

Our members

3,254 members,
one voice

~~struggle to make themselves
heard by the powers that be,~~

42 information
and advice
events, covering
18 topics

~~wish it was easier to connect
with other amateur groups,~~

97% of
members insured

~~shop around for ages to
find affordable insurance,~~

400 new pieces
commissioned
by members

~~wonder how to challenge
themselves artistically,~~

1.5 million total
annual audiences

~~fret about how to attract a
wide audience to their events,~~

£18.8 million spent
on 34,000 music
professionals

~~struggle to express their
contribution to the professional
music sector, and then~~

get on with making music.

Annual Report 2016

A year of crossing stuff off the to-do list

Fighting for the best deals and providing the expertise, networks and support that our members need to set up, run and thrive as leisure-time music groups.

**making
music**



This page: Member group Kensington Symphony Orchestra rehearses at Baden Powell House © Rey Trombetta
Following spread: Kensington Symphony Orchestra © Rey Trombetta



Annual Report 2016

Our vision

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

Our 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.

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All quotes in this report come from the Making Music Treasurers' Survey and Membership Survey, and from feedback forms from Making Music projects and events.



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**ARTS COUNCIL
ENGLAND**



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“During 2016, Making Music has consolidated its position as the leading charitable organisation in support of leisure-time music. Membership has continued to increase across the UK. We have maintained our commitment to helping our members flourish. Particular examples include improved financial support for members when engaging professional artists, and a significant new service to help our instrumental group members take advantage of recently announced creative tax reliefs. As always, we thank our staff, our volunteers, and everyone associated with Making Music for all their efforts.



Peter Lawson

Peter Lawson
Chair, Making Music



Message from the Executive Director



With stable systems and finances in place in 2016, Making Music was able to start looking forward with confidence to significantly building up its support for the leisure-time music sector.

It was therefore a logical time to consult on and develop a five-year plan. This confirms for members what we are about; tells partners, funders, potential collaborators and stakeholders how they can engage with us; and creates a guiding star for all staff and Board activity. Read the plan at www.makingmusic.org.uk/report

We continued work on our new website, growing online resources and making it easier for members to administer their groups. Through working with our members, the Making Music team has plenty more ideas for future guidance and templates to make running a group easier and for projects to help members grow and continue to be artistically stretched.

Information & Advice events have had very positive feedback and are one way for us to engage with over 16% of our groups every year. But members clearly also appreciate the friendly voice at the end of a phone or email to answer or explore their queries.

Realising the need for better research and data to underpin our advocacy work, we started identifying helpful partners and instigating relevant studies, as well as undertaking our next

Treasurers' Survey, which we are due to report on in 2017. Read the report at www.makingmusic.org.uk/t-survey

I am proud of our success in winning a reprieve for the Norfolk Music Library with the support of music groups in the county; proud of the healthy financial surplus for 2016 which will allow us to invest in new resources to support members; and proud that in 2016 we managed to grow our membership once again, this time by a net 4.1%, so that we are now able to speak on behalf of well over 3,200 groups.

The whole team at Making Music look forward to another year of serving members with enthusiasm and imaginative problem-solving, caring, as we do, about groups' wellbeing and musical achievements.

A handwritten signature in black ink, appearing to read 'Barbara Eifler'. The signature is stylized and fluid.

Barbara Eifler
Executive Director, Making Music

Services

We added over 40 new resources in 2016, ranging from guidance notes and downloadable poster templates to discounts.

For groups

- New guidance resources include Running committees, Going on tour, Website design, Child licensing, Orchestra Tax Relief, Running events and Tips for treasurers.

New in 2016

- **Templates**
Poster design templates and accounts templates.
- **A brand new Artists Expenses Subsidy**
In October 2016 we launched the Artists Expenses Subsidy to help some of our smaller promoting groups who struggle to pay expenses for professional artists. The subsidy, which is funded by money generated from advertising in the Selected Artists guide, helps to cover travel and accommodation expenses

for an artist, and can be claimed by any promoting group with an income under £7,200.

- **Services**
We introduced two new services to support our groups: online DBS checks and Charity Registration.
- **Discounts**
In partnership with some of our corporate members, we introduced discounts for music lessons, concert clothing, recording and sheet music.

For individuals

We further developed our tips for musicians, offering advice on arranging for amateur groups, the power of practice, learning scales and how to choose a teacher.

Website statistics

970.3k *total page views in 2016*

57.7k *guidance resources viewed and downloaded*

55.4k *'find a group' searches*

16.3k *Views of members' vacancy listings*

113 *hours of Making Music videos watched on YouTube*



Partners

We deliver many services by working with others. Our thanks go to all of our partners, but in particular to:

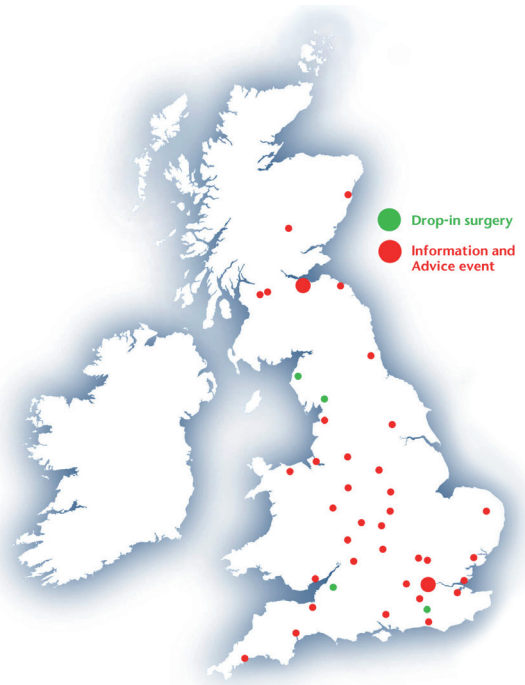


Training events

| | | | |
|---|---|------------------------------|--|
| 5 <i>events across the UK</i> | 3 <i>different topics covered</i> | 94 <i>bookings</i> | 96% <i>said they would try something new as a result</i> |
|---|---|------------------------------|--|

Information and advice events

| | | | |
|--|--|-------------------------------|--|
| 42 <i>events across the UK</i> | 18 <i>different topics covered</i> | 422 <i>bookings</i> | 93% <i>scored events 4 or 5 out of 5</i> |
|--|--|-------------------------------|--|



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Advocacy and campaigns

Our advocacy seeks to ensure that leisure-time music groups have the right conditions to flourish and are celebrated and recognised for their impact on the wellbeing of individuals and communities.

Music libraries

Making Music's aim is to discover short-term and medium- to long-term solutions for music libraries, and to roll these out to local authorities before services reach crisis point.

Making Music successfully mobilised users in Norfolk to prevent the downgrading of service and loss of staff at the **Norwich** Music Library. We helped set up a Friends organisation and are working with the local authority on a sustainable future for the music library.

The innovative new regional NPALS (**Nottingham** Performing Arts Library Service, also available in Leicestershire) launched with a dedicated IT system and website and is on target to meet its business objectives.

The **Yorkshire** Music Library, only three years after its previous rescue, had to be bailed out when the social enterprise running it hit financial problems. It relaunched as the new **Leeds** Music and Performing Arts Library in October 2016.

There are ongoing unresolved problems in **West Sussex**; and despite magnificent input from users in **Westminster**, planned staff cuts to the music library have since gone ahead.

We also engaged with **Arts Council England's Director for Libraries**, with the new chair for the **Society of Chief Librarians** and continued to work with **IAML** (the International Association of

Music Librarians) on solutions to upgrade its **Encore** database and other music library issues.



Photo: Marian Luzi, Unsplash.com

Music education

Making Music continued to engage with relevant organisations such as **Music Mark** and the **Music Education Council**, whom the government regularly consults with on music education issues.

We have also been actively supporting the Incorporated Society of Musicians' (ISM) **Bacc For the Future** campaign, which continues to press the government on the Ebacc measure for schools that is undermining the teaching and availability of arts subjects.

Orchestra Tax Relief

Making Music recognised that members would need support to claim this new creative industries tax relief, which specifically references amateur music groups. As a result, we are developing appropriate templates, guidance and training.

Child licensing

The current regime is not appropriate for amateur musical activities and is interpreted differently by different local authorities. We continue to work with Music Mark who have been taking this issue to the Department of Education on behalf of the sector.

Research

We need better data to support our advocacy work, so in 2016 we started more proactively engaging with and instigating relevant research.

A report is due in 2017 of **Voices Now's** research into the number of choirs in the UK (under the auspices of Singing Network UK, chaired by Making Music).

Making Music also surveyed members to discover how many musicians they engaged, in what roles and how much they paid them. The report, **Paying professional musicians**, formed the basis of an innovative new agreement with the Musicians Union.

Barriers to young people's participation in music groups was a report on the findings of a survey of music groups and under-35s and is now setting the agenda for our work with and on behalf of members on minimising the barriers it identified.

The Sheffield Performing Arts Research Centre (SPARC), in partnership with Making Music and Music in the Round, is researching how to measure the economic and social impact of music groups on their communities. The group is due to report on the pilot in 2017 and the results may support an application for a larger study.

The triennial **Treasurers' Survey** of members was undertaken again by Making Music in 2016 and a report on this is due to be produced in 2017.

Other organisations and partners

Making Music interacts with many organisations on behalf of members, including: Arts Award, Arts Development UK, Association of British Choral Conductors (abcc), Association of British Orchestras (ABO), ABRSM, British Association of Songwriters Composers & Authors (BASCA), Cavatina Trust, Charity Commission, Choir of the Year, Creative People and Places, Cultural Campaigning Network, Cultural Scoping Project, Contemporary Music for All (CoMA), European Federation of Amateur Orchestras (Eofed), Italian Association of Amateur Musicians (AIMA), Live Music Survey (research project), Music Education Expo, MMA, Music Publishers Association (MPA), National Music Council (re-launched as Music Network UK), Orchestras Live, PRS for Music, Ty Cerdd, Voluntary Arts, What Next?

Projects

Making Music's projects aim to:

- celebrate the achievements and variety of leisure-time musical activity
- support members' ambitions and development

Here is an overview of our 2016 projects

Philip & Dorothy Green Young Artists

Funded by the Philip and Dorothy Green Music Trust, this scheme enables members to engage exceptional young professional musicians, either as soloists to perform alongside them or to present in concert, with subsidies of up to 60% of the artist's fee.

The 2016 artists were: **Julia Pusker**, violin; **Laura Snowden**, guitar; **Raphaella Papadakis**, soprano; **Rosalind Ventris**, viola; **Yoanna Prodanova**, cello; **Dinara Klinton**, piano; **Michael Foyle**, violin.

They performed at the 2016 Annual General Meeting, with the recordings subsequently available to members on the Making Music website.

102 applicants **7** chosen



Photo: Laura Snowden ©Jules Lawrence

Adopt a Composer

Funded by the PRS for Music Foundation and the Philip and Dorothy Green Music Trust, and delivered in partnership with Sound and Music, this project matches six emerging composers with member groups for a year, leading to a piece being written for the group specifically, and a broadcast by BBC Radio 3.

In 2016, additional funding from Creative Scotland enabled a seventh pairing, matching an additional Scotland-based composer with a Scottish music group.

Adriano Adewale with **Horsham Symphony Orchestra** (West Sussex)

Christopher Schlechte-Bond with **KEMS Concert Band** (Cheshire)

Mark Boden with **Croydon Bach Choir** (London)

Martin Humphries with **London Medical Orchestra** (London)

Rosie Clements with **Spectrum Singers** (Wales)

Shona Mackay with **The Glasgow School of Art Choir** (Scotland)

Aran Browning with **Strathendrick Singers** (Scotland, additional pairing)

Youth Engagement

Funded by the Pauline Thompson legacy, our Youth Engagement Manager published her research into the barriers to young people's engagement with adult leisure-time music groups.

The findings fed into our new five-year plan as well as leading to specific work including new resources on recruitment and retention, new Information & Advice events to help members address some of these barriers and developing 'trigger' events to prompt a return to or first engagement with a music group.

Get playing

Five member groups took part in the BBC TV series, 'The Great Orchestra Challenge'. North Devon Sinfonia won and performed at the Last Night of the Proms in Hyde Park. The Prom also featured the Virtual Orchestra with over 1,000 individuals uploading their recordings of the Toreador Song, among them many Making Music members and staff. These events were both part of the BBC's Get Playing campaign (of which Making Music was a partner) which also featured recordings of member groups on Radio 3 and promotion of members' participation events on local BBC channels.

Awards

In 2016 the Lady Hilary Groves Prize for outstanding contribution to music in the community, with nominations originating from members, went to Lila Hallett of Chester Music Society.

The President's Award was given to Paul de Ridder for outstanding service as a Making Music volunteer.

Make Music Day UK

In 2016 we continued our involvement with Music Day UK, a small-scale UK version of the annual global celebration of music originating in France in 1982, presenting three open-air, participatory singing events (in London, Cardiff and Edinburgh).

The introduction of the new, more participatory US version of Make Music Day in the UK in 2016 led to a partnership with Music For All and Classic FM, supported by over 20 organisations from the music sector.

Carols in Trafalgar Square

Members, staff and volunteers of Making Music came together to perform traditional carols under the iconic Norwegian Christmas tree in Trafalgar Square, raising £179.72 for Making Music.

A Choir in Every Care Home

Making Music was part of the wider working group for this project, funded by the Baring Foundation and led by Live Music Now!, Sound Sense and the Sydney de Haan Research Centre. This project concluded with the creation of resources for care homes, musicians and volunteers seeking to embed and develop singing in residential facilities, available at <https://achoirineverycarehome.wordpress.com/>

Membership

Making Music has 3,254 member groups representing approximately 180,000 individuals.

There are three types of group membership:

1. Full membership

Open to any leisure-time music group which is set up as a not-for-profit organisation and does not pay its members.

2,845 full members

2. Associate membership

Open to any music group or organisation, but only amateur groups are eligible for the insurance scheme.

278 associate members

3. Affiliate membership

Open to any network organisation wishing to purchase Making Music services for its own members.

131 groups represented by our 4 affiliate members

Individual membership

208 members in total at the end of 2015

59 individual members

149 Musical Instrument Plus members

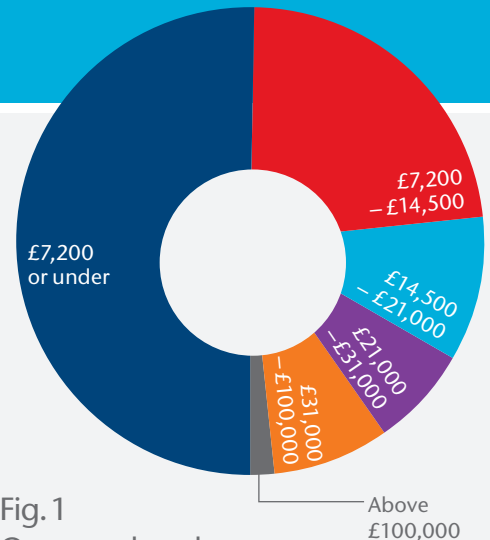


Fig. 1
Our members by level of income

| | |
|-------------------------------------|-------------------------------------|
| £7,200 or under 47% of members | £21,000 – £31,000 8% of members |
| £7,200 – £14,500 23% of members | £31,000 – £100,000 9% of members |
| £14,500 – £21,000 11% of members | Above £100,000 2% of members |

...all the things that have been worrying us about registration are disappearing and it's looking so much more straightforward to make ourselves legal. Thank you!

Lorna, Collegium Laureatum Choir
Cambridge



Group type breakdown

929 instrumental groups (28%)

451 promoting groups (14%)

1,874 vocal groups (58%)

Volunteers

Making Music is fortunate in being supported by a large group of volunteers in a variety of roles. A heartfelt thank you to them from Making Music and its members for their help and contribution.

47 in total at the end of 2016

28 membership engagement volunteers

6 Selected Artists Panel

2 office volunteers

11 board members



Corporate members



Simon Mayor, Composer



Financial summary

Making Music's accounts in 2016 comprised unrestricted fund income of mainly membership subscriptions and member services, alongside restricted fund income, mainly grants for specific projects, bank interest and royalties income from the Philip and Dorothy Green Music Trust, which supports the Philip and Dorothy Green Young Artists and the Adopt a Composer project.

On the expenditure side, Making Music's costs – as with most membership organisations – are its staff, the provision of membership services and associated costs, marketing, and office costs.

Below is a summary of the financial information for 2016. The full accounts can be found at www.makingmusic.org.uk/report

| | £ 2016 | £ 2015 |
|--------------------------------|----------------|----------------|
| Income | | |
| Core grant income | | 32,790 |
| Membership subscriptions | 397,103 | 365,362 |
| Donations and legacies | 23,270 | 20,125 |
| Advertising and merchandising | 31,687 | 31,563 |
| Investment income and interest | 21,163 | 7,612 |
| Grants, sponsorship and fees | 25,999 | 135,579 |
| Special events | 18,963 | 22,507 |
| Member services | 25,763 | 20,747 |
| Total | 543,948 | 636,285 |
| Expenditure | | |
| Costs of generating funds | 4,720 | 10,676 |
| Grants payable (PDGYA) | 10,330 | 5,280 |
| Events | 101,690 | 152,710 |
| Marketing | 14,103 | 14,697 |
| Staff costs (unrestricted) | 263,083 | 295,661 |
| Office costs | 117,555 | 130,932 |
| Other | 24,092 | 20,825 |
| Total | 535,573 | 630,781 |
| Net surplus (deficit) | 8,375 | 5,504 |

Staff and Board 2016

Board

| | |
|--------------------|--|
| Chair | Peter Lawson |
| Vice Chair | Clare Birks |
| Honorary Treasurer | Peris Roberts |
| Directors | Chris Goodall Allan Grayson-Jones Andrew Palmer Glynne Stackhouse Valerie Taylor Dorothy Wilson |
| Co-opted Director | Ruth Irons |

Staff

| | |
|---------------------------------------|-----------------|
| Executive Director | Barbara Eifler |
| Head of Finance | Workineh Asres |
| Membership and Services Manager | Ben Saffell |
| Projects and Membership Coordinator | Sally Palmer |
| Membership Coordinator | Laura Shipsey |
| Office and Membership Assistant | Lily Funnell |
| Marketing and Communications Manager | Ollie Mustill |
| PR and Publications Manager | George Acock |
| Communications and Events Coordinator | Rey Trombetta |
| Member Engagement Manager | Sharon Moloney |
| Manager, Scotland | Alison Reeves |
| Manager, Wales | Abby Charles |
| Youth Engagement Manager | Xenia Davis |
| PDGYA Administrator | Alexandra Scott |

Governance

Making Music is a registered charity and a company limited by guarantee. Its governing document, the Memorandum & Articles of Association, states its 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 Directors, of which 9 are elected from and by the membership and up to 3 more who can be co-opted. The directors are also the trustees of the charity.



History

Frederick Woodhouse of the Incorporated Society of Musicians and Sir George Dyson founded the National Federation of Music Societies (NFMS) on 23 February 1935, with the support of the Carnegie UK Trust. In 2000, the NFMS changed its name to Making Music.

Today Making Music is the UK's number one organisation for leisure-time music groups, supporting, connecting, celebrating and championing local musical activity in all musical genres.

Making Music

The National Federation of Music Societies

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Making Music is the trading name of the National Federation of Music Societies, a registered charity in England and Wales no. 249219 and in Scotland no. SC038849. A company limited by guarantee registered in England and Wales no. 308632. VAT registration no. 239 0186 63.

