



THE UK ASSOCIATION FOR MUSIC EDUCATION – MUSIC MARK

COMPANY NUMBER: 06134823

CHARITY NUMBER: 1118542

MINUTES OF THE AGM

DATE: 5th February 2015

TIME: 4pm

VENUE: Avonmouth House, 6 Avonmouth Street, London SE1 6NX

MEMBERS PRESENT: Angela Ball, Linda Bance, Denise Barber, Oonagh Barry, Carolyn Baxendale, Graham Bland, Ian Burton, Marion Hinds, Peter Lovell, Jamie O’Brian, Ken Parr, Fiona Pendreigh, Charly Richardson, Diane Rivaud, Philip Shaw, Graeme Smith (GS Chair), Julie Spencer, John Thomson.

MEMBERS APOLOGIES: Chris Dalladay, Maureen Hanke.

IN ATTENDANCE: Richard Morris

STAFF PRESENT: Lucy Aldcroft, James Devaney, Jem Shuttleworth (JS)

1. **Welcome and Apologies** – GS welcomed members to the AGM. Apologies as above.
2. **Chair’s Address** – Graeme Smith said “In talking about Music Mark since the last AGM, we need to start with the accounts. These are the accounts for the year March 2013 to March 2014.

An organisation’s accounts should be considered from two perspectives, compared to the previous year and compared to the set budget.

For the formal end of year report, we are required to show the comparison with the previous year. The accounts show that when taking out one off costs and income associated with the merger, the change from the previous year was an increase of the underlying deficit from £29,530 to £82,043. The major changes were not having the income for managing the distribution of the Music Education Grants (which was £58,300 in 2013), having £18,436 less bank interest through having lower bank balances without the grant money being held before distribution, and an increase in income from £19,202 from membership subscriptions and other activity.

However, with an overall deficit of £97k members will be interested in how we fared compared to our set budget and our financial viability going forward.

Back in March 2013 a balanced budget was set for 2013-14. The first thing to upset this was the additional merger costs. During the course of the year it also became increasingly clear that we would fall short of our income targets. As a merged organisation our aspirations were to build on the combined memberships of the previous organisations. However, our projected membership fell short in all categories. Some previous individual, music service



and corporate members decided we were not providing the services they needed, and our first attempt at a schools membership was not successful.

At last year's AGM we did mention that we were expecting a deficit, but it was not until the middle of February that the scale of the deficit became apparent as the opportunity to generate additional income from subscriptions had passed. It was clear the trustees needed to take action. We carried out a strategic review of the organisation, halted the CEO appointment process and appointed Jem as General Manager.

During the 2013-14 financial year we had performed to expectation when it came to expenditure, so we felt confident to set a budget which would balance for 2014-15 with income targets which were tempered by the reality of the previous year. I am pleased to tell you that we are on target to meet that budget.

After the April strategic review we have also worked very hard to listen to and engage with you, our members, and to keep reminding ourselves that Music Mark exists because of and for its members.

Following that listening exercise we have focussed our activity around three key aspects, influencing, supporting and connecting. We have created an annual programme of meetings and events, backed up with communications which are bespoke to the different interest and contexts of different strands of membership, and which give you the opportunity to have your voice and share your expertise.

We have also begun to deliver.

For our advocacy we have worked closely with others across the sector, specifically through our membership of the Music Education Council. The strength of the advocacy message which Music Mark has been able to give is that it has been based on what you have told us. We don't simply ask, we carefully explain the reasons why. Why, for example, the additional money from the partial restoration of previous funding levels for music education hubs in England should go to the front line.

We are not a pressure group lobbying for our own self-interest. We are an organisation which uses evidence to argue for the rights of every child to benefit from music. Our annual conference was held in November, where we looked at progression. At the conference we highlighted the two key reports which have come out this year from the ABRSM and the Paul Hamlyn Foundation. We are working closely with both organisations, and our work streams going forward will reflect the need to address those priorities. We shall be launching OpenSpace to allow our members to share initiatives and their development. We shall be launching MarketPlace, with strategies, practice and resources for music educators.

We shall also be forming a Curriculum Council to guide the development of our support for the pedagogical practice of music educators.



Music Mark exists to promote the benefits of music education, but more than that we exist to reap the collective wisdom of our members in ensuring the quality music education needed for those benefits to be a reality.

I should like to thank all those members who kept faith with our purpose during a difficult time for the organisation. I should like to thank especially those members who have contributed so much as reps and focus group chairs, and to my fellow trustees, especially Nigel Taylor who stepped down as Chair in September. And a big thank you to Jem and the staff team who have risen to the challenge of raised expectations with fewer resources.

Our published accounts state that FMS and NAME agreed to merge their activities to form a larger and stronger membership organisation to advance music education. It has taken a little while, but I am now confident that we are achieving that aim. Our membership numbers have increased and we are on an upward trajectory. Others want to talk to us and to work with us as partners. We have effective leadership of Music Mark, we can be effective as leaders of music education. That is why we are confident to say that our theme for 2015-16 is delivering as leaders”.

3. **Accounts of the Charity for the previous financial year** – Accounts for the 13-14 year were received by the membership. JS reported that they had also been submitted to the Charity Commission and Companies House and would be placed on the Music Mark website following the meeting.
4. **Written report of the Charity’s Activities** – JS advised that the charities’ activities and objectives could be found within the Accounts for the 13-14 year (Pg 9).
5. **Retirement of Elected Trustees** – Nigel Taylor had resigned as Chair and Trustee at the Board Meeting held on September 23rd 2014 with Graeme Smith elected by trustees to the post of Chair, Sept 2014 onwards. Tony Mealings will retire with immediate effect following the AGM. The Board thank both Nigel and Tony for their contributions to the organisation.
6. **Outcome of Nominations for Elected Trustees** - JS reported that notice to the full membership by email of the forthcoming Trustee Elections had fallen 4 days short of the 90 day notice period. Notwithstanding the above Diane Rivaud had been nominated and seconded in line with the byelaws and as such was elected trustee with effect from the AGM. GS reported that the need to co-opt trustees had been discussed at Board Meetings and that decisions regarding co-options on the basis of skillset would now be made ahead of the next Board Meeting in April 2015.
7. **Outcome of Nominations for Music Service Regional Representatives** - JS announced the nominations for Regional Reps received to date and informed that all nominations were in order with the byelaws. The full list would be available on the website shortly.
8. **Process for selection of Individual Regional Representatives and Focus Group Chairs** – JS acknowledged that the regional structure of networking for Individual members was not



meeting need and felt that it would be more effective to explore the avenue of connecting members by interest. The Curriculum Council would be an opportunity for Focus Group Chairs to come together.

- 9. Reporting accountants or auditors for the Charity** – Trustees have made the decision that an independent financial examination will be conducted for the 14-15 year rather than a full audit. JS reported that this was in light of the annual turnover of the organisation.

- 10. AOB** – Members requested that they receive updates on colleagues leaving and of new Heads of Service coming into post. It was also suggested that the board should consider developing the support for well-being amongst the membership, to reserve a place for each Music Service at relevant events and to connect Heads of Service who were in similar situations to each other.