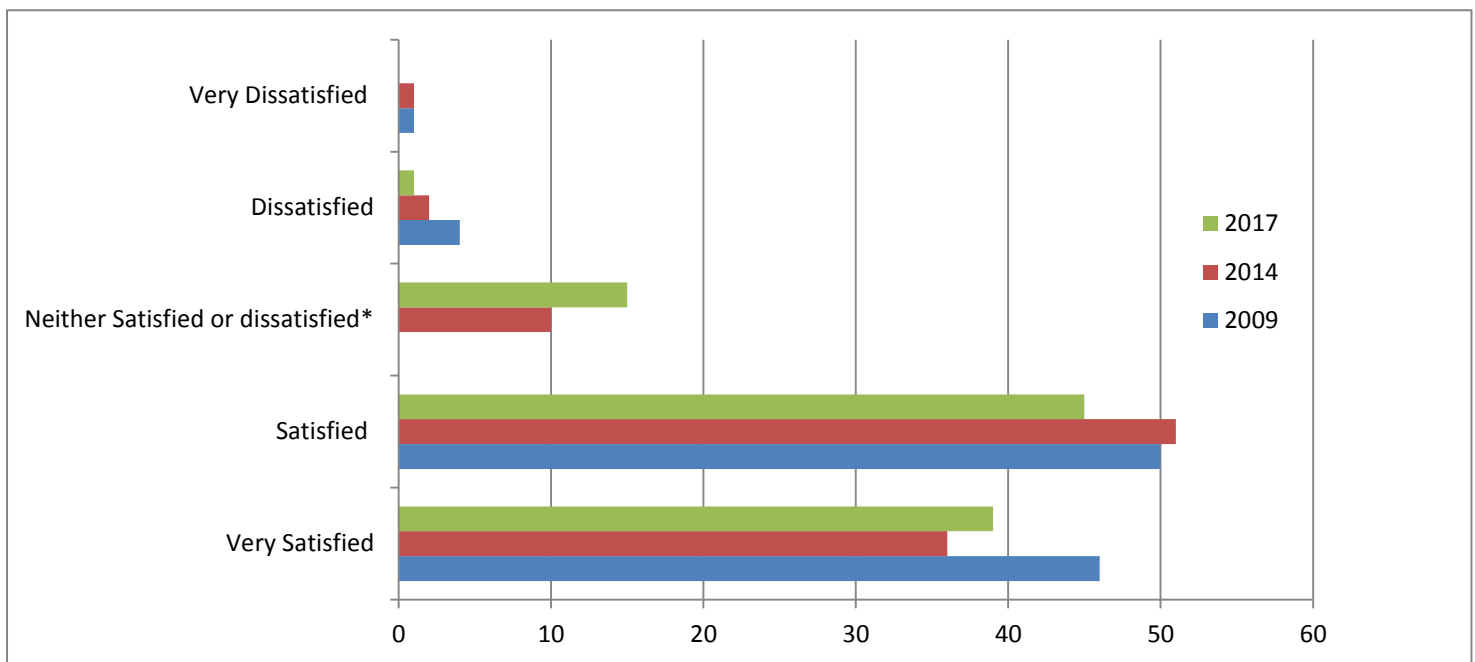
**Question: What is the single biggest thing Making Music could do to help your group thrive?**

Response	No. of comments
Better advertising for groups /promotion of their group/music groups	33
Help finding members and audiences with particular reference to young people	25
Funding – lobbying for the arts/give us funding/how to get or find sponsorship	18
Keep us informed on legislation/Making music news and what other member are doing	12
Lobbying music in schools and working with schools more	9
Venues - Advertise venue space /subsidies for venues/lobby to keep venues open	7
Lower insurance and PRS costs	5
Have more events in rural areas – more local engagement with MM staff	4
Lobbying for cheaper sheet music hire/ music libraries	4

Guidance on marketing materials/setting up website/promotion in social media	3
Guidance for different types of groups instead of just performers e.g. festivals and concert promoters	2
Guidance and help lowering costs and expenditure	2
Complete events diary of the UK	1
Set up public events where members can perform	1
OTR guidance and help	1
Guidance for older people specifically e.g. helping remember songs and music	1

## Overall satisfaction with membership

**Question: Overall, how satisfied are you with your membership of Making Music?**



- Results here are a little mixed the combined total of satisfied and very satisfied has gone down slightly from 2014 from 87% to 84% but the very satisfied score has gone up from 36% to 39%.
- Very dissatisfied has gone down to 0.
- There has also been an increase in Neither Satisfied or dissatisfied, which may be a reflection of the fact that we sent the survey to a wider range of people and roles within groups who may be less engaged with the groups the group's membership

**Question: How likely is it that you would recommend Making Music to a friend or colleague?**

Respondents were asked how likely they were to recommend Making Music to a friend or colleague on a scale on one to 10 (10 being highly likely)

- Mean average: 7.8
- Mode average: 10
- Median average: 8

This is very encouraging, especially the mode average. We know our strongest recruitment tool is word of mouth from existing members and clearly they are happy to recommend us.

**Question: Do you have any other comments about Making Music, about our services or about ways we might better support our members in future?**

General positive	33
Don't take advantage of benefits/services	15
Negative comments about communications	5
Request for more services for non-classical/lower standard	4
Request for more services for running a group	4
More support for different types of group	3
Negative about website functionality	3
More help promoting group's activities	3
Shout about what MM does nationally	3
Positive about insurance	2
Services not relevant	2
Suggestions for future campaigns/advocacy	2
Physical letters instead of email mailing list	1
Lower joining fee	1