

# **Making Music 5 year plan – 2017 to 2021**

## **Vision**

Everyone has opportunities within reach to make and present their kind of music with others.

## **Mission**

Making Music is a membership organisation which supports, stands up for and celebrates groups of people making and presenting music together in their leisure time across the UK.

## **In the next five years Making Music will ...**

### **1. Help Making Music groups become stronger and better able to connect with new members and audiences**

- 1.1. Give groups the tools and resources to become sustainable, financially and administratively, including help finding volunteers to run the group
- 1.2. Help groups with recruitment and retention of members, and particularly people under the age of 35
- 1.3. Enable groups to promote themselves better to potential members, audiences and other networks in their communities

### **2. Stand up for and celebrate Making Music groups, their members, and others coming together to make or present music in their leisure time across the UK**

- 2.1. Work proactively on the sustainability of music as a leisure activity and respond to issues which threaten its future
- 2.2. Increase the visibility of Making Music groups and their members
- 2.3. Increase the visibility of music as a leisure activity to the general public, policy makers and other relevant bodies

### **3. Invite and welcome all kinds of music groups to become part of the Making Music community**

- 3.1. Strengthen the community of Making Music groups and their members
- 3.2. Ensure Making Music is able to welcome all kinds of groups of any musical genre into membership
- 3.3. Reach out to all kinds of groups of any musical genre to invite them into the Making Music community

We also need to make sure that Making Music is able to implement these plans, so we intend:

### **4. Ensure Making Music is sustainable and robust for the longer term**

# INTRODUCTION

## ***Why have a plan?***

It allows you, and it forces you, to lift your eyes off the page and gaze into the future.

It gives everyone involved in the organisation permission to articulate and agree on what that future should look like.

An agreed vision gives staff and volunteers a clear focus, and will therefore make their contributions that much more effective, increasing the chances of the vision becoming reality.

A clear aim is easy to communicate to (potential) members, partners, funders, stakeholders, and makes it more likely their relationships with the organisation are positive: everyone knows what to expect.

## ***What should it do?***

The plan exists to serve the organisation and its members, not the other way around. It should not feel like a corset Making Music is not allowed to take off, despite changing circumstances which may arise at Making Music itself, in its membership, in the wider political or musical landscape.

At no point should the plan distract from two fundamental principles: Making Music is a membership organisation; and it is there to facilitate people making or presenting music, together with others, in their leisure time. Anything else can be discussed: none of us know what challenges and opportunities the next five years may bring; we need to remain flexible in order to spot them and engage with them, if need be.

## ***Who is this plan for?***

It is for all of us involved in Making Music – staff, members, Board, volunteers –, written as a way to agree between us on a direction of travel.

## ***How will the plan be made to happen?***

Making Music are setting out some clear thoughts in this document (and our more detailed implementation plan) of actions and behaviours which we can undertake and influence in order to realise the ambitions laid down in it. We are always open to suggestions of further activity which would support the agreed priorities.

Having consulted on and agreed a strategy, that strategy is now our mandate: we, the staff of Making Music, will work out how to make it all happen, and then do it.

## ***How will progress be measured and communicated?***

As part of the implementation, Making Music will work out how to evaluate our progress, as well as establishing some review points for the plan, internally, and with members.

## ***The plan is very ambitious – is it achievable?***

We are looking five years ahead – at Making Music we think it is right we should do some dreaming and aim for big changes; that we should be bold. But we are also realistic and practical: we know where we can start building the stairway to heaven (sorry), so we will get going with our customary enthusiasm and can-do attitude, and look forward to members', partners' and other stakeholders' support and collective wisdom to help us achieve our vision.

## ***What are the underlying principles – how will Making Music achieve what has been set out?***

- **Helping members to help themselves**: giving members the tools to succeed, from practical templates to behaviour models, always bearing in mind groups' limited resource in terms of (volunteer) people power
- **Doing for members what they cannot do on their own**: influencing policy; increasing the visibility of leisure music making; negotiating discounts on the strength of numbers; having national, UK wide, international conversations with umbrella organisations, policy makers, etc.
- **Providing the canopy under which all leisure music making can come together**, virtually and physically – as the go-to organisation for such activity, connecting groups and individuals to each other under our umbrella

# **MAKING MUSIC**

## **History & governance**

Frederick Woodhouse of the Incorporated Society of Musicians and composer Sir George Dyson founded the National Federation of Music Societies (NFMS) on 23 February 1935 with a membership of 486 societies. In 2000, the NFMS adopted the name Making Music.

## **Governance**

Making Music is a registered charity and a company limited by guarantee. Its governing document states its charitable objective as: 'To maintain, improve and advance education by promoting the art and practice and public performance of music throughout the United Kingdom and in other countries.'

It is overseen by a volunteer Board of Trustees, of which 9 are elected from and by the membership and up to 3 more who can be co-opted. The trustees of the charity are also the directors of the company.

## **Membership profile (October 2016)**

Making Music has 3,228 group members, of which 2,830 full members, 269 associate members, and 129 groups represented by 4 affiliate members.

Making Music also has 189 individual members/supporters and 170 individuals who use its instrument insurance scheme.

40 volunteers (including 10 Board members) support Making Music in a variety of roles.

There are 17 corporate members of Making Music.

28% of members are instrumental groups

14% are amateur promoters

58% are vocal groups

By income, our group members fall into the following brackets:

Below £7,200 a year - 48%

Between £7,200 and £14,500 - 23%

Between £14,500 and £21,000 - 11%

Between £21,000 and £31,000 - 8%

Above £31,000 - 10%

There are 19,647 users registered to our new website which launched in November 2015.

Since then, there have been 126,310 users and 829,384 page views (to end September 2016).

## **Music as leisure activity – available statistics**

The 2008 Department of Culture Music and Sport (DCMS) report 'Our Creative Talent' estimated 10,000 music groups in England; this would mean approximately 12,000 overall in the UK. We estimate that since then there will have been an increase of at least 10%, particularly in terms of vocal groups, following many popular television programmes highlighting the fun and the benefits of singing with others – "the Gareth Malone effect".

# How Making Music and its members fit in with the rest of the world

## Sectors:

Making Music is a membership organisation for groups of people who make or present music in their leisure time. Its members may include and employ many current, future or past professional musicians, including conductors, singers, instrumentalists, composers and accompanists. It is thus part of the wider **music sector**.

Making Music's members engage with music in their leisure time, therefore they are part of the **voluntary arts** sector of organisations, groups and individuals involved in arts or crafts as a leisure activity.

Our members organise and promote live events and so are part of the **performing arts sector**.

Making Music is constituted as a charity, as are many of its members. We are therefore part of the wider **charity sector**.

## Geography:

Making Music member groups are everywhere in the UK: **England, Scotland, Wales, Northern Ireland**. They exist both in **urban and rural areas**.

There are similar music groups and umbrella organisations like Making Music across **Europe and the rest of the world**.

## National government policy areas:

The following areas of government policy impact on and/ or include music groups:

- Arts & Culture
- Education
- Finance: tax, public funding, local authority settlements
- Local communities: regeneration/place-making
- Libraries
- Health & well-being
- Tourism
- Employment

## Local communities:

Other activity, groups, networks and settings in their community affect Making Music's member groups and are in turn affected by them. They include:

- **Other musical leisure activity**, e.g. for young people, of kinds of music other than a group's own
- **Local professional musicians**, they can be practical supporters (patron?) and useful ambassadors
- **Other voluntary arts activity**, e.g. amateur theatre, operatic societies, dance groups, art classes
- **Other local charities** or local branches of national charities
- **Educational settings**, e.g. schools, music education hubs, universities, FE/adult colleges
- **Local volunteering** campaigns, centres, activity
- **Community venues**, e.g. churches, libraries, arts centres, community halls
- **Health & well-being structures**, e.g. hospitals, care homes, GPs, mental health groups
- **Employers** might have their own workplace choir or support employees taking part in groups
- **Local authority** elected representatives and officers
- **Local networks/platforms**, e.g. online fora or local websites